

2nd edition



September, 2019

# Football fans consumption in Brazil

## Sports Value

**Sports Value** specializes in sports marketing, branding, sponsorships, activations, brand valuation and sports properties valuation.

The company is born with the purpose of offering a new sports marketing vision to sponsors, clubs, leagues, athletes, federations and media groups.

Sports Value is guided by the search for adding positive values to its clients' projects, always with effective return, both in tangible and intangible terms.




Amir Somoggi, company founder, for 20 years dedicates his professional trajectory in the contribution to a more professional, transparent and creative sports marketing projects.

The Sports Value brand represents 360 degrees vision of sports marketing and is also a target in the constant pursuit of return for its clients.

The company has the largest database in the market, with data from the last three decades of Brazilian and worldwide sports business.

The evaluations have their own solid methodology, thanks to this extensive database. All strategies for the clients are based on their business, using reliable, tested, and value-based assumptions of their brands and projects.

## Methodology

-  **Sports Value** finished the second edition of the study on Football fans consumption in Brazil.
-  We considered the data of revenues of football clubs, national and international economic information, research and studies on the Brazilian consumer market.
-  Brazil is a media and entertainment giant with a lot of public data available. But the clubs present very superficial information on the subject.



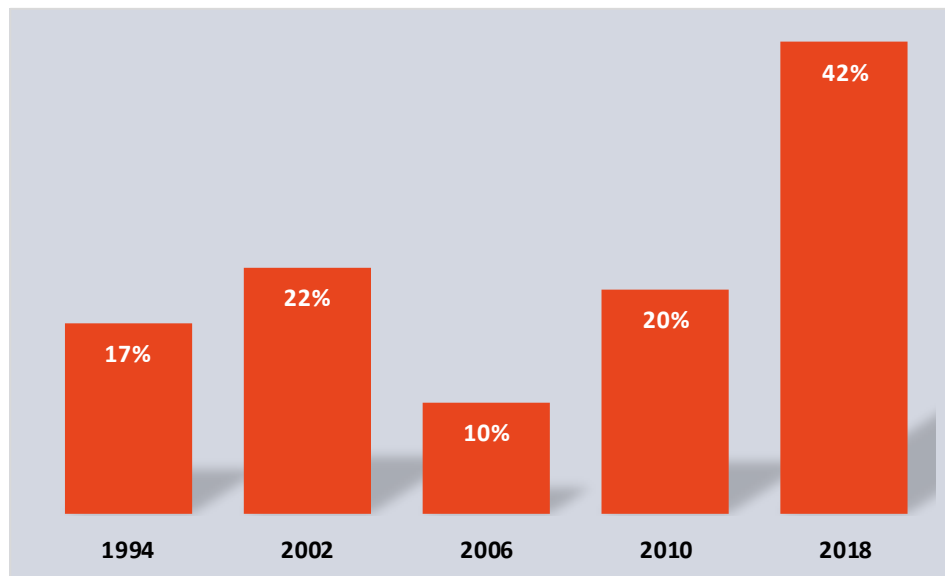
## Disinterest in football in Brazil on the rise

### Current scenario of Brazilian football marketing

An alarming fact about the Brazilian football market is the increasing lack of interest of the population in our main sport.

In 1994, according to Datafolha, only 17% of the population had no interest in football. In 2006 just 10%.

People without interest in football in Brazil
















Nowadays the rate is 42%, the highest in the entire historical series.



## Brazil goes against the global trend of great interest in football around the world

**Current scenario of Brazilian football marketing**

### 2018 World Cup matches with largest global audiences In households million

1		France v. Croatia		Final	516.6
2		Croatia v. England		Semi-final	327.5
3		France v. Belgium		Semi-final	314.6
4		Spain v. Russia		Round of 16	306.4
5		France v. Argentina		Round of 16	301.8
6		Germany v. Mexico		Group F	289.5
7		Brazil v. Mexico		Round of 16	289.2
8		Brazil v. Belgium		Quarter-final	280.8
9		Uruguay v. France		Quarter-final	265.8
10		Germany v. Sweden		Group F	261.1

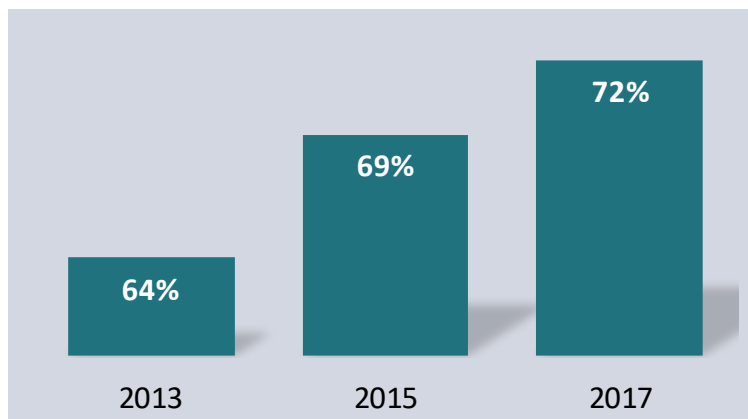
## Increased interest in European clubs in Brazil

### Current scenario of Brazilian football marketing

Another very worrying aspect is the young people's growing interest in the European teams' brands.

According to data from Ibope Repucom, 72% of young Brazilians have your European team.

Young Brazilians with European team



European teams are dominating the Brazilian market.

Strategies range from product sales, football schools, retail actions, to regional sponsorships and social media actions.

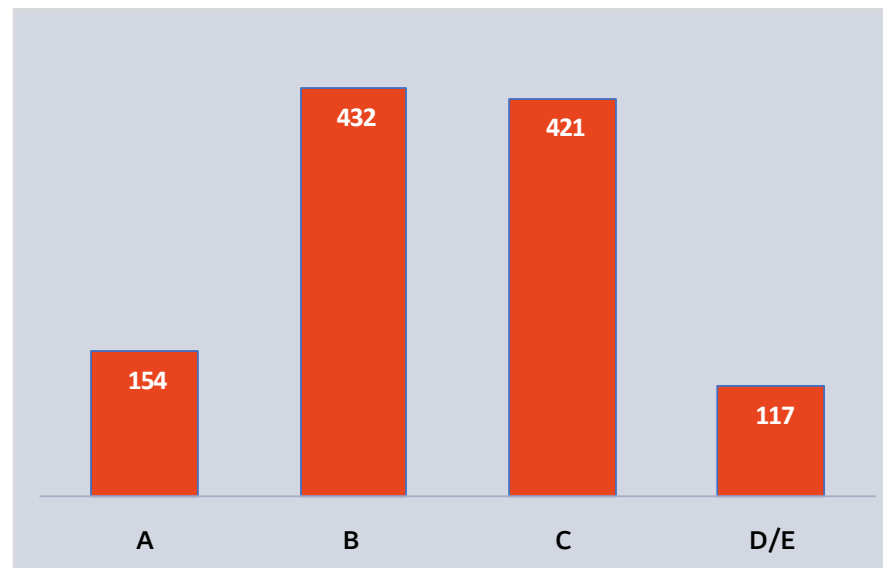


## Clubs revenues with the fans are very low

According to IPC Maps study - Consumption Potential Index 2018, the household spending by Brazilian families was US\$ 1,1 trillion last year.

Classes B and C accounted for 75% of the total.

Brazilian expenses by social class- US\$ million



Most of the revenues from Brazilian clubs do not come from the consumption of their millions of fans across Brazil.

**Brazilian  
household  
spending**

## Brazilian fans consumption analysis

Sports Value has created an analysis to identify the value generated by Brazilian teams with their fans.

According to our latest study, all teams in Brazil had revenues of **US\$ 1,5 billion** in 2018.

Much of the money comes from business to business (B2B), which is TV rights, players transfers and sponsorship deals.

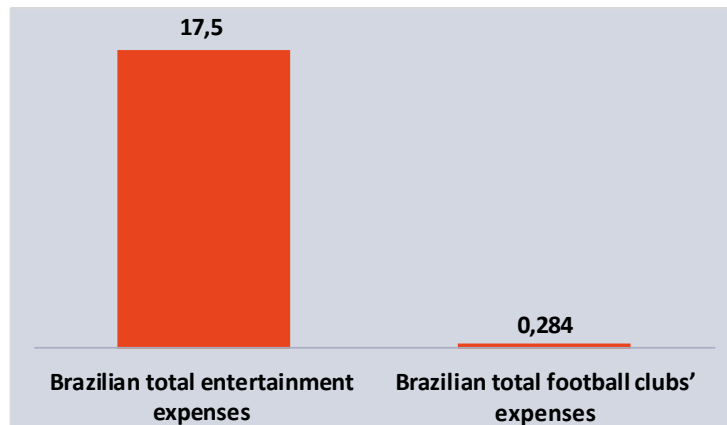
B2B revenues represent **72% of the total** generated.

A very small amount comes directly from fans with gate receipts, membership fees and product sales.

These are business to consumer (B2C) revenues and represent **21% of the total** generated by clubs.

There is still 7% of other revenues.

Brazilians spending in 2018 -US\$ billion



**Brazilian spending on entertainment amounted to US\$ 17,5 billion in 2018.**

**The revenues generated directly with football fans accounted to only US\$ 284 million.**

**B2C revenues from Brazilian clubs represent only 1,6% of entertainment consumption in Brazil.**



## Brazilian fans consumption analysis

Sports Value created an unique index of consumption of Brazilian clubs.

This index represents the B2C revenue of the teams in relation to the size of their fan base.

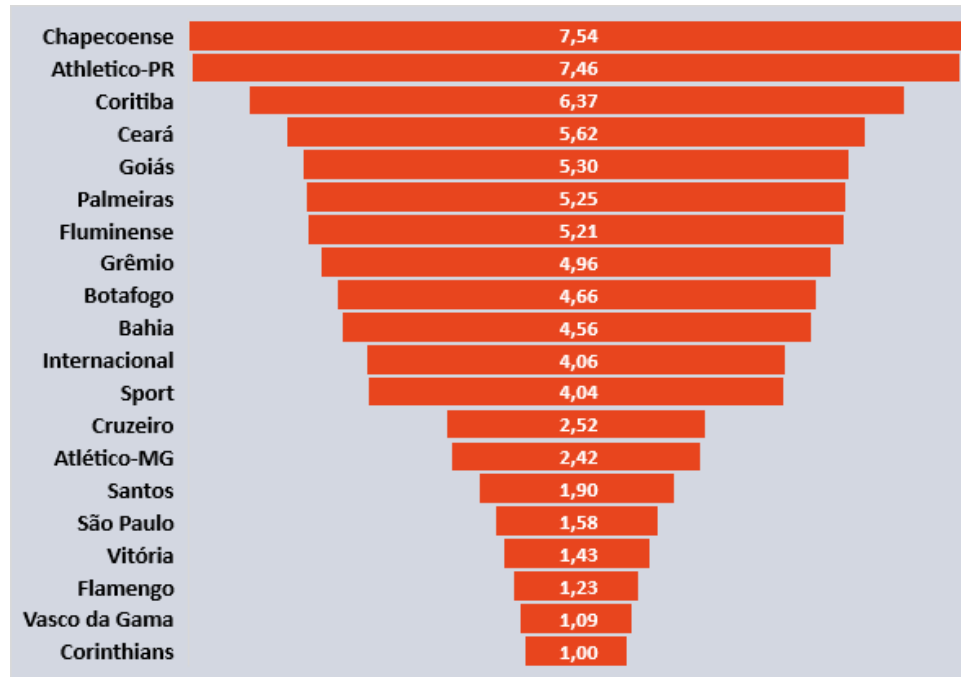
### That's the Revenue per Fan.

Many clubs with small fan bases showed higher rates than teams with gigantic number of fans.

On one hand represents a better performance as Chapecoense, Athletico and Coritiba, who lead the ranking.

On the other hand, it is a huge potential for big fan base clubs to leverage their revenues.

### Sports Value Index – Brazilian football clubs' consumption Revenue per fan in 2018- In US\$



Among the clubs with the biggest fan base, Palmeiras is the one with the best index, thanks to their high B2C revenues.

## Contact



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## Services

### OUR SERVICES



#### Sports Marketing

Sport offers a unique platform for brands enhancement, engagement and consumer loyalty and effective sales expansion.



#### Sports Branding

In today's ever-changing world and with increasing consumer demand, branding or brand management becomes even more essential.



#### Sponsorships and activations

Sports sponsorship and its complementary activation actions are proven to be the best marketing tool for today.



#### Brand valuation

Branding is a fundamental discipline in the global business. Brands are constantly evolving and must be at the heart of every management.



#### Sports properties valuation

Sports Value is the first company in the Brazilian market to evaluate sports assets, with its own methodology and extremely consistent premises.



#### International Affairs

The rapidly evolving world demands that sports marketing projects have a global character today.

<https://www.sportsvalue.com.br/en/initial/>



An aerial, high-angle photograph of a large football stadium filled with spectators. The pitch is visible in the lower half of the frame. The stadium lights are on, and the scene is dimly lit, suggesting an evening match. The Sportsvalue logo, consisting of a white double-circle icon and the text 'sportsvalue', is overlaid in the center-left of the image.

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