

momentum
#TUESDAYTALK

TOP GLOBAL SPORTS TRENDS





01

80% of NFL fans believe that if more people in the sports industry spoke up about social issues we'd see more progress.

(Source: Momentum Worldwide's Proprietary Research)



02

65% of sports fans say they want to receive some form of content from their favorite team at least monthly during the off-season.

(Source: Deloitte)





03

55% of US sports fans watch behind-the-scenes sports content.

(Source: Mintel)





04

Fantasy sports' global engagement market is projected to hit \$48bn in annual revenue by 2027.

(Source: Brandessence)





05

41% of people say they would watch more women's sport if there were more of it on TV.

(Source: YouGov)

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