The Business of Sports

Benchmarking for Commercial Appeal

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About Euromonitor International and Passport

Euromonitor International is a global market research company providing strategic intelligence on industries, companies, economies and consumers around the world. Comprehensive international coverage and insights across consumer goods, business-to-business and service industries make our research an essential resource for businesses of all sizes.

Our global market research database, Passport, provides strategic intelligence on consumer goods. It offers shared access to all of our internationally comparable statistics, analysis and datagraphics. Passport connects market research to your company goals and annual planning, analysing market content, competitor insight and future trends impacting businesses globally.
Understanding the commercial opportunities that professional sports clubs offer can be challenging. The Club Index was developed as a means to benchmark top-flight domestic clubs across key metrics, ensuring that potential and existing partners can accurately assess the scale of opportunity across a range of top domestic leagues and team sports globally.
Real Madrid has emerged as the top professional sports club globally, boasting the largest digital following across all sports.

Six Premier League clubs make it into the top 10 ranking in the index.

Celtic FC and Manchester United are teams with the highest Sports Legacy score globally, determined by their rich history and proven record of domestic success.

Liverpool has registered highest international exposure from European teams, based on a successful journey in the UEFA Champions' League, and high profile pre-season tournaments.

A strong performance across all metric groups ensured a victory for the New York Yankees in US sports.

Dallas Cowboys has emerged as the top American football franchise – a win based on unparalleled attendances and social media following in the NFL.

Golden State Warriors has claimed the top spot in NBA based on recent successes on the court, although remain behind Los Angeles Lakers in social media following.

Sport clubs based in San Francisco metropolitan area possess the strongest economic scores, determined by high purchasing power and willingness to spend on sports and entertainment.

Tokyo baseball team Yomiuri Giants is the only team from Asia Pacific in the top 100 ranking, an achievement determined by high attendances and Tokyo’s strong demographic performance.
Football clubs in Europe claim the top spots in The Club Index. Combined, these clubs boast nearly a billion followers on social media (935 million), illustrating the peerless position of football/soccer as a global game. European football powerhouses from highly competitive leagues such as La Liga, Premier League and Bundesliga, contain the key ingredients of success, from strong local support to extensive digital media footprint globally, thus guaranteeing a high return on investment for sponsor companies.

All four English clubs that qualified for the UEFA Champions League and UEFA Europa League’s finals are ranked among the top 10 of The Club Index, bearing a fitting testament to the strength and commercial attractiveness of Premier League. Being some of the most recognisable sports properties in the world, the clubs boast deep-rooted footballing traditions and no shortage of star quality in the form of top players and managers, resulting in exceptional local and global support from their fans.
Clubs dominating Italian and French football – Juventus and Paris Saint-Germain – are present in the top 20 list. These clubs have been head and shoulders above their domestic competition over the recent years, having strengthened their global image with star transfers and solid performance in continental arenas.

Teams from top legacy sports leagues in the US - the NFL, NBA and MLB claim 9 of top 20 spots in the index. Storied heritage, high average attendances and ticket spend coupled with strong economic background determine teams from these major US leagues to be among the most commercially attractive globally.

In Latin America, football clubs are still the unchallenged sports champions, although for sports investors the biggest challenges remain in the region’s economics. Australian football teams are leading the club list in Australasia, while Japanese clubs are the most prevalent in top 20 in Asia Pacific, benefiting from high attendances and Japan’s solid economic and demographic data.
Euromonitor International’s Club Index

The Club Index provides a well-defined and comparable view of top clubs to uncover the leading performers from a commercial perspective. This strategic tool helps to:

- understand existing and discover new commercial opportunities for partners and investors
- inform strategic planning for professional sports rights holders

The index is calculated for 1,377 clubs in 93 domestic leagues across nine team sports in 43 countries. Team sports covered include American football, Australian football, baseball, basketball, cricket, football/soccer, ice hockey, rugby league, and rugby union.
Value and metrics used to calculate the index

**Sports Market metrics**
Metrics include matchday statistics to determine how clubs compare in terms of physical fanbase and the match day experience. Social media footprint looks beyond the stadium revenues, capturing the digital reach of a club. Games played abroad help to evaluate a club’s global footprint.

**Sports Legacy metrics**
This bracket takes into account the current and historic performance of the club. Club heritage is also considered as an indicator of cross-generational fan potential. Euromonitor’s League Index score is included to contextualise the commercial performance of the league in which the team competes.

**Economic metrics**
Metrics focus on economic landscape and fan consumption habits, providing broader economic context. This also takes into account the business dynamics of a club’s home country in order to capture the business environment in which a club operates. Tourism flows take into account potential exposure to foreign audiences.

**Demographic metrics**
Demographic breakdown of a team’s home market is included to provide a complete view of the size and make-up of the market that sponsors can use to better gauge return on investment (ROI).
Since our last index was published, The Club Index scope has been expanded, adding 12 new leagues and their respective clubs in football, basketball and Australian football.

Given the growing emphasis on teams going global and cementing their names as truly global brands, a Global Games metric has been added to the Sports Market metrics group to better reflect clubs’ foreign footprint. The metric evaluates clubs’ exposure to foreign audiences while playing abroad. In addition, inbound arrivals has been added as a new metric to Economic metrics group to help evaluate clubs’ potential exposure to foreign audiences while playing in their home country.
## Top 10 clubs according to The Club Index

<table>
<thead>
<tr>
<th>Rank</th>
<th>Club</th>
<th>League</th>
<th>Sport</th>
<th>Country</th>
<th>% of Possible Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Real Madrid</td>
<td>La Liga</td>
<td>Football/Soccer</td>
<td>ES</td>
<td>62.0</td>
</tr>
<tr>
<td>2.</td>
<td>Manchester United</td>
<td>Premier League</td>
<td>Football/Soccer</td>
<td>UK</td>
<td>60.7</td>
</tr>
<tr>
<td>3.</td>
<td>FC Barcelona</td>
<td>La Liga</td>
<td>Football/Soccer</td>
<td>ES</td>
<td>58.6</td>
</tr>
<tr>
<td>4.</td>
<td>Bayern Munich</td>
<td>Bundesliga</td>
<td>Football/Soccer</td>
<td>DE</td>
<td>57.7</td>
</tr>
<tr>
<td>5.</td>
<td>Arsenal</td>
<td>Premier League</td>
<td>Football/Soccer</td>
<td>UK</td>
<td>56.8</td>
</tr>
<tr>
<td>6.</td>
<td>Liverpool</td>
<td>Premier League</td>
<td>Football/Soccer</td>
<td>UK</td>
<td>55.1</td>
</tr>
<tr>
<td>7.</td>
<td>Chelsea</td>
<td>Premier League</td>
<td>Football/Soccer</td>
<td>UK</td>
<td>54.0</td>
</tr>
<tr>
<td>8.</td>
<td>New York Yankees</td>
<td>MLB</td>
<td>Baseball</td>
<td>US</td>
<td>53.8</td>
</tr>
<tr>
<td>9.</td>
<td>Manchester City</td>
<td>Premier League</td>
<td>Football/Soccer</td>
<td>UK</td>
<td>53.0</td>
</tr>
<tr>
<td>10.</td>
<td>Tottenham Hotspur</td>
<td>Premier League</td>
<td>Football/Soccer</td>
<td>UK</td>
<td>51.6</td>
</tr>
</tbody>
</table>
Real Madrid

City: Madrid
Population: 6.5 mn
Ground: Santiago Bernabeu
Capacity: 81,044
Founded: 1902
League titles: 33
Ticket spend: USD75 mn
Average attendance: 66,510
Sell-out ratio: 82%
Social media: 229.3 mn

Data as of 2017-2018 season

The Club Index

62%
Rank: 1

1st in La Liga
1st in Football
1st in Western Europe
1st in Spain

Sports Market metrics: 72%
Sports Legacy metrics: 66%
Economic metrics: 43%
Demographic metrics: 32%

Percentage value shows the share of total possible points scored by the club in total and according to different metrics groups. The rank shows the club’s place among 1,377 clubs in 93 leagues.
Manchester United

City: Manchester
Population: 2.8 mn
Ground: Old Trafford
Capacity: 74,994
Founded: 1878
League titles: 20
Ticket spend: USD66.9 mn
Average attendance: 74,976
Sell-out ratio: 100%
Social media: 127.2 mn

The Club Index

Rank: 2

61%

1st in Premier League
2nd in Football
2nd in Western Europe
1st in UK

68%
Sports Market metrics

72%
Sports Legacy metrics

35%
Economic metrics

35%
Demographic metrics

Percentage value shows the share of total possible points scored by the club in total and according to different metrics groups. The rank shows the club’s place among 1,377 clubs in 93 leagues.

Data as of 2017-2018 season
FC Barcelona

City: Barcelona
Population: 5.5 mn
Ground: Camp Nou
Capacity: 99,354
Founded: 1899
League titles: 26
Ticket spend: USD56.8 mn
Average attendance: 66,854
Sell-out ratio: 67%
Social media: 223.4 mn

Data as of 2017-2018 season

The Club Index

59%
Rank: 3

2nd in La Liga
3rd in Football
3rd in Western Europe
2nd in Spain

65%
Sports Market metrics

68%
Sports Legacy metrics

40%
Economic metrics

30%
Demographic metrics

Percentage value shows the share of total possible points scored by the club in total and according to different metrics groups. The rank shows the club’s place among 1,377 clubs in 93 leagues.
Bayern Munich

BAYERN MUNICH

City: Munich
Population: 3 mn
Ground: Allianz Arena
Capacity: 75,000
Founded: 1900
League titles: 29
Ticket spend: USD39.5 mn
Average attendance: 75,000
Sell-out ratio: 100%
Social media: 74.4 mn

Data as of 2017-2018 season

The Club Index

58%
Rank: 4

1st in Bundesliga
4th in Football
4th in Western Europe
1st in Germany

64%
Sports Market metrics

69%
Sports Legacy metrics

39%
Economic metrics

28%
Demographic metrics

Percentage value shows the share of total possible points scored by the club in total and according to different metrics groups. The rank shows the club’s place among 1,377 clubs in 93 leagues.
Arsenal

City: London
Population: 16.4 mn
Ground: Emirates Stadium
Capacity: 59,867
Founded: 1886
League titles: 13
Ticket spend: USD83.7 mn
Average attendance: 59,323
Sell-out ratio: 99%
Social media: 69.2 mn

Data as of 2017-2018 season

The Club Index

57%
Rank: 5

Percentage value shows the share of total possible points scored by the club in total and according to different metrics groups. The rank shows the club’s place among 1,377 clubs in 93 leagues.
Liverpool

City: Liverpool
Population: 2.5 mn
Ground: Anfield
Capacity: 53,394
Founded: 1892
League titles: 18
Ticket spend: USD54.4 mn
Average attendance: 53,049
Sell-out ratio: 98%
Social media: 55.9 mn

Data as of 2017-2018 season

The Club Index

55%
Rank: 6

3rd in Premier League
6th in Football
6th in Western Europe
3rd in UK

59% Sports Market metrics
67% Sports Legacy metrics
36% Economic metrics
34% Demographic metrics

Percentage value shows the share of total possible points scored by the club in total and according to different metrics groups. The rank shows the club’s place among 1,377 clubs in 93 leagues.
Chelsea

City: London
Population: 16.4 mn
Ground: Stamford Bridge
Capacity: 41,631
Founded: 1905
League titles: 6
Ticket spend: USD53.1 mn
Average attendance: 41,282
Sell-out ratio: 99%
Social media: 77.7 mn

Data as of 2017-2018 season

The Club Index
Rank: 7

54%

4th in Premier League
7th in Football
7th in Western Europe
4th in UK

56%
60%
39%
53%

Sports Market metrics
Sports Legacy metrics
Economic metrics
Demographic metrics

Percentage value shows the share of total possible points scored by the club in total and according to different metrics groups. The rank shows the club’s place among 1,377 clubs in 93 leagues.
New York Yankees

City: New York
Population: 20.2 mn
Ground: Yankee Stadium
Capacity: 47,309
Founded: 1901
League titles: 27
Ticket spend: USD165.8 mn
Average attendance: 42,998
Sell-out ratio: 91%
Social media: 14.1 mn

The Club Index

54%
Rank: 8

1st in MLB
1st in North America
1st in Baseball
1st in USA

45%
Sports Market metrics
68%
Sports Legacy metrics
61%
Economic metrics
52%
Demographic metrics

Percentage value shows the share of total possible points scored by the club in total and according to different metrics groups. The rank shows the club’s place among 1,377 clubs in 93 leagues.

Data as of 2018 regular season
Manchester City

City: Manchester
Population: 2.8 mn
Ground: Etihad Stadium
Capacity: 55,017
Founded: 1880
League titles: 6
Ticket spend: USD42.8 mn
Average attendance: 53,812
Sell-out ratio: 98%
Social media: 60.6 mn

Data as of 2017-2018 season

The Club Index

53%
Rank: 9

54%
Sports Market metrics

69%
Sports Legacy metrics

35%
Economic metrics

35%
Demographic metrics

5th in Premier League
8th in Football
8th in Western Europe
5th in UK

Percentage value shows the share of total possible points scored by the club in total and according to different metrics groups. The rank shows the club’s place among 1,377 clubs in 93 leagues.
Tottenham Hotspur

City: London
Population: 16.4 mn
Ground: Wembley Stadium
Capacity: 90,000
Founded: 1882
League titles: 2
Ticket spend: USD 78.5 mn
Average attendance: 67,496
Sell-out ratio: 75%
Social media: 18.4 mn

The Club Index

Rank: 10

52%

6th in Premier League
9th in Western Europe
6th in UK

50%
63%
39%
53%

Sports Market metrics
Sports Legacy metrics
Economic metrics
Demographic metrics

Percentage value shows the share of total possible points scored by the club in total and according to different metrics groups. The rank shows the club’s place among 1,377 clubs in 93 leagues.

Data as of 2017-2018 season
### Top 11-20 clubs according to The Club Index

<table>
<thead>
<tr>
<th>Rank</th>
<th>Club</th>
<th>League</th>
<th>Sport</th>
<th>Country</th>
<th>% of Possible Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.</td>
<td>Juventus</td>
<td>Serie A</td>
<td>Football/Soccer</td>
<td>IT</td>
<td>50.6</td>
</tr>
<tr>
<td>12.</td>
<td>Paris Saint-Germain</td>
<td>Ligue 1</td>
<td>Football/Soccer</td>
<td>FR</td>
<td>50.5</td>
</tr>
<tr>
<td>13.</td>
<td>Dallas Cowboys</td>
<td>NFL</td>
<td>American football</td>
<td>US</td>
<td>50.2</td>
</tr>
<tr>
<td>14.</td>
<td>Chicago Cubs</td>
<td>MLB</td>
<td>Baseball</td>
<td>US</td>
<td>50.2</td>
</tr>
<tr>
<td>15.</td>
<td>Los Angeles Dodgers</td>
<td>MLB</td>
<td>Baseball</td>
<td>US</td>
<td>50.0</td>
</tr>
<tr>
<td>16.</td>
<td>Boston Red Sox</td>
<td>MLB</td>
<td>Baseball</td>
<td>US</td>
<td>49.6</td>
</tr>
<tr>
<td>17.</td>
<td>New York Giants</td>
<td>NFL</td>
<td>American football</td>
<td>US</td>
<td>49.1</td>
</tr>
<tr>
<td>18.</td>
<td>Golden State Warriors</td>
<td>NBA</td>
<td>Basketball</td>
<td>US</td>
<td>48.5</td>
</tr>
<tr>
<td>20.</td>
<td>San Francisco Giants</td>
<td>MLB</td>
<td>Baseball</td>
<td>US</td>
<td>48.2</td>
</tr>
</tbody>
</table>
Juventus

City: Turin
Population: 2.3 mn
Ground: Allianz Stadium
Capacity: 41,507
Founded: 1897
League titles: 35
Ticket spend: USD35 mn
Average attendance: 39,301
Sell-out ratio: 95%
Social media: 64.1 mn

Data as of 2017-2018 season

The Club Index

51%

Rank: 11

1st in Serie A
10th in Western Europe
1st in Italy
10th in Football
15%
53%
70%
34%

Sports Market metrics
Sports Legacy metrics
Economic metrics
Demographic metrics

Percentage value shows the share of total possible points scored by the club in total and according to different metrics groups. The rank shows the club’s place among 1,377 clubs in 93 leagues.
Paris Saint-Germain

PARIS SAINT-GERMAIN

City: Paris
Population: 11.9 mn
Ground: Parc des Princes
Capacity: 47,929
Founded: 1970
League titles: 8
Ticket spend: USD79.4 mn
Average attendance: 46,930
Sell-out ratio: 98%
Social media: 62.1 mn

Data as of 2017-2018 season

The Club Index

51%
Rank: 12

56%
Sports Market metrics

47%
Sports Legacy metrics

45%
Economic metrics

40%
Demographic metrics

1st in Ligue 1
11th in Football
11th in Western Europe
1st in France

Percentage value shows the share of total possible points scored by the club in total and according to different metrics groups. The rank shows the club’s place among 1,377 clubs in 93 leagues.
DALLAS COWBOYS

City: Dallas, TX
Population: 7.4 mn
Ground: AT&T Stadium
Capacity: 80,000
Founded: 1960
League titles: 5
Ticket spend: USD82.1 mn
Average attendance: 91,620
Sell-out ratio: 100%
Social media: 15.1 mn

Data as of 2018 regular season

The Club Index

50%
Rank: 13

1st in NFL
1st in American Football
2nd in North America
2nd in USA

50%
54%
54%
35%

Sports Market metrics
Sports Legacy metrics
Economic metrics
Demographic metrics

Percentage value shows the share of total possible points scored by the club in total and according to different metrics groups. The rank shows the club’s place among 1,377 clubs in 93 leagues.
Chicago Cubs

CHICAGO CUBS

City: Chicago
Population: 9.5 mn
Ground: Wrigley Field
Capacity: 41,649
Founded: 1876
League titles: 3
Ticket spend: USD186.3 mn
Average attendance: 38,794
Sell-out ratio: 93%
Social media: 7.3 mn

The Club Index

50%
Rank: 14

Data as of 2018 regular season

Percentage value shows the share of total possible points scored by the club in total and according to different metrics groups. The rank shows the club's place among 1,377 clubs in 93 leagues.
Los Angeles Dodgers

City: Los Angeles
Population: 13.4 mn
Ground: Dodger Stadium
Capacity: 56,000
Founded: 1883
League titles: 6
Ticket spend: USD158.7 mn
Average attendance: 47,043
Sell-out ratio: 84%
Social media: 7.4 mn

Data as of 2018 regular season

The Club Index
Rank: 15

3rd in MLB

4th in North America

3rd in Baseball

4th in USA

Sports Market metrics: 43%
Sports Legacy metrics: 62%
Economic metrics: 57%
Demographic metrics: 43%

Percentage value shows the share of total possible points scored by the club in total and according to different metrics groups. The rank shows the club’s place among 1,377 clubs in 93 leagues.
The Club Index

**Rank: 16**

43% 63% 63% 32%

Sports Market metrics Sports Legacy metrics Economic metrics Demographic metrics

**BOSTON RED SOX**

City: Boston
Population: 4.8 mn
Ground: Fenway Park
Capacity: 37,305
Founded: 1901
League titles: 9
Ticket spend: USD164.9 mn
Average attendance: 35,748
Sell-out ratio: 96%
Social media: 9.2 mn

Data as of 2018 regular season

Percentage value shows the share of total possible points scored by the club in total and according to different metrics groups. The rank shows the club’s place among 1,377 clubs in 93 leagues.
The Club Index

New York Giants

City: New York
Population: 20.2 mn
Ground: MetLife Stadium
Capacity: 82,500
Founded: 1925
League titles: 8
Ticket spend: USD70.8 mn
Average attendance: 76,941
Sell-out ratio: 93%
Social media: 7.7 mn

Data as of 2018 regular season

Percentage value shows the share of total possible points scored by the club in total and according to different metrics groups. The rank shows the club’s place among 1,377 clubs in 93 leagues.

2nd in NFL
6th in North America
2nd in American Football
6th in USA
Golden State Warriors

GOLDEN STATE WARRIORS

City: Oakland, CA
Population: 4.5 mn.
Ground: Oracle Arena
Capacity: 19,596
Founded: 1946
League titles: 6
Ticket spend: USD114.9 mn
Average attendance: 19,596
Sell-out ratio: 100%
Social media: 32.9 mn

Data as of 2017-2018 regular season

The Club Index

49%
Rank: 18

1st in NBA
1st in Basketball

7th in North America
7th in USA

Sports Market metrics: 41%
Sports Legacy metrics: 57%
Economic metrics: 69%
Demographic metrics: 32%

Percentage value shows the share of total possible points scored by the club in total and according to different metrics groups. The rank shows the club’s place among 1,377 clubs in 93 leagues.
New England Patriots

City: Boston
Population: 4.8 mn
Ground: Gillette Stadium
Capacity: 65,878
Founded: 1959
League titles: 6
Ticket spend: USD66.9 mn
Average attendance: 65,878
Sell-out ratio: 100%
Social media: 14.9 mn

Data as of 2018 regular season

The Club Index

Rank: 19

48%

3rd in NFL
8th in North America

3rd in American Football
8th in USA

43%
57%
63%
32%

Percentage value shows the share of total possible points scored by the club in total and according to different metrics groups. The rank shows the club’s place among 1,377 clubs in 93 leagues.
San Francisco Giants

**City:** San Francisco  
**Population:** 4.5 mn  
**Ground:** Oracle Park  
**Capacity:** 41,915  
**Founded:** 1883  
**League titles:** 8  
**Ticket spend:** USD120.8 mn  
**Average attendance:** 38,965  
**Sell-out ratio:** 93%  
**Social media:** 5.9 mn

*Data as of 2018 regular season*

**The Club Index**  
48%  
**Rank:** 20

- **Sports Market metrics:** 38%  
- **Sports Legacy metrics:** 62%  
- **Economic metrics:** 69%  
- **Demographic metrics:** 32%

5th in MLB  
5th in Baseball  
9th in North America  
9th in USA

Percentage value shows the share of total possible points scored by the club in total and according to different metrics groups. The rank shows the club’s place among 1,377 clubs in 93 leagues.
Regional Club Snapshots

Top clubs in North America

Percentage value shows the share of total possible points scored by the club in total and according to different metrics groups.
Top clubs in Latin America

Top 20 Clubs in Latin America

FC – football club
Percentage value shows the share of total possible points scored by the club in total and according to different metrics groups.
**REGIONAL CLUB SNAPSHOT**

**Top clubs in Western Europe**

**Top 20 Clubs in Western Europe**

Percentage value shows the share of total possible points scored by the club in total and according to different metrics groups.

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*FC – football club*

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THE CLUB INDEX 2019
Top clubs in Eastern Europe

Source: Markus Unger

Percentage value shows the share of total possible points scored by the club in total and according to different metrics groups.

BC – basketball club, FC – football club, HC – hockey club

Top 20 Clubs in Eastern Europe

- Zenit St. Petersburg (FC)
- Spartak Moscow (FC)
- CSKA Moscow (FC)
- Gomik Zabrze (FC)
- SKA Saint Petersburg (HC)
- CEZ Nymburk (HC)
- SK Slavia Prague (HC)
- FC Viktoria Plzen (HC)
- FC Krasnodar (HC)
- HC Kometa Brno (HC)
- AC Sparta Prague (HC)
- HC Slovnaft Bratislava (HC)
- Legia Warszawa (FC)
- Lokomotiv Moscow (FC)
- Slavia Novosibirsk (HC)
- Traktor Chelyabinsk (HC)
- Bohemians 1905 (FC)
- HC Spartak Moscow (HC)
- Lokomotiv Yaroslavl (HC)

BC – basketball club, FC – football club, HC – hockey club

Percentage value shows the share of total possible points scored by the club in total and according to different metrics groups.
Top clubs in Asia Pacific

Source: Markus Unger

BS – baseball club, CR – cricket club, FC – football club

Percentage value shows the share of total possible points scored by the club in total and according to different metrics groups
Regional club snapshots

Top clubs in Australasia

Percentage value shows the share of total possible points scored by the club in total and according to different metrics groups.

AUF – Australian football club, BC – basketball club, CR – cricket club, RL – rugby league club

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Top clubs in the Middle East and Africa

Top 20 Clubs in Middle East and Africa

Percentage value shows the share of total possible points scored by the club in total and according to different metrics groups.

FC – football club, RU – rugby union club, CCPD - Currie Cup Premier Division, SR - Super Rugby

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THE CLUB INDEX 2019
Stakeholders from both rights holders and partnership side should use The Club Index to better understand commercial positioning of a club relative to competitors, whether in a league, sport or geography. The Club Index analyses a range of key metrics that both directly and indirectly influence club performance and index position, from physical and digital fanbase behavior to broader economic and demographic context.

Benchmarking in this manner serves as a highly effective tool to generate actionable insight into what constitutes club’s success and its ability to generate attention for partners, while also shedding light on the facets of performance that can be improved upon. Comparing these indices year on year will help inform investment decisions for commercial partners and strategic decisions for professional sports’ rights holders.
FOR FURTHER INSIGHT PLEASE CONTACT

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