



EUROPEAN FOOTBALL MERCHANDISING REPORT 2010



EUROPEAN FOOTBALL

The pan-European study with analysis and trends in football merchandising

Football clubs generate lucrative income whilst simultaneously promoting professional brand building and emotional fan loyalty by marketing jerseys, scarves and other merchandise.

- Merchandising accounts for a 7.3% share of the total revenue for the top-flight clubs in the ten European football markets investigated.
- Over 13.6 million club jerseys were purchased by fans in the ten markets investigated. 11.4 million of these jerseys were manufactured by either Adidas or Nike.
- Fans from the U.K. spend the most on official football fan merchandise of the ten countries investigated on average per year (EUR 58).



Following the success of their 2008 cooperation, PR MARKETING has again joined forces with SPORT+MARKT to analyse the pan-European football merchandising market. In addition to the 6 markets covered in the 2008 study, four further growing football markets (Poland, Russia, the Ukraine and Turkey) have been included in the latest version of the report.

MERCHANDISING REPORT 2010

The 182 football clubs in the ten football markets analysed (Germany, England, Spain, Italy, France, the Netherlands, Poland, Russia, the Ukraine and Turkey) generate a total merchandising volume of around EUR 727 million.

Merchandising as a financial factor in club marketing

- Business models in football merchandising
- Merchandising as a source of income and marketing tool
- Fundamental merchandising models
- Merchandising and key revenue drivers

Merchandising in European club football

- Facts & information, market volumes of individual leagues and pan-Europe
- Demand and potential revenue, role of mascots and superstars
- Consumer behaviour and spending of fans

Focuses and perspectives in football merchandising

- Favourite products and sales channels
- Kit suppliers and football merchandising
- Developments in merchandising and future potential



European Football Merchandising Report 2010

Investigation:

Merchandising officials from 182 top flight clubs provided insight and over 10,000 fans in Europe's leading football leagues were interviewed in a representative study in summer 2010.

Content:

Report in English as a PDF document or bound printed version (approx. 75 pages).

Price:

EUR 4,900 plus VAT; available mid-February 2011

SPORT+MARKT:

As the leading research and consultancy company in international sport business, SPORT+MARKT has been analysing the developments and factors for success on the sponsorship and advertising markets for 25 years. In addition to expertise in market, media research and strategic consultancy, our clients have access to one of the most extensive global databases for sport, sponsorship and communications. info@sportundmarkt.com | +49 (0) 221-430 73 0

PR MARKETING:

PR MARKETING is an owner-operated marketing company, under the control of Dr. Peter Rohlmann and deals with strategic marketing issues in sports business as well as economics and public affairs. For over 13 years, he has been the editor of the year-by-year Merchandise Barometer on the German Bundesliga. In addition, Dr. Rohlmann is the author of many publications in sports marketing. info@pr-marketing.de | +49 (0) 5971-17908