

Sports in 2021: Incl Impact of COVID-19 - US - November 2020

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the sports industry.
- How the COVID-19 recession will affect sports in 2021.
- How consumers will engage and connect with sports in the coming years.
- The future trends set to take hold in sports.

The sports world radically changed in 2020 due to COVID-19 as the pandemic brought the entire industry to a near standstill across the globe. But as sports began to resume, the industry looked to new opportunities and methods to continue to reach and engage the massive number of sports fans across the country. Sports are ripe for innovation and across the industry, individual teams, leagues, athletes and brands have created original offerings to further the fan connection with consumers. Throughout the Report, Mintel looks to these new examples as signs of what is to come in sports in 2021 as these methods and innovations will become more widespread. While the pandemic continues to present new challenges for all industries, sports are well equipped to continue to engage the overwhelming majority of consumers across the country.



“While the COVID-19 pandemic created an unprecedented disruption for sports, the industry has rebounded and is poised for a strong comeback season in 2021. Sports entities will continue to use new engaging methods of interacting with fans, offering innovative ways to promote engagement from a passionate fanbase of consumers.”

– Colin O’Brien, Sports Analyst

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