



fandom

**Understanding
today's fandom**

Executive Summary

momentum

What is fandom?

Sports fandom is experiencing a rejuvenation, with **73% of fans saying their interest has increased over the past five years**. This trend may be due in part to the post-pandemic world we're living in, where people are wanting to reconnect with their favorite pastimes and with like-minded people.

To understand the growing passion around sports and their fans, Momentum Worldwide conducted a global research study to explore sports fans on a deeper level. The research identified

the underlying layers of "the fan" and identified the meaningful roles that brands can play to connect with them. Insights were collected for a variety of sports, ranging from American Football to futbol, and fandom levels from the Super Fan to Casual Fans.

The study of 1,069 completes was fielded across six countries and cities in the US, UK, Canada, Spain, Germany, Paris and Milan in August 2024.



Fandom and fan identity

For many, fandom represents more than casual interest—it's a core piece of their identity. We learned that **55% of fans consider their fandom a birthright**, feeling both pride and a responsibility to maintain this passion as something they will pass down to future generations. With this, they feel that their fandom should also remain pure; **88% believe fandom should remain untouched** by external influences, such as politics and current events.

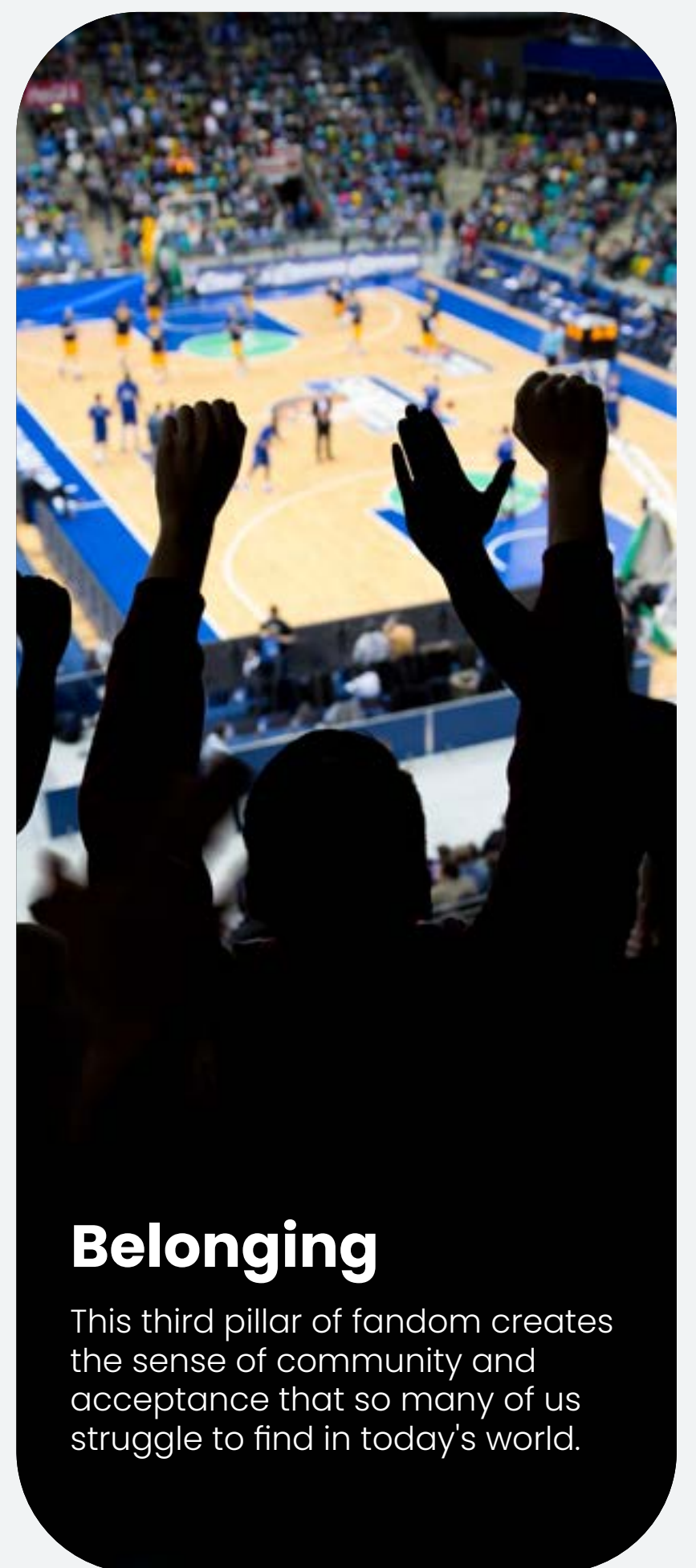
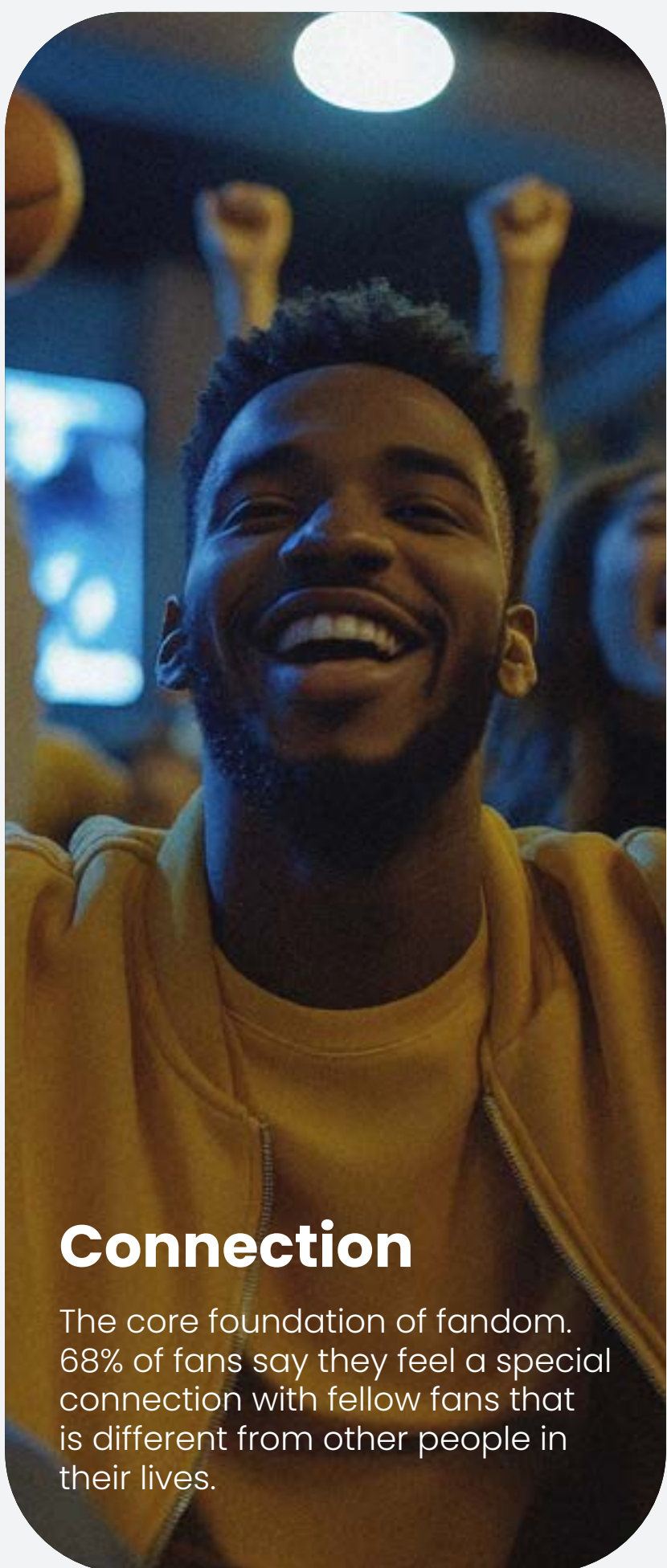
93%

of fans believe fandom for their favorite team/sport will have a strong and vibrant community 10 years from now



The three pillars of fan identity

Our research discovered that fandom has three underlying pillars that are fundamental to the fan:



Together, these three pillars make fandom the perfect icebreaker. Shared fandom helps strangers connect over shared interests and even strengthens existing relationships through their love of the game.

These fan communities are powerful and meaningful, allowing others to share energy, stories, and the emotional ups and downs that come with supporting their team.

Fandom is the perfect icebreaker

As we continue to break apart these pillars we uncover more emotional benefits of fandom, with fans experiencing a variety of sentiments ranging from excitement and joy to motivation and pride.

Joy
Empowerment
Love
Pride
Excitement
Hope
Admiration
Nostalgia
Personal Growth
Friendship
Belonging
Comfort
Personal Growth
Inspiration
Hope
Excitement

Admiration
Empowerment
Comfort
Personal Growth
Friendship
Motivation
Gratitude
Belonging
Inspiration
Hope
Admiration
Personal Growth
Connection
Love
Gratitude
Nostalgia

Excitement
Hope
Motivation
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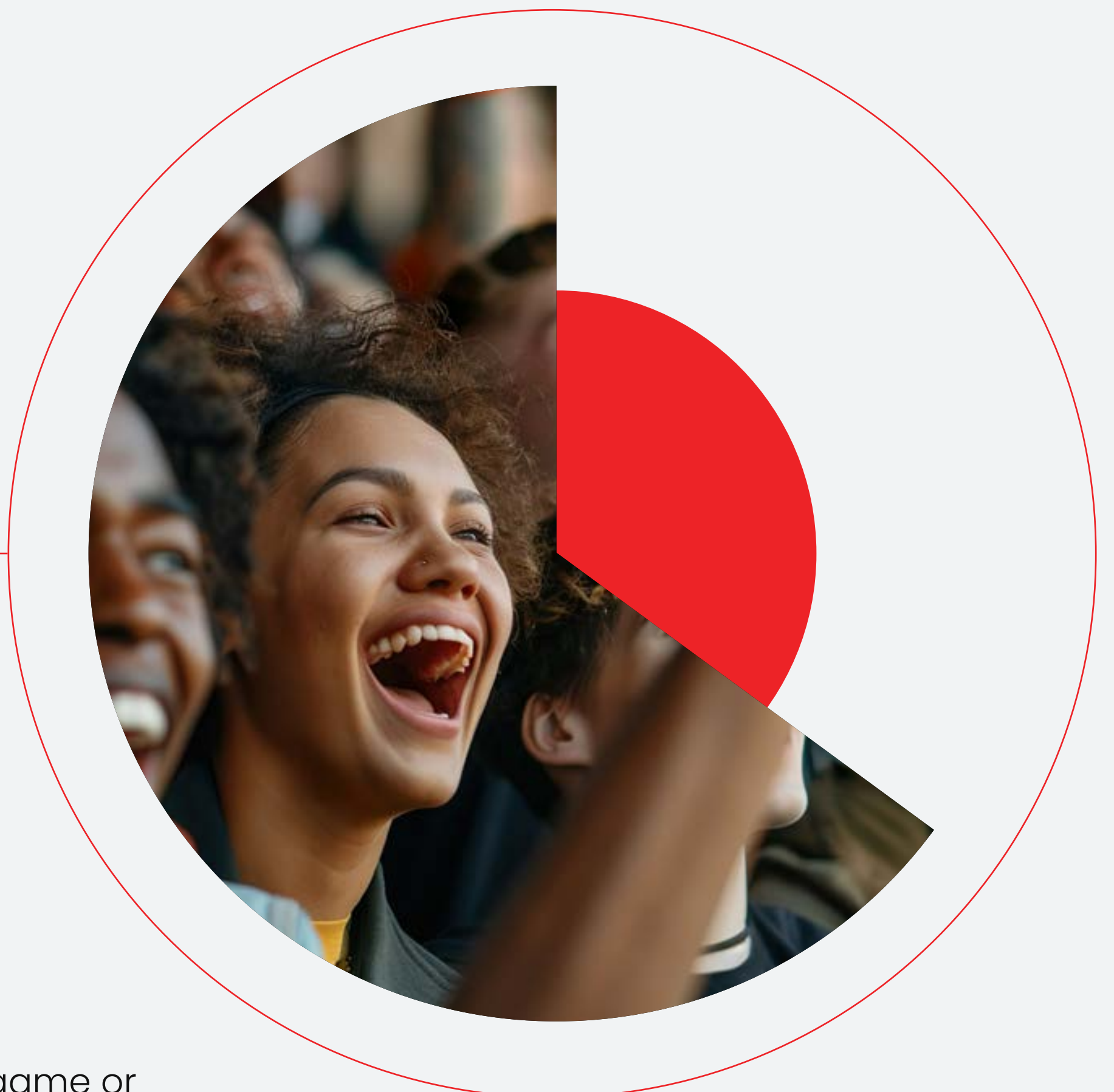
Gratitude
Admiration
Hope
Friendship
Excitement
Personal Growth
Admiration
Connection
Love

Beyond the three pillars: mental wellbeing

As fans strengthen their bonds with the sports community during uncertain times, our research revealed a deeper benefit beyond the three pillars of Connection, Belonging and Escapism: Mental Wellbeing. Fandom isn't just a connector to others; it's also a connector to oneself.

65%

of fans agree that being part of a fan community has helped them cope with stress/difficult times



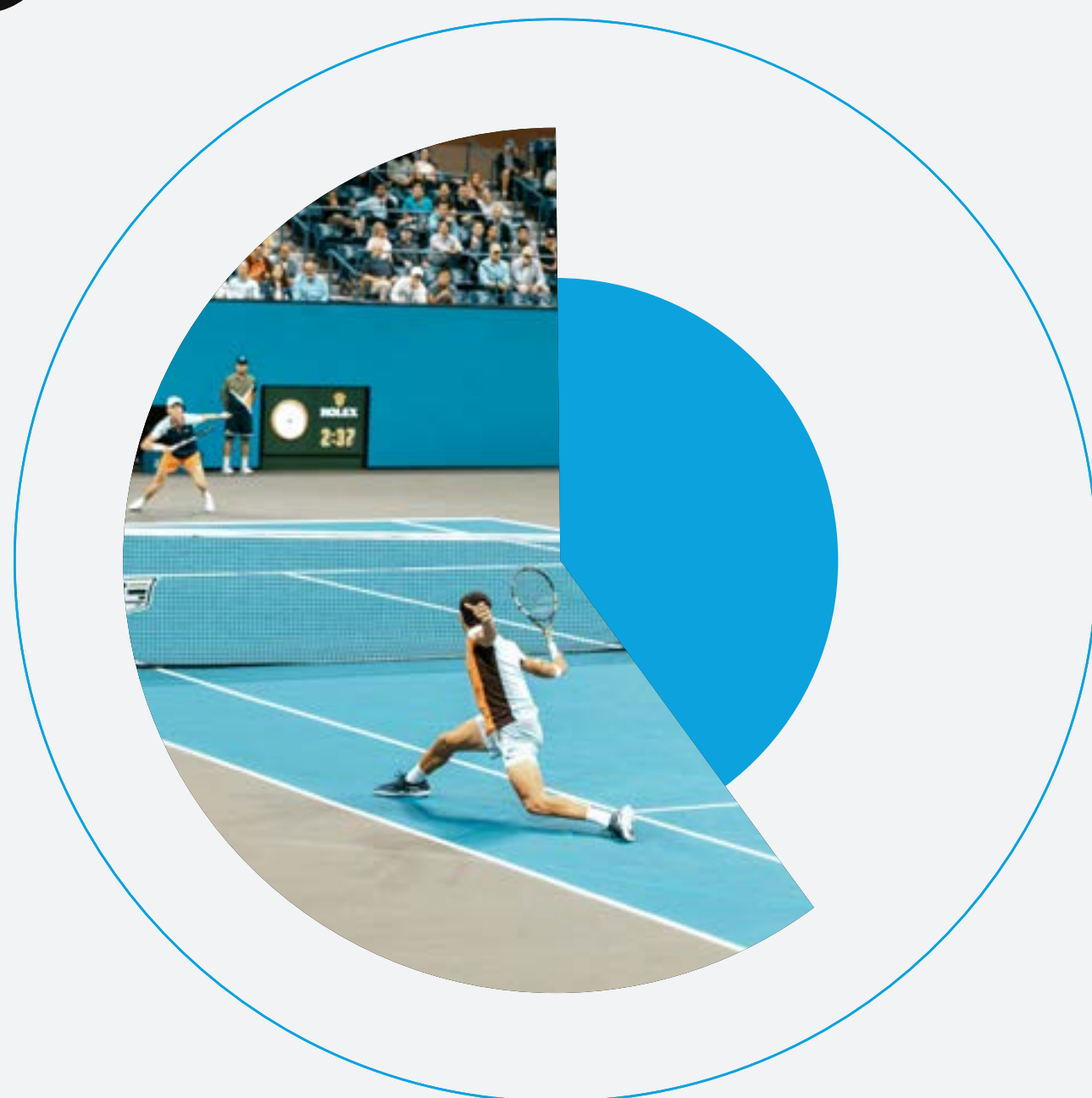
The excitement around a game or match, checking in on their fantasy team or seeing their favorite athlete score contributes positively to mental wellbeing. Fandom provides a multitude of opportunities for self-expression, "me time" and personal fulfillment.

Fans have opened the door for brands

Fandom doesn't just lie within the stadium, arena or fan communities. We've learned that the passion and loyalty we have for our favorite sports extends to the brands that support them. While many may be under the assumption that a brand's involvement in the sporting community might detract from authentic fan experiences, we've discovered that fans are welcoming of brands who support their teams and athletes.

Fans feel a brand's involvement could enhance the experiences they attend. It is, of course, important that brands make sure that how they go about supporting or sponsoring a sport actually adds value rather than interruption to the fan experience.

And, if a brand is successful? They will be rewarded.



60%

of fans want brands to be involved in their favorite sports or activities



Brand awareness

Three out of five fans can identify the sponsors of their favorite teams and athletes.



Brand favorability

We learned that half of all fans say they've become more favorable toward brands that sponsor tournaments or events in a meaningful way.



Brand purchase interest

Even better? Fans are more likely to become interested (and purchase) from brands they see supporting their favorite teams.

Looking to the fandom future

Fandom goes beyond simply being a fan—it's a powerful force that connects people in an increasingly disconnected world. It forges meaningful bonds between like-minded individuals, brands and their communities, offering genuine emotional and mental benefits. Being part of a fandom is rewarding, authentic and deeply impactful. It's clear that fandom isn't just a trend—it's shaping the future.

88%

of fans say they'll stay loyal for life



Fandom is shaping the future.

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For brands that want to learn
more about how to navigate this
evolving landscape, contact
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