

momentum #TUESDAYTALK

TOP GLOBAL SPORTS TRENDS





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

Copyright © Momentum Worldwide 2022. All rights reserved. This document, and its contents, are the property of and confidential to Momentum Worldwide and may not be reproduced or transmitted without the written permission of Momentum Worldwide.

(Source: Momentum Worldwide's Proprietary Research)





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)





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

(Source: Mintel)





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

(Source: Brandessence)





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

(Source: YouGov)



momentum

For more information, contact: info@momentumww.com Don't forget to follow us on social!



