BusinessStats
Data · Insights · Statistics

STATISTICS BOOK

Sports & Recreation: statistics and facts

30 full reports · Edition October 2026

5	16	$24.1B	$6.8T
REAL MADRID TITLES (RECORD)	EDITIONS, 2009-2024	NFL REVENUE 2025 — WORLD'S #1 SPORTS LEAGUE	VALUE IN 2024

businesstats.com/sports-recreation-topic-overview · Free to reuse under CC BY 4.0 with credit to Business Stats.

ABOUT THIS BOOK

Sports & Recreation: statistics and facts

Every Business Stats report on Sports & Recreation in one place: 54 reports, from World Cup (32 reports), FIFA (12 reports), NFL (3 reports), Wellness (2 reports) and NBA (2 reports). Narrower topics have their own pages: World Cup and FIFA.

The reports put numbers on it, for example $110M (2023 Prize Pool), $3.40B (2022 Spending (Record)), $23B+ (NFL Revenue, #1 League) and $6.8T (Value in 2024).

Freshly updated: Womens World Cup Prize Money Is Up 19x. Will 2027 Hit $655M? and FIFA Total Expenses 2015-2026: Where the Money Goes. Every report names its primary source, and its charts and tables can be downloaded and reused for free. The list grows on its own when a new report is published; it last changed on Oct 18, 2026.

Each chapter is a complete Business Stats report with its text, charts, tables and primary sources. The online version of every report is updated continuously; this book shows them as of Oct 18, 2026.

CONTENTS

1. World Cup

1	Most Club World Cup Titles: Real Madrid’s 5 Lead 2000-2026	6
2	Womens World Cup 2023 Prize Money per Team, $2.25M to $10.5M	17
3	Womens World Cup Prize Money Is Up 19x. Will 2027 Hit $655M?	32
4	Most Women’s World Cup Appearances: Lilly’s 30 Matches	47
5	Women’s World Cup Top Scorers: Marta’s 17 Goals Lead	58
6	FIFA Net Income 2015-2026: World Cup Years Drive Profit	69
7	Women World Cup Winners by Country: USA 4 Titles Lead	80
8	Which Team Had the Oldest Squad at World Cup 2022? Average Age	91

9 Which Club Had the Most Players at World Cup 2022? Top Clubs 103

10 Which League Sent the Most Players to World Cup 2022? Top Leagues 114

2. FIFA

11 FIFA Puskas Award Winners 2009-2026: Every Best Goal 125

12 Best FIFA Women's Player Winners: Bonmati 3 Lead 2016-2026 136

13 The Best FIFA Men's Player Winners: Messi 3 Lead 2016-2026 147

14 Top Women's Soccer Teams 2026: Spain Lead FIFA Ranking 158

15 FIFA Total Expenses 2015-2026: Where the Money Goes 169

16 FIFA Statistics 2026: $13B Revenue, 211 Members, 48 Teams 180

17 FIFA Sponsorship Revenue: How $714M Became $2.69 Billion (2003-2026) 191

18 How Much Does FIFA Make From TV Rights? Broadcasting Revenue 2015-2026 203

19 FIFA Revenue by Stream 2015-2026 – TV, Marketing, Tickets Breakdown 215

20 How Much Money Does FIFA Make? Revenue 2015-2026 227

3. NFL

21 NFL Statistics and Facts 2026 — Revenue, Viewership, Teams, Super Bowl, Records 228

22 Most Popular Sports Leagues 2026: NFL, IPL, NBA Ranked 241

23 Who is NFL Highest Paid Player 2026? Top 50 Salaries 254

4. Wellness

24 Wellness Market Value: $6.8 Trillion in 2024, $9.8T by 2029 270

25 Wellness Industry Statistics: A $6.8 Trillion Global Market 278

5. NBA

26 NBA Top Earner Makes HOW MUCH? 2026 Full Salary List 289

27 NBA Player Stats 2025-26 — Jokić, Maxey, Avdija, Kawhi, Giddey, Duren 304

6. Gambling

28 Gambling in the United States — Statistics & Facts 2026 315

29 Gambling in Australia Statistics & Facts 2026 | BusinessStats 329

7. More statistics

30 Sports Brands Statistics 2026: Nike $46.4B Leads 15 Rivals 346

MORE REPORTS ON THIS TOPIC (ONLINE)

- Who Was the Top Scorer at World Cup 2022? Golden Boot Goals
- Who Was the Most Valuable Player at World Cup 2022? Player Values
- Which World Cup 2022 Squad Was Worth the Most? Team Market Values
- How Does FIFA Pay Clubs and Teams? World Cup Contributions 2002-2022
- World Cup Winners Prize Money Hit $50M as Spain Won 2026
- World Cup Goals Per Tournament: 172-Goal 2022 Record
- Players With the Most World Cup Appearances 1930-2022 – Messi 26, Matthaus 25
- Countries With the Most Men's World Cup Titles 1930-2022 – Brazil 5, Germany 4
- Players With the Most World Cup Goals 1930-2022 – Klose 16 Goals All-Time Record
- All Time World Cup Table 1930-2022 – Brazil Top With 247 Points
- FIFA World Cup 2022 Prize Money Distribution – $440M Total, $42M for Argentina
- FIFA World Cup Total Prize Pool 2002-2026 — $40M to $655M
- Distribution of Games at FIFA World Cup 2026 by Location – All 16 Host Cities
- Confederation With Most Teams at FIFA World Cup 2026 – UEFA 16, CAF 10, AFC 9
- Top Teams Most Likely to Win FIFA World Cup 2026 – Odds and Chances
- Total Cost of Hosting the World Cup 1994-2022 – $0.5B USA to $220B Qatar
- FiFa World Cup 2026 Tourism Impact: 6.8M Fans, Overseas Trips -7%
- Share of US Adults Planning to Buy FIFA World Cup 2026 Tickets – Survey Data
- FIFA World Cup 2026 Investment Budget Breakdown – $3.76B by Segment
- FIFA World Cup 2026 Spending by Source – $13.9B Total Expenditure Breakdown
- FIFA World Cup 2026 Host Cities Distribution – USA 11, Canada 2, Mexico 3

- FIFA World Cup 2026 Statistics and Facts – USA, Mexico, Canada Host Nations
- Revenue: Hotel Rights, Catering, and Ticket Sales of FIFA 2008-2022
- Highest-Ranked Men National Soccer Teams 2026 – FIFA World Ranking April 2026

STATISTICS REPORT

Most FIFA Club World Cup titles 2000-2026, by club

Updated Jun 16, 2026 · businesstats.com/won-titles-at-the-club-world-cup-since-2000

5 REAL MADRID TITLES (RECORD)	**3** BARCELONA TITLES	**12** DIFFERENT WINNING CLUBS
21 EDITIONS, 2000-2025	**8** SPANISH TITLES (MOST)	**16** EUROPEAN WINS OF 21

Overview

Clubs with the most FIFA Club World Cup titles as of 2026

The FIFA Club World Cup has crowned a world champion club almost every year since 2000, and across its 21 editions one name stands far above the rest. Real Madrid has won the trophy five times, more than any other club, claiming it in 2014, 2016, 2017, 2018 and 2022 during a period of near-total European dominance. Barcelona is the only other club with more than two, having won three times between 2009 and 2015. The competition that feeds most of these winners, the European club game's pinnacle, sits within the wider football economy charted in our FIFA statistics and facts overview, where the same handful of clubs recurs across every revenue and trophy ranking. The trophy has become a barometer of which clubs sit at the absolute summit of the global game. Winning it now signals membership of football's true elite. The trophy's meaning has grown even as its winners have stayed familiar. That tension between rising stakes and unchanging champions defines the tournament today.

Behind the two Spanish giants, a tight group has each won twice: Bayern Munich in 2013 and 2020, Chelsea in 2021 and 2025, and Corinthians of Brazil in 2000 and 2012. Chelsea's second title carried special weight, coming in the first expanded 32-team edition staged in the United States, a format overhaul designed to lift the tournament toward the prestige of the national-team World Cup examined in our 2026 FIFA World Cup analysis. Seven further clubs, from Manchester United to Liverpool, have each won the trophy once, completing a roll of twelve champions drawn from only five countries. Geographic breadth has never been this competition's strong suit. Twelve clubs, five nations, two confederations: the numbers

tell the whole story. No other major club competition has produced so narrow a roll of honour. The Club World Cup remains, for now, the most exclusive of football's global prizes. Real Madrid, fittingly, sits firmly at the very top of that short list.

most FIFA Club World Cup titles by club Real Madrid Barcelona barMost Club World Cup Titles, by Clubmost FIFA Club World Cup titles by club Real Madrid Barcelona bar 5Real Madrid

Note: official FIFA Club World Cup titles, 2000-2025; includes the 2025 expanded edition.

The ranking reads as a near-mirror of European club football's modern hierarchy. Of the 21 titles awarded, European clubs have taken 16 and South American clubs the other five, and no club from Asia, Africa, North America or Oceania has ever won, the best of them reaching only the final. That concentration reflects the financial and competitive gap between confederations, the same gap that shapes the men's national tournament's outcomes traced in our win probability of FIFA World Cup teams analysis. The Club World Cup, in its old format, was effectively a showcase for the reigning UEFA Champions League winner against the best of the rest. For most of its history, the result was almost foretold by who held the European crown.

The competition's tangled history helps explain its concentrated honours list. Launched in 2000 as the FIFA Club World Championship, it was abandoned after a single edition amid financial trouble, revived in 2005, and renamed the Club World Cup in 2006. For most of its life it was a compact, December affair of six or seven teams, in which the European and South American champions entered late and the rest of the world's continental winners fought for the right to face them. That structure all but guaranteed a UEFA or CONMEBOL victor, and the data bears it out: not once in 21 editions did a club from another confederation break through, however well it played in the earlier rounds.

The 2025 expansion may reshape that pattern over time. By widening the field to 32 clubs and spreading it across a month, FIFA gave more confederations a genuine route deep into the tournament and attached a far larger prize fund, the kind of commercial restructuring visible across FIFA's accounts in our revenue of the football association FIFA analysis. Whether that changes the winners' list remains to be seen; the first expanded edition still went to a European club, Chelsea. This report works through the full title table, the breakdowns by nation, confederation and manager, Real Madrid's record run, and the editions each leading club has contested. The expansion is the boldest attempt yet to rewrite that script. Whether it succeeds is the defining question of the new era. The answer will take more than one edition to emerge. Patience, in this competition, has always favoured the established and well-resourced powers.

Full Title Table

Every Club World Cup Winner, by Titles

FIFA Club World Cup Titles by Club, 2000-2025Click any column to sort

CLUB	COUNTRY	TITLES	YEARS WON
Real Madrid	Spain	5	2014, 2016, 2017, 2018, 2022
Barcelona	Spain	3	2009, 2011, 2015
Bayern Munich	Germany	2	2013, 2020
Chelsea	England	2	2021, 2025
Corinthians	Brazil	2	2000, 2012
AC Milan	Italy	1	2007
Inter Milan	Italy	1	2010
Manchester United	England	1	2008
Manchester City	England	1	2023
Liverpool	England	1	2019
Internacional	Brazil	1	2006
Sao Paulo	Brazil	1	2005

The table captures the whole 21-edition history on a single page. Real Madrid's five titles sit clear at the top, all won within a remarkable nine-year window that coincided with the club's run of Champions League triumphs. Barcelona's three came a little earlier, bridging the Messi-Guardiola era and beyond. The cluster of two-time winners spans three confederation-leading leagues, while the seven single-title clubs include some of the biggest names in the game, a reminder that even football's elite found the trophy hard to win in its one-off, high-pressure old format. Sorting by country would collapse the twelve clubs into just five nations, the starkest illustration of how concentrated success in this competition has been.

By Nation

Titles by Nation

Grouped by country, the trophies cluster even more tightly than by club. Spain leads with eight titles, Real Madrid's five plus Barcelona's three, a haul no other nation approaches. Brazil and England follow with four

each: Brazil through Corinthians' two plus single wins for Internacional and Sao Paulo, and England through Chelsea's two plus Manchester United and Manchester City. Italy and Germany complete the list with two apiece. No club from outside these five footballing powers has ever lifted the cup, a concentration that echoes the national-team picture in our number of World Cup titles won by country since 1930 analysis, where a similarly small group of nations has monopolised the men's game's biggest prize. Football's wealth, it turns out, concentrates titles at both club and country level.

FIFA Club World Cup titles by nation Spain Brazil England barClub World Cup Titles, by NationFIFA Club World Cup titles by nation Spain Brazil England bar 8Spain

By Confederation

A European and South American Monopoly

Viewed by confederation, the picture is even starker: only two of FIFA's six regions have ever produced a champion. UEFA, European football's governing body, accounts for 16 of the 21 titles, and CONMEBOL, South America's, the remaining five, all of them from Brazilian clubs. Asia, Africa, North America and Oceania have produced finalists, most memorably TP Mazembe of DR Congo in 2010 and several Asian runners-up, but never a winner. The confederations whose clubs make up the field are mapped in our FIFA World Cup teams by confederation analysis. The 2025 expansion was designed in part to give the other four confederations a more competitive platform, though it has yet to alter the winners' column. The platform has widened even if the podium has not.

FIFA Club World Cup titles by confederation UEFA CONMEBOL donutTitles by ConfederationFIFA Club World Cup titles by confederation UEFA CONMEBOL donut 16UEFA5CONMEBOL

Real Madrid's Five

Inside Real Madrid's Record Five Titles

Real Madrid's five titles arrived in a concentrated burst of European supremacy. The club won its first in 2014, then claimed three in a row across 2016, 2017 and 2018, the only club to retain the trophy in consecutive years, before adding a fifth in 2022. Each followed a Champions League triumph, since the old format reserved a place for the European champion, and Cristiano Ronaldo featured in three of them, sharing the player record. The club's stature within the wider game is reflected across the rankings in our all-time standings of national soccer teams at the World Cup analysis of the international game, where Spanish football's modern golden era casts a long shadow. No club has come closer than three titles to

Real Madrid's haul. The five-title mark looks secure for the foreseeable future.

Real Madrid's run rewards a closer look at how it was built. The 2014 title launched the most successful decade in the club's modern European history, and the three consecutive wins from 2016 to 2018 coincided exactly with its unprecedented Champions League hat-trick under Zinedine Zidane. The 2022 title, secured against Al-Hilal, came after the club's fourteenth European crown. In every case the Club World Cup functioned as a coda to continental success, a pattern that made the trophy a near-automatic extension of Champions League dominance for the era's strongest club. No rival assembled a comparable run of European titles, which is precisely why none matched the five.

Real Madrid cumulative FIFA Club World Cup titles 2014 2022 lineReal Madrid's Titles, CumulativeReal Madrid cumulative FIFA Club World Cup titles 2014 2022 line 5By 2022

Single vs Multiple

Single-Title and Multiple-Title Clubs

Splitting the twelve champions by how often they won reveals how rare repeat success has been. Five clubs have won multiple titles, Real Madrid, Barcelona, Bayern Munich, Chelsea and Corinthians, while seven have won exactly once. The seven single-title winners include Manchester United, Manchester City, Liverpool, AC Milan, Inter Milan, Internacional and Sao Paulo, a list of clubs that dominate their domestic leagues yet captured the world title only fleetingly. The difficulty of repeating reflects the old format's brutal economy, where a single defeat ended a campaign, much as in the knockout rounds analysed in our FIFA World Cup winners prize money coverage of the national game. Only Real Madrid turned the trophy into a habit. Everyone else has treated it as a rare and fleeting prize.

Lionel Messi occupies a singular place in the competition's individual records. He won the trophy three times with Barcelona, in 2009, 2011 and 2015, more than any other player, and captained Inter Miami into the expanded 2025 edition, where the MLS side's involvement underlined the tournament's new global reach even though it did not advance deep. Cristiano Ronaldo's four final appearances, with one title at Manchester United and three at Real Madrid, give him the most winners' medals alongside several Madrid teammates. The two superstars who defined an era of European football thus bracket the Club World Cup's honours just as they do almost every other record in the modern game.

For the single-title clubs, their lone triumphs often marked the peak of a golden generation. Manchester United's 2008 win came during Cristiano Ronaldo's first spell at the club, AC Milan's 2007 title capped the Kaka-led side that had just won the Champions League, and Liverpool's 2019 victory under Jurgen Klopp

arrived amid the club's return to the European summit. For the Brazilian winners, Sao Paulo, Internacional and Corinthians, the trophy carried extra weight as proof that South American football could still beat Europe's best on a neutral stage, a claim that grew harder to sustain as the financial gap widened through the 2010s.

FIFA Club World Cup single vs multiple title clubs donutSingle vs Multiple-Title ClubsFIFA Club World Cup single vs multiple title clubs donut 7Single title5Multiple

Top Managers

The Managers Behind the Titles

The managerial ranking adds a twist that the club table conceals. Pep Guardiola has won the Club World Cup four times with three different clubs, two with Barcelona in 2009 and 2011, one with Bayern Munich in 2013 and one with Manchester City in 2023, more than any single club except Real Madrid. Carlo Ancelotti and Zinedine Zidane follow with two each, both at Real Madrid, underlining how much of the club's record rests on a small number of elite coaches. Guardiola's portability of success, carrying titles across leagues and continents, distinguishes him in a competition otherwise defined by institutional dynasties. The structures these managers operate within are profiled in our players with the most FIFA World Cup matches analysis of footballing longevity at the top level. The manager, not the club, is sometimes the truest constant behind a dynasty.

most FIFA Club World Cup titles by manager Guardiola barMost Titles, by Managermost FIFA Club World Cup titles by manager Guardiola bar 4Guardiola

Titles by Decade

How the Balance Shifted by Decade

Tracking titles by decade shows European dominance hardening over time. In the 2000s, the six editions split evenly, with South American clubs taking three and European clubs three, a genuinely open era. The 2010s tilted decisively toward Europe, which won eight of the ten editions, with Real Madrid and Barcelona accounting for most of them and only Corinthians breaking through for South America. The 2020s have so far produced five European winners from five editions. The widening financial gulf that drove this shift is the same force shaping the commercial flows in our FIFA World Cup rights, hotel and catering analysis. The trend is the central question hanging over the expanded format: can a wider field reverse two decades of European concentration? The 2025 result suggested old habits die hard.

The 2025 expansion changed the competition's character as much as its size. Stretched to 32 teams and a month-long calendar in the United States, the tournament finally gave clubs from Asia, Africa and the Americas multiple matches against elite opposition rather than a single knockout tie. Group-stage upsets duly followed, and several non-European clubs advanced to the knockout rounds, yet the final still pitted two European giants against each other. The structural lesson echoed the national-team game: a wider field produces more competitive matches and memorable moments without necessarily changing who lifts the trophy, at least in the format's first attempt. FIFA is betting that repeated exposure, and the prize money attached, will shift that balance over future cycles.

The prize money attached to the new format reframed what winning is worth. The old seven-team tournament offered modest sums by elite club standards, but the 2025 edition carried a total fund of around $1 billion, with the winners able to bank a nine-figure payout, transforming the competition from a prestige exercise into a genuine commercial prize. That financial leap is the clearest signal of FIFA's ambition for the event, and it changes the incentives for clubs that once treated the trophy as an afterthought to domestic and continental priorities. As the rewards rise, the intensity of competition is likely to follow, which may, in time, do more to broaden the winners' list than any change to the format alone.

The competition's place in the football calendar has always been contested, and that tension shapes its honours list too. European clubs, juggling packed domestic and Champions League schedules, sometimes approached the old December tournament as an obligation rather than a target, fielding strong sides but treating defeat as survivable. South American clubs, by contrast, regarded it as a season-defining chance to prove themselves against Europe's best, and brought a corresponding intensity. That asymmetry of motivation, as much as raw quality, coloured several finals, and it is among the things FIFA hopes the prestige and prize money of the expanded format will change, turning the trophy into a universally prioritised target rather than a competition valued differently across confederations.

FIFA Club World Cup titles by decade Europe South America grouped barTitles by Decade: Europe vs South AmericaFIFA Club World Cup titles by decade Europe South America grouped bar 8Europe, 2010s

Runners-up

The Other Side of the Final

The losing finalists tell their own story of the tournament's hierarchy. South American clubs have lost more finals than they have won, with Palmeiras, Boca Juniors, Vasco da Gama and others falling at the last step, while the 2025 expanded final saw Paris Saint-Germain beaten by Chelsea, the first time a French club had

reached the showpiece. Several of the most poignant runners-up came from outside the dominant confederations, including Al-Hilal of Saudi Arabia in 2022, who pushed Real Madrid to a 5-3 final. The scale of rewards now on offer to clubs reaching these finals is reflected in the prize structures detailed in our Women's World Cup prize money breakdown analysis of the parallel women's game. The runners-up list is more geographically diverse than the winners', a hint of the broader competition the expanded format hopes to foster. Reaching a final, if not winning one, is no longer a European monopoly.

The runners-up roll, finally, hints at where future champions might emerge. Saudi Arabia's Al-Hilal pushed Real Madrid to a 5-3 final in 2022 and beat Manchester City in the 2025 group stage, the kind of result that was almost unthinkable a decade earlier. African champions have reached finals, and the growing investment in clubs across Asia and North America, accelerated by the expanded tournament's exposure and rewards, makes a first non-European, non-South American winner more plausible than at any point in the competition's history. None has yet broken through, but the gap between the elite and the chasing pack, while still vast, is no longer the chasm it once was, and the expanded format gives challengers more chances than ever to close it.

FIFA Club World Cup notable runners-up by club barSelected Beaten FinalistsFIFA Club World Cup notable runners-up by club bar 6Distinct nations

Editions Played

The Tournament's Growth in Editions

The cumulative count of editions frames how young this competition still is. From a single edition in 2000, the tournament reached five by 2010, nine by 2014, fourteen by 2018, seventeen by 2022 and twenty-one by 2025, having skipped 2001 to 2004 and 2024. That means Real Madrid won its five titles across barely a decade of a competition only 26 years old, a strike rate unmatched in any global club event. The schedule and scale of FIFA's expanding event calendar are detailed in our matches at FIFA World Cups by city and country analysis. With the next edition not due until 2029, the current title table will stand unchanged for years, the longest gap in the tournament's history. Real Madrid will hold its record outright until at least 2029. That four-year wait is itself a product of the quadrennial redesign.

cumulative FIFA Club World Cup editions 2000 2025 lineCumulative Editions Stagedcumulative FIFA Club World Cup editions 2000 2025 line 21By 2025

Set out as a simple two-bar comparison, the confederation split underlines just how lopsided the competition's history remains. UEFA's 16 titles dwarf CONMEBOL's five, and the other four confederations

register nothing at all, a distribution unmatched in any comparable global event. The gap has financial roots as much as sporting ones, since Europe's clubs command the revenues, squads and depth that the wider game's economics make so difficult for others to match. The expanded format is FIFA's wager that exposure and prize money can, over time, begin to close a gap that two and a half decades of the old tournament only widened. Whether money can buy competitive balance is the experiment now under way. Its first results will not arrive until the 2029 edition in a yet-to-be-confirmed host nation. Until then, the records set across the first 21 editions remain the definitive account of the competition. They form the baseline every future winner will be measured against.

FIFA Club World Cup titles UEFA CONMEBOL two bar comparisonTitles Won, UEFA vs CONMEBOLFIFA Club World Cup titles UEFA CONMEBOL two bar comparison 16UEFA5CONMEBOL

5Real Madrid TitlesRecord, 2014-2022. Source: FIFA 2026. 12Winning ClubsFrom five nations. Source: FIFA 2026. 4Guardiola's TitlesThree clubs. Source: FIFA 2026. 21Editions2000-2025. Source: FIFA 2026.

Taken together, the title table tells the story of a competition defined by concentration. Real Madrid's five trophies, won in a single dominant decade, stand clear of Barcelona's three and the cluster of two-time winners, while the full list of twelve champions reaches no further than five nations and two confederations. European clubs have claimed 16 of 21 editions, the managerial record belongs to Pep Guardiola's four across three clubs, and no team from beyond the traditional powers has ever lifted the cup. The open questions for the years ahead all turn on the 2025 expansion: whether the wider 32-team field and its larger prizes can loosen Europe's grip, whether any club can ever approach Real Madrid's five, and whether the quadrennial format, with its next edition in 2029, will lend the trophy the prestige FIFA has long wanted it to carry.

FAQ

Frequently Asked Questions: Most Club World Cup Titles

Real Madrid has won the most FIFA Club World Cup titles, with five, claimed in 2014, 2016, 2017, 2018 and 2022. No other club has won more than three. Real Madrid's dominance mirrors its record in the UEFA Champions League over the same period. Source: FIFA 2026.

Barcelona has won three FIFA Club World Cup titles, in 2009, 2011 and 2015, the second-most in the competition's history. All three came with Lionel Messi in the squad, making him the only player to win the trophy three times. Source: FIFA 2026.

Chelsea won the first expanded 32-team FIFA Club World Cup in 2025, defeating Paris Saint-Germain 3-0 in the final in the United States. It was Chelsea's second title, after 2021, and the first edition of the new month-long, quadrennial format. Source: FIFA 2026.

Three clubs have won the FIFA Club World Cup twice: Bayern Munich (2013 and 2020), Chelsea (2021 and 2025) and Corinthians of Brazil (2000 and 2012). Each sits behind Real Madrid's five and Barcelona's three on the all-time list. Source: FIFA 2026.

Twelve different clubs have won the FIFA Club World Cup across its 21 editions from 2000 to 2025. Five have won multiple titles, while seven, including Manchester United, Manchester City and Liverpool, have won once each. Source: FIFA 2026.

Spain has produced the most titles, with eight, through Real Madrid's five and Barcelona's three. Brazil and England follow with four each, then Italy and Germany with two apiece. Only clubs from those five nations have ever won the tournament. Source: FIFA 2026.

No. Every FIFA Club World Cup has been won by a European or South American club. European clubs have won 16 of the 21 editions and South American clubs the other five, with the best finish for any other confederation being a runner-up place. Source: FIFA 2026.

Pep Guardiola has won the most as a manager, with four: two with Barcelona (2009, 2011), one with Bayern Munich (2013) and one with Manchester City (2023). Carlo Ancelotti and Zinedine Zidane follow with two each, both achieved at Real Madrid. Source: FIFA 2026.

FIFA expanded the tournament from a seven-team annual event into a 32-team quadrennial competition to raise its prestige and commercial value, modelling it on the men's World Cup. The 2024 edition was skipped to prepare, with the FIFA Intercontinental Cup held instead, won by Real Madrid. Source: FIFA 2026.

Yes. The title counts are official FIFA records covering all 21 editions from 2000 to 2025, confirmed across FIFA, ESPN and reputable football references. Real Madrid's five titles lead; the 2025 expanded edition won by Chelsea is included. The next edition is scheduled for 2029. Source: FIFA 2026.

Sources

ESPN - Who Has Won the FIFA Club World Cup? Champions by Year - The complete winners list and most-titles record used throughout this report.

FIFA official records (2000-2025) - Source for the title counts, the years won and the 2025 expanded-edition result.

Reputable football references (Wikipedia, Topend Sports, NBC Sports) - Used to confirm the by-nation and by-confederation tallies, the managerial records and the runners-up history.

Counts cover the FIFA Club World Cup only, across all 21 editions from 2000 to 2025, and exclude the earlier Intercontinental Cup and the 2024 FIFA Intercontinental Cup. The next edition is scheduled for 2029. Not investment advice.

STATISTICS REPORT

Who Got What in 2023: 32 Nations, 736 Players, $110 Million

Updated Oct 18, 2026 · businesstats.com/womens-world-cup-prize-money-breakdown

$110M TEAM PRIZE FUND	**$10.5M** SPAIN, CHAMPIONS	**$2.25M** EACH GROUP STAGE EXIT
$270K PER SPAIN PLAYER	**$49.0M** EARMARKED FOR PLAYERS	**$52.0M** UEFA TEAMS COMBINED

Snapshot

The 2023 payout at a glance

The ninth FIFA Womens World Cup, played from 20 July to 20 August 2023, was the first with 32 teams and the first in which FIFA told every federation in advance how much of its prize money had to go to the players. Spain beat England 1 to 0 in the Sydney final, Sweden beat Australia for third place, and the remaining 28 nations went home with one of three fixed amounts depending on the round in which they lost.

Because the 2027 tournament in Brazil has not been played and its payment ladder had not been published by October 2026, the 2023 figures are still the most recent complete record of how the money in the tournament is shared. How the fund grew to this level over earlier editions is covered in our main report on Womens World Cup prize money. This page goes one level deeper and follows every dollar of the 2023 fund to a stage, a nation, a confederation and a player.

$110MPrize fund for the 32 teamsPaid by final position.7Payment levelsGroup stage to champions.4.7xChampions vs group stage10.5M against 2.25M.368Players on the minimum30,000 dollars each. Official Stage Amounts

What FIFA set for each final position

FIFA published the payment model on 8 June 2023, six weeks before kick-off. It listed two scales. The first gave each participating member association a sum according to its final position, from 1.56 million dollars for a group stage exit to 4.29 million dollars for the champions. The second fixed a payment for each player in the squad, from 30,000 dollars at the group stage to 270,000 dollars for a world champion. Adding 23 times the player amount to the federation amount gives the team total.

FINAL POSITION	TEAMS	FEDERATION AMOUNT	PER PLAYER	ALL 23 PLAYERS	TEAM TOTAL
Champions	1	$4,290,000	$270,000	$6,210,000	**$10,500,000**
Runners-up	1	$3,015,000	$195,000	$4,485,000	**$7,500,000**
Third place	1	$2,610,000	$180,000	$4,140,000	**$6,750,000**
Fourth place	1	$2,455,000	$165,000	$3,795,000	**$6,250,000**
Quarter-finals	4	$2,180,000	$90,000	$2,070,000	**$4,250,000**
Round of 16	8	$1,870,000	$60,000	$1,380,000	**$3,250,000**
Group stage	16	$1,560,000	$30,000	$690,000	**$2,250,000**

Two details are easy to miss. First, the payments are not cumulative: a quarter-finalist received 4.25 million dollars in total, not the group amount plus the round of 16 amount plus a quarter-final bonus. Second, the federation figures for the top four are not round numbers. The runners-up federation amount was 3,015,000 dollars, a figure often misreported as 3.05 million, and the fourth place amount was 2,455,000 dollars. Both were set so that each team total lands on a round number once the 23 player payments are added.

Federation Amount vs Squad Amount per Team, 2023 (USD million)Each pair of bars adds up to the team total for that final position.

Data:

FIFA payment model, 8 June 2023.

Note:

squad amount equals 23 players times the per player figure. Compiled by BusinessStats.Switch to the table for exact figures.

The players overtake the federation at the semi-final stage: from fourth place upward the squad amount is larger than the federation amount for every team.

The chart shows how the balance shifts as a team goes further. At the group stage the federation amount was more than twice the combined squad amount. From the quarter-finals the two were close, and for the four semi-finalists the squad amount was the bigger of the two, reaching 6.21 million dollars for Spain against 4.29 million dollars for the Spanish federation.

All 32 Nations

What each of the 32 nations received in 2023

Applying the FIFA scale to the official results gives a figure for every nation. The money depended only on the final position, so it says nothing about how a team played, how many goals it scored or how big its federation is. Germany, ranked second in the world before the tournament, and debutants such as Haiti, Vietnam and Zambia received exactly the same 2.25 million dollars because all of them went out in the group stage.

Total Prize Money Allocation by Nation, 2023 Womens World Cup (USD million)All 32 teams, ranked by final position; teams on the same level are listed in the order of their exit.

Data:

FIFA payment model of 8 June 2023 applied to the 2023 results.

Note:

allocation, not confirmed payment; totals include the amounts earmarked for 23 players. Calculated by BusinessStats.Switch to the table for exact figures.

Four levels below the semi-finals: 16 nations got 2.25 million dollars, 8 got 3.25 million and 4 got 4.25 million, while the top four shared 31 million.

The sortable table below lists the same nations with both components. Click on a heading to rank the teams by confederation, by stage or by any of the amounts.

NATION ↕	CONFED. ↕	FURTHEST STAGE ↕	FEDERATION (USD) ↕	PER PLAYER (USD) ↕	SQUAD OF 23 (USD) ↕	TOTAL (USD) ↕
Spain	UEFA	Champions	$4,290,000	$270,000	$6,210,000	$10,500,000

England	UEFA	Runners-up	$3,015,000	$195,000	$4,485,000	$7,500,000
Sweden	UEFA	Third place	$2,610,000	$180,000	$4,140,000	$6,750,000
Australia	AFC	Fourth place	$2,455,000	$165,000	$3,795,000	$6,250,000
Japan	AFC	Quarter-finals	$2,180,000	$90,000	$2,070,000	$4,250,000
Netherlands	UEFA	Quarter-finals	$2,180,000	$90,000	$2,070,000	$4,250,000
Colombia	CONMEBOL	Quarter-finals	$2,180,000	$90,000	$2,070,000	$4,250,000
France	UEFA	Quarter-finals	$2,180,000	$90,000	$2,070,000	$4,250,000
Switzerland	UEFA	Round of 16	$1,870,000	$60,000	$1,380,000	$3,250,000
Norway	UEFA	Round of 16	$1,870,000	$60,000	$1,380,000	$3,250,000
Nigeria	CAF	Round of 16	$1,870,000	$60,000	$1,380,000	$3,250,000
Denmark	UEFA	Round of 16	$1,870,000	$60,000	$1,380,000	$3,250,000
United States	CONCACAF	Round of 16	$1,870,000	$60,000	$1,380,000	$3,250,000
South Africa	CAF	Round of 16	$1,870,000	$60,000	$1,380,000	$3,250,000
Jamaica	CONCACAF	Round of 16	$1,870,000	$60,000	$1,380,000	$3,250,000
Morocco	CAF	Round of 16	$1,870,000	$60,000	$1,380,000	$3,250,000
New Zealand	OFC	Group stage	$1,560,000	$30,000	$690,000	$2,250,000
Philippines	AFC	Group stage	$1,560,000	$30,000	$690,000	$2,250,000
Canada	CONCACAF	Group stage	$1,560,000	$30,000	$690,000	$2,250,000
Rep. of Ireland	UEFA	Group stage	$1,560,000	$30,000	$690,000	$2,250,000
Zambia	CAF	Group stage	$1,560,000	$30,000	$690,000	$2,250,000
Costa Rica	CONCACAF	Group stage	$1,560,000	$30,000	$690,000	$2,250,000
China PR	AFC	Group stage	$1,560,000	$30,000	$690,000	$2,250,000
Haiti	CONCACAF	Group stage	$1,560,000	$30,000	$690,000	$2,250,000
Portugal	UEFA	Group stage	$1,560,000	$30,000	$690,000	$2,250,000

Vietnam	AFC	Group stage	$1,560,000	$30,000	$690,000	$2,250,000
Brazil	CONMEBOL	Group stage	$1,560,000	$30,000	$690,000	$2,250,000
Panama	CONCACAF	Group stage	$1,560,000	$30,000	$690,000	$2,250,000
Italy	UEFA	Group stage	$1,560,000	$30,000	$690,000	$2,250,000
Argentina	CONMEBOL	Group stage	$1,560,000	$30,000	$690,000	$2,250,000
Germany	UEFA	Group stage	$1,560,000	$30,000	$690,000	$2,250,000
Korea Republic	AFC	Group stage	$1,560,000	$30,000	$690,000	$2,250,000

Source: FIFA payment model of 8 June 2023 applied to the official 2023 results. Totals are the federation amount plus 23 times the per player amount. Calculated by BusinessStats.

A few results stand out in money terms. Jamaica, Morocco and South Africa each reached the round of 16, earning 3.25 million dollars, as much as the United States, the champion of 2015 and 2019, which lost on penalties to Sweden at the same stage. Colombia, the only South American quarter-finalist, earned 4.25 million dollars, almost twice the amount Brazil and Argentina received. New Zealand beat Norway in the opening match but still exited in the group stage and, like Canada, the reigning Olympic champion, received the minimum.

The four semi-finalists alone received 31 million dollars, 28.2 percent of the fund, although they were only one eighth of the field. Spain alone collected 10.5 million dollars, more than four group stage teams put together. A list of every winner of the tournament since 1991 is in our Womens World Cup winners page, and the national teams that have played most often are ranked in the appearances table.

Value of Each Win

What every knockout win was worth

Because the payment depended on the final position, the gap between two levels is the real price of a knockout match. Getting out of the group added 1 million dollars to a team total, and so did winning a round of 16 tie. A quarter-final win was worth at least 2 million dollars, because the losing semi-finalists were guaranteed fourth place money of 6.25 million dollars.

STEP	TEAM TOTAL BEFORE	TEAM TOTAL AFTER	INCREASE	OF WHICH PER PLAYER
Advancing from the group	2,250,000	3,250,000	+1,000,000	+30,000
Winning in the round of 16	3,250,000	4,250,000	+1,000,000	+30,000
Winning a quarter-final	4,250,000	6,250,000 or more	+2,000,000 minimum	+75,000 minimum
Winning a semi-final	6,250,000 or 6,750,000	7,500,000 or more	+750,000 minimum	+15,000 minimum
Winning the third place match	6,250,000	6,750,000	+500,000	+15,000
Winning the final	7,500,000	10,500,000	+3,000,000	+75,000

The final was by far the most valuable match. The difference between first and second, 3 million dollars, was larger than the entire allocation of any group stage team. For each Spanish player the win over England was worth 75,000 dollars, the gap between the 270,000 and 195,000 dollar levels. The third place play-off, by contrast, was worth 500,000 dollars, of which 15,000 dollars per player, to Sweden.

The semi-final step was the smallest of the knockout rounds. Reaching the final guaranteed at least 7.5 million dollars against a maximum of 6.75 million dollars for the losers, so the minimum gain was 750,000 dollars. Seen from the other side, the money at stake rose sharply only at the very end of the tournament, where most of the extra cash for the top teams sat.

The Pool by Stage

How the 110 million dollars was divided by stage

Adding up the allocations by level shows where the fund was concentrated. The 16 group stage teams together received 36 million dollars, the largest block, because there were so many of them. The 8 round of 16 teams shared 26 million, the 4 quarter-finalists 17 million and the top four 31 million. The fund was therefore spread fairly evenly across the levels, with a strong premium only for the champions.

The 110 Million Dollar Fund Split by Final Position, 2023Combined allocation of all teams at each level.

Data:

FIFA payment model of 8 June 2023.

Note:

number of teams per level in brackets. Calculated by BusinessStats.Switch to the table for exact figures.

Group exits took a third of the money: 36 million dollars, or 32.7 percent, went to the 16 teams that did not reach the knockout rounds.

LEVEL	TEAMS	COMBINED ALLOCATION	SHARE OF FUND	AVERAGE PER TEAM
Group stage	16	$36.0M	32.7%	$2.25M
Round of 16	8	$26.0M	23.6%	$3.25M
Quarter-finals	4	$17.0M	15.5%	$4.25M
Top four	4	$31.0M	28.2%	$7.75M
All teams	32	$110.0M	100%	$3.44M

The average team allocation was 3.44 million dollars, but the median, the figure in the middle of the 32 teams, was 2.75 million dollars, between the group and round of 16 levels. Half of the nations received the minimum. That design reflects a choice by FIFA to guarantee a meaningful sum to every qualifier rather than reward only those that went deep into the tournament.

Squad Share

How much went to the players at each stage

The per player scale was the new element in 2023. Players of the four semi-finalists were earmarked 165,000 to 270,000 dollars each, quarter-finalists 90,000, round of 16 players 60,000 and everyone else 30,000. Across all 32 squads the total came to 48.99 million dollars, while the federations kept 61.01 million dollars. The players share of the fund was therefore 44.5 percent.

Player Share of Each Team Total by Final Position, 2023 (%)Combined amount for 23 players divided by the team total.

Data:

FIFA payment model of 8 June 2023. Calculated by BusinessStats.Switch to the table for exact figures.

Third place had the highest player share: 61.3 percent, slightly above the 59.1 percent of the champions.

The share rises steeply from 30.7 percent at the group stage to around 60 percent for the top four, then flattens. In fact the Swedish squad, third, had a slightly larger share of its team total than the Spanish champions, because the jump in the federation amount between second and first (1.275 million dollars) was proportionally larger than the jump in the player amount. The lowest share, 30.7 percent, still met the demand in a letter sent to FIFA in October 2022 by more than 150 players from 25 national teams, which asked for at least 30 percent of prize money to go to players.

PER PLAYER AMOUNT	TEAMS	PLAYERS	COMBINED (USD)
$270,000	Spain	23	$6,210,000
$195,000	England	23	$4,485,000
$180,000	Sweden	23	$4,140,000
$165,000	Australia	23	$3,795,000
$90,000	4 quarter-finalists	92	$8,280,000
$60,000	8 round of 16 teams	184	$11,040,000
$30,000	16 group stage teams	368	$11,040,000
Total	32	**736**	**$48,990,000**

Spread over 736 players, the earmarked total works out at about 66,560 dollars per player on average, but half of all players, 368, were on the 30,000 dollar minimum. Only 92 players, those of the top four, were allocated more than 100,000 dollars. The individual stars of the tournament, from the Golden Ball winner Aitana Bonmati to the Golden Boot winner Hinata Miyazawa, were paid on the same team scale as their teammates; their wider honours are listed in The Best FIFA womens player award winners and the leading goalscorers in the all-time scorers list.

Confederations

Totals by confederation: UEFA took almost half

Grouping the 32 nations by their confederation gives a view of the 2023 money that is rarely published. Europe sent 12 teams, Asia and North and Central America 6 each, Africa 4, South America 3 and Oceania 1, the co-host New Zealand. Because European teams went furthest, UEFA nations received 52.0 million dollars between them, 47.3 percent of the fund. How the places are shared between confederations is explained in our page on World Cup places by confederation.

Prize Money Allocation by Confederation, 2023 Womens World Cup (USD million)Sum of the team totals of each confederation; number of teams in brackets.

Data:

FIFA payment model applied to 2023 results.

Note:

includes the amounts earmarked for players. Calculated by BusinessStats.Switch to the table for exact figures.

Europe close to the rest of the world combined: 52.0 million dollars for 12 UEFA teams, against 58.0 million for the other five confederations together.

CONFEDERATION	TEAMS	BEST FINISH	TOTAL	TO FEDERATIONS	TO PLAYERS	SHARE OF FUND	PER TEAM
UEFA	12	Champions (Spain)	$52.0M	$26.125M	$25.875M	47.3%	$4.33M
AFC	6	Fourth (Australia)	$19.5M	$10.875M	$8.625M	17.7%	$3.25M
CONCACAF	6	Round of 16 (USA, Jamaica)	$15.5M	$9.98M	$5.52M	14.1%	$2.58M
CAF	4	Round of 16 (Nigeria, South Africa, Morocco)	$12.0M	$7.17M	$4.83M	10.9%	$3.00M
CONMEBOL	3	Quarter-finals (Colombia)	$8.75M	$5.30M	$3.45M	8.0%	$2.92M
OFC	1	Group stage (New Zealand)	$2.25M	$1.56M	$0.69M	2.0%	$2.25M

Africa had the best average among the smaller confederations. Three of its four teams reached the knockout rounds, one more than at any previous edition, so CAF averaged 3.0 million dollars per team, ahead of CONCACAF (2.58 million) even though CONCACAF had two more teams. North and Central America had its weakest tournament: neither the United States nor any other CONCACAF team passed the round of 16, and four of its six teams went out in the groups.

European players were the main beneficiaries of the new scale. UEFA squads were earmarked 25.9 million dollars, more than half of the 49.0 million dollars set aside for all players, because five of the eight quarter-finalists and three of the four semi-finalists came from Europe. The current strength of these national teams

can be compared in the FIFA womens world ranking.

Prep Funds and Clubs

Beyond prize money: preparation funds and club benefits

The 110 million dollars was the largest part of a wider package. At the FIFA Congress in Kigali on 16 March 2023, FIFA President Gianni Infantino announced 152 million dollars for the 2023 participants, about three times the 2019 figure. Besides the prize fund it contained preparation money paid to every federation before the tournament and a programme for the clubs that released players.

The 152 Million Dollar Package for 2023 ParticipantsFIFA rounded the preparation money to 31 million and club benefits to 11 million when announcing it.

Data:

FIFA (16 March 2023; Club Benefits Programme, July 2024) and FIFPRO breakdown of the package. Compiled by BusinessStats.Switch to the table for exact figures.

Prize money was 72 percent of the package: preparation funds and club payments added another 42 million dollars.

Preparation money, introduced in 2019 at 12 million dollars, was raised to about 31 million dollars and shared equally among the 32 federations, roughly 960,000 dollars each. Professional Footballers Australia, the national players union, reported that Football Australia received 969,000 dollars of it. The money is paid before the tournament and is meant to cover camps, travel and staff, so it is not linked to results.

The Club Benefits Programme paid 11.3 million dollars, up from 8.48 million dollars in 2019, to 1,041 clubs in 48 countries, against 822 clubs in 39 countries four years earlier. Half of the pot went to clubs that released a player, at an equal rate per player per day from 10 July 2023 until the day after her team was eliminated, and half to the clubs that had trained the players. On average each club received about 10,900 dollars, a small sum per club but one that reached clubs in countries that did not even qualify.

COMPONENT	GROUP STAGE TEAM	CHAMPION (SPAIN)	PAID TO
Prize money, federation part	1,560,000	4,290,000	Federation
Prize money, player part	690,000	6,210,000	Federation, earmarked for players
Preparation money (about)	960,000	960,000	Federation, before the tournament

Club benefits	varies	varies	Clubs of the players
Total excluding clubs (about)	3,210,000	11,460,000	

Including preparation money, a group stage team therefore received roughly 3.2 million dollars from FIFA and the champion about 11.5 million dollars, before club payments. FIFA finances these sums from its four-year revenue cycle, which is covered in our analysis of FIFA revenue and in our profile of FIFA as an organisation.

Did Players Get Paid

Did the money reach the players? What FIFA and FIFPRO said

The per player amounts were earmarked, not paid directly. On the eve of the tournament, on 19 July 2023 in Auckland, Infantino said the money would go to the member associations and that the associations would then make the payments to their own players. The guarantee therefore depended on 32 federations passing the money on, and FIFA did not publish a mechanism to enforce it before the event.

After the tournament, FIFA said it had credited the prize money to all 32 associations and that the distribution would be audited in due course. No public audit report on the 2023 player payments had been found by October 2026, so there is no official count of how many of the 736 players received their full amount.

What FIFPRO reported about pay at the 2023 tournament

- October 2022: more than 150 players from 25 national teams signed a FIFPRO letter to FIFA asking for equal conditions with the men, a guaranteed share of at least 30 percent of prize money for players and a binding global agreement.
- June 2023: FIFPRO welcomed the payment model and said its success depended on it being universally applied and fair; it also noted equal conditions with Qatar 2022, including delegations of up to 50 people per team.
- 8 August 2023: FIFPRO confirmed it was helping Nigeria players in a dispute with their federation over bonus payments, camp allowances and expenses, some dating back to 2021.
- November 2023: in a survey of 260 players from 26 of the 32 teams, 30 percent said they earned less than 30,000 dollars in the previous year from club and national team, and 49 percent less than 50,000 dollars, excluding prize money.

- The same survey found that two thirds of players did not feel physically prepared for the tournament and 53 percent felt the rest period before it was too short.

The survey puts the 30,000 dollar minimum into context. For almost a third of the players who answered, the guaranteed World Cup payment was at least as large as a whole year of football income, and for about half it was more than half a year. FIFPRO said the results showed that many players still lacked adequate financial compensation.

National agreements could also change what players actually took home. Professional Footballers Australia noted that under the Australian collective agreement players receive 40 percent of group stage prize money and 50 percent of any further prize money, and that the FIFA scale was better than that agreement for some outcomes and worse for others. The FIFA amounts were described as a floor, not a ceiling, so federations were free to pay more.

Against Qatar 2022

Set against the men in Qatar: exactly one quarter

One feature of the 2023 ladder is that every team total was exactly one quarter of the equivalent amount at the 2022 men tournament in Qatar. The men champions Argentina received 42 million dollars against 10.5 million dollars for Spain, and the 9 million dollar minimum for a men group stage exit compares with 2.25 million dollars. The full men distribution is in our breakdown of Qatar 2022 prize money by stage.

FINAL POSITION	MEN 2022	WOMEN 2023	WOMEN AS SHARE OF MEN
Champions	42	10.5	25%
Runners-up	30	7.5	25%
Third place	27	6.75	25%
Fourth place	25	6.25	25%
Quarter-finals	17	4.25	25%
Round of 16	13	3.25	25%
Group stage	9	2.25	25%
Total fund	440	110	25%

The difference is in what the totals contain. In 2022 the men payments went entirely to federations, with no earmarked player part, while in 2023 between 31 and 61 percent of each team total was set aside for the players. Total prize money across all men tournaments is tracked in our FIFA World Cup prize money series.

Brazil 2027 Status

Brazil 2027: no payment ladder published yet

The next tournament will be played in Brazil from 24 June to 25 July 2027, the first held in South America, with 32 teams and 64 matches. The final draw is scheduled for 11 December 2026 in Rio de Janeiro. As of October 2026, FIFA had not published a prize fund or a stage by stage distribution for 2027, and reports in August 2026 noted that no figure equivalent to the 2023 model had been announced.

In March 2023 Infantino described equal payments at the 2026 men and 2027 women tournaments as the aim, and FIFPRO has said it is committed to pay equity for both events. Whether the 2027 ladder keeps the 2023 structure, with a federation part and an earmarked player part for each stage, is not yet known. Until FIFA publishes it, the 2023 figures on this page are the latest official reference. This page will be updated with a full 2027 versus 2023 comparison once the official figures are released.

Key Numbers

The 2023 distribution in eight figures

$10.5MSpain, champions4.29M federation, 6.21M players.$7.5MEngland, runners-up195,000 dollars per player.$31MShared by the top four28.2 percent of the fund.$36MShared by 16 group exits32.7 percent of the fund.44.5%Player share of the fund48.99M of 110M.$3MValue of winning the finalLargest single step.47.3%UEFA share of the fund12 of 32 teams.1,041Clubs paid by FIFA11.3 million dollars. FAQ

Questions about the 2023 payouts, team by team

Spain was allocated 10.5 million dollars: 4.29 million dollars for the Spanish federation and 270,000 dollars for each of the 23 players, or 6.21 million dollars for the squad.

England was allocated 7.5 million dollars, made up of 3,015,000 dollars for the federation and 195,000 dollars for each of the 23 players.

FIFA set 30,000 dollars per player for the group stage, 60,000 for the round of 16, 90,000 for the quarter-finals, 165,000 for fourth, 180,000 for third, 195,000 for the runners-up and 270,000 for the champions.

Each of the 16 group stage teams was allocated 2.25 million dollars: 1.56 million for the federation and 30,000 dollars for each of 23 players.

No. Each team received one amount based on its final position, so a quarter-finalist got 4.25 million dollars in total, not the sum of the lower levels.

UEFA. Its 12 teams were allocated 52.0 million dollars, 47.3 percent of the 110 million dollar fund, followed by the AFC with 19.5 million dollars.

No. FIFA paid the money to the 32 member associations, which were responsible for passing the earmarked amounts to their players. FIFA said after the tournament that the distribution would be audited.

About 30.7 million dollars of preparation money, shared equally among the 32 federations, and 11.3 million dollars to 1,041 clubs through the Club Benefits Programme, for a total package of 152 million dollars.

Not as of October 2026. The tournament runs from 24 June to 25 July 2027 in Brazil, and the 2023 distribution remains the latest published ladder.

Sources

FIFA - new payment model for the FIFA Womens World Cup 2023, member association and per player amounts by final position, 8 June 2023.

FIFA - 152 million dollar package announced at the 73rd FIFA Congress, Kigali, 16 March 2023.

FIFA - Club Benefits Programme for the 2023 tournament, July 2024, and programme methodology and FAQ.

FIFA - FIFA Womens World Cup Brazil 2027 dates; official match results of the 2023 tournament; Qatar 2022 prize money by stage.

FIFPRO - statements on the 2023 pay and conditions (June 2023) and on the October 2022 player letter; statement on the Nigeria players, 8 August 2023.

FIFPRO - Womens World Cup player survey, 260 players from 26 teams, November 2023.

Professional Footballers Australia - prize money, preparation funding and collective agreement shares for the 2023 tournament.

Team totals are the FIFA federation amount plus 23 times the per player amount. Nation, stage, confederation and share figures are BusinessStats calculations from the official FIFA scale and results. They show allocations, not confirmed payments to individual players. The runners-up federation amount is 3,015,000 dollars as published by FIFA. Preparation money per federation is an equal split of the published total. No 2027 distribution had been published by FIFA as of October 2026.

STATISTICS REPORT

From Zero to $110 Million: The Womens World Cup Prize Fund, 1991 to 2027

Updated Oct 18, 2026 · businesstats.com/womens-world-cup-prize-money

$110M 2023 PRIZE POOL	**$5.8M** FIRST POOL, 2007	**19x** GROWTH 2007 TO 2023
25% SHARE OF MEN POOL, 2023	**$655M** MEN POOL 2026, PARITY MARK	

The Story in Brief

Four decades, three eras of prize money

The history of prize money at the FIFA Womens World Cup falls into three clear eras. From 1991 to 2003 the tournament paid nothing for results. From 2007 to 2015 FIFA paid modest, slowly rising sums, never more than 15 million dollars in total. Since 2019 the fund has grown much faster and has been joined by preparation money for every team and payments to the clubs that release players, the same structure the men have had for years.

This page is the long view. It covers every edition, the wider package around the prize pool, how much each team and each champion received, and how far the women have trailed the men in each four year cycle. It ends with the open question of Brazil 2027, where FIFA has promised to aim for equal payments but has not yet published a number. The exact 2023 payout for each finishing position and each nation is set out separately in our 2023 team by team prize money breakdown.

$0Prize money, 1991 to 2003Four editions without a performance pool.$5.8MFirst prize poolChina 2007, 16 teams.$110MRecord prize poolAustralia and New Zealand 2023.$152MFull 2023 packageIncluding preparation and clubs. 1991 to 2003

The unpaid era: four tournaments without prize money

The first FIFA Womens World Cup was played in China in 1991 with 12 teams. Sweden hosted the second edition in 1995, again with 12 teams, and the United States hosted 16 teams in 1999. The 2003 edition was moved from China to the United States because of the SARS outbreak. In none of these four tournaments did FIFA pay a performance pool linked to results, so the national teams that won them, the United States twice, Norway and Germany, earned nothing from FIFA for the title itself.

EDITION	HOST	TEAMS	CHAMPION	FIFA PRIZE MONEY
1991	China	12	United States	None
1995	Sweden	12	Norway	None
1999	United States	16	United States	None
2003	United States	16	Germany	None

That changed with China 2007, which FIFA described in 2006 as the first edition with prize money. The amounts were small and the ladder was flat: champions received 1 million dollars, runners up 800,000 dollars, third place 650,000 dollars, fourth place 550,000 dollars, beaten quarter finalists 300,000 dollars each and the eight teams knocked out in the group stage 200,000 dollars each. Added up, that is the 5.8 million dollar pool usually quoted for 2007. The full roll of champions from 1991 onward is in our list of every Womens World Cup winner.

FINISH	PER TEAM	TEAMS	TOTAL
Champions	1,000,000	1	1,000,000
Runners up	800,000	1	800,000
Third place	650,000	1	650,000
Fourth place	550,000	1	550,000
Quarter final	300,000	4	1,200,000
Group stage	200,000	8	1,600,000
All 16 teams		16	5,800,000

Pool by Edition

The prize pool edition by edition, 2007 to 2023

Once it existed, the pool grew at every tournament. FIFA put the Germany 2011 figure at 10 million dollars when it raised the Canada 2015 fund to 15 million dollars in December 2014. The France 2019 pool doubled to 30 million dollars by decision of the FIFA Council in October 2018, and the 2023 pool, confirmed by FIFA at its Kigali Congress in March 2023, rose to 110 million dollars for the first 32 team tournament.

Womens World Cup Prize Pool by Edition, 2007 to 2023 (US$ million)Performance prize money paid to national associations; no prize money was paid from 1991 to 2003.

Data:

FIFA.

Note:

2011 is the figure FIFA quoted in December 2014; reports during the 2011 tournament gave lower totals, so it is the least certain value in the series. Preparation money and club benefits are excluded. Compiled by BusinessStats.Switch to the table for exact figures.

A curve that bends in 2019: the pool added 9 million dollars in eight years to 2015, then 95 million dollars in the following eight.

Seen in percentages, the acceleration is plain. The pool rose 72 percent from 2007 to 2011, 50 percent to 2015, 100 percent to 2019 and 267 percent to 2023. The last step was large even after allowing for the bigger field, because the number of teams went up by a third while the money went up almost fourfold.

EDITION	TEAMS	PRIZE POOL	CHANGE ON PREVIOUS EDITION	MULTIPLE OF 2007
2007 China	16	$5.8 million	first pool	1.0x
2011 Germany	16	$10 million	+72%	1.7x
2015 Canada	24	$15 million	+50%	2.6x
2019 France	24	$30 million	+100%	5.2x
2023 Australia and New Zealand	32	$110 million	+267%	19.0x

For most of this period the women tournament was sold to broadcasters together with the men World Cup, so it had no separate price tag that could justify higher payments. FIFA only began selling the media rights for the Womens World Cup on their own for the 2023 edition, a change covered in more detail in the

section on revenue below. The wider picture of FIFA income from television is in our report on FIFA broadcasting rights revenue.

Wider Package

Beyond the prize pool: preparation money and club benefits

Prize money is only part of what FIFA pays around a World Cup. Since 2019 the women tournament has also had two other strands. Preparation money is paid to every qualified association before the tournament to cover training camps and friendlies. Club benefits compensate the clubs that release players, in proportion to the days each player spends with her national team.

In 2015 there was neither. For France 2019 the FIFA Council approved 50 million dollars in total: 30 million dollars of prize money, 11.52 million dollars of preparation money and 8.48 million dollars for clubs. For 2023 the total rose to 152 million dollars, made up of 110 million dollars of prize money, 30.7 million dollars of preparation money and 11.3 million dollars of club benefits, figures FIFA rounded to 31 million and 11 million dollars in its own release.

What FIFA Paid Participants at Three Womens World Cups (US$ million)Prize money, preparation money and club benefits by edition.

Data:

FIFA and FIFPRO.

Note:

preparation money and club benefits did not exist in 2015. FIFA rounded the 2023 strands to 31 and 11 million dollars. Compiled by BusinessStats.Switch to the table for exact figures.

Ten times in two editions: total spending on participants went from 15 million dollars in 2015 to 152 million dollars in 2023.

This explains why two growth figures circulate for 2023. FIFA described its 2023 offer as more than ten times the 2015 level, which is true of the full package (152 against 15 million dollars). The prize pool alone grew a little over seven times over the same period. Both are accurate; they measure different things. In this report the prize pool is the core series because it is the only strand that exists for every paid edition.

FIFA also paid for things that do not appear in these totals. For 2023 it said that delegation sizes, travel, hotels, team base camps and other services would match what the men had at Qatar 2022, and it put its

overall budget for the tournament at more than 500 million dollars.

Money per Team

Money per team as the field grew from 16 to 32

Because the field doubled from 16 teams in 2007 to 32 in 2023, the pool per team is a fairer measure of what qualifying was worth. The average was about 0.36 million dollars in 2007. It rose to about 0.63 million dollars in 2011 and stayed at that level in 2015, when the extra 5 million dollars was spread across eight more teams. It doubled to 1.25 million dollars in 2019 and reached about 3.44 million dollars in 2023.

Average Prize Money per Team, 2007 to 2023 (US$ million)Total prize pool divided by the number of teams at each edition.

Data:

FIFA prize pools; averages calculated by BusinessStats.

Note:

2011 uses the 10 million dollar total stated by FIFA. Preparation money excluded. Compiled by BusinessStats.Switch to the table for exact figures.

Flat, then steep: the average per team did not move between 2011 and 2015, then rose more than fivefold by 2023.

The minimum a team could earn moved in a similar way. A group stage exit was worth 200,000 dollars in 2007. In 2023 the same result brought 1.56 million dollars for the association plus 30,000 dollars for each player in the squad, a total of 2.25 million dollars, and every team also received preparation money on top. For a smaller association that may be the largest single payment it receives from FIFA in a four year cycle, which is why expansion to 32 teams mattered as much as the size of the pool. How the teams compare on the pitch is tracked in the FIFA womens world ranking.

Champion Payments

What the champions received at each edition

The payment for winning the title has grown more slowly than the pool as a whole. Germany received 1 million dollars in 2007, and the figure was unchanged at about 1 million dollars when Japan won in 2011, according to reports at the time. The United States received 2 million dollars in 2015 and 4 million dollars in

2019. In 2023 FIFA split the champion money in two for the first time: 4.29 million dollars to the Spanish federation and 270,000 dollars for each of the 23 players, a combined 10.5 million dollars.

Prize Money for the Womens World Cup Champions, 2007 to 2023 (US$ million)Total paid for the title by FIFA at each edition.

Data:

FIFA releases and allocations reported at each tournament.

Note:

2011 is approximate. The 2023 figure includes the player allocations paid through the federation. Compiled by BusinessStats.Switch to the table for exact figures.

Ten times in 16 years: the title was worth 1 million dollars in 2007 and 10.5 million dollars in 2023.

An interesting detail is that the champion share of the pool has fallen. The 2007 winners took 17 percent of all prize money. In 2015 and 2019 the share was about 13 percent, and in 2023 about 9.5 percent. FIFA has chosen to spread the bigger pools more widely, raising the floor for every qualified team faster than the reward at the top.

EDITION	CHAMPION	CHAMPION PAYMENT	PRIZE POOL	CHAMPION SHARE
2007	Germany	$1.0 million	$5.8 million	17.2%
2011	Japan	about $1.0 million	$10 million	about 10%
2015	United States	$2.0 million	$15 million	13.3%
2019	United States	$4.0 million	$30 million	13.3%
2023	Spain	$10.5 million	$110 million	9.5%

The headline 2023 numbers are worth recalling in one line: a 110 million dollar pool inside a 152 million dollar package, about 10.5 million dollars for the champions, and a minimum of 30,000 dollars for every player. The full ladder by stage and the amounts for all 32 nations are in our 2023 payout table by finish, and the players who made those runs possible are in our list of all time Womens World Cup top scorers.

Gap to the Men

The gap to the men, cycle by cycle

Comparing each Womens World Cup with the men tournament of the year before shows a ratio that has narrowed sharply. In 2014 the men shared 358 million dollars in prize money, against 15 million dollars for the women in 2015, a ratio of about 24 to 1. In 2018 the men pool was 400 million dollars against 30 million for the women in 2019, about 13 to 1. In 2022 it was 440 million against 110 million, exactly 4 to 1.

Men vs Women: World Cup Prize Pools by Cycle (US$ million)Prize money paid to teams only; club benefits, insurance and preparation money excluded.

Data:

FIFA.

Note:

the 2014 men figure is the 358 million dollar prize money; the often quoted 576 million dollars was the total FIFA contribution including clubs. Compiled by BusinessStats.Switch to the table for exact figures.

The ratio fell from 24 to 1 to 4 to 1, but the gap in dollars barely moved: 343, 370 and 330 million dollars.

The share tells one story and the dollar gap tells another. As a share of the men pool, women went from 4.2 percent to 7.5 percent and then 25 percent. In absolute terms the difference was 343 million dollars in the first cycle, 370 million in the second and 330 million in the third. The women gained ground only because their pool grew much faster in percentage terms; the men kept growing too.

CYCLE	MEN POOL	WOMEN POOL	WOMEN SHARE	GAP IN DOLLARS	RATIO
2014 and 2015	$358 million	$15 million	4.2%	$343 million	about 24 to 1
2018 and 2019	$400 million	$30 million	7.5%	$370 million	about 13 to 1
2022 and 2023	$440 million	$110 million	25.0%	$330 million	4 to 1
2026 and 2027	$655 million	not announced	n/a	n/a	n/a

The other strands are further apart. In 2022 the men club benefit programme was worth 209 million dollars against 11.3 million dollars for the women clubs in 2023, because club payments follow the salaries and the number of professional clubs involved. Preparation money was closer, at 1.5 million dollars per team for the men in 2018 and 2022. How the men fund itself has grown is covered in our report on FIFA World Cup prize money, and the payments to each men champion in our record of World Cup winners prize money.

The Parity Pledge

The parity pledge: what FIFA promised and what has happened since

The promise that shapes the Brazil 2027 debate was made at the FIFA Congress in Kigali on 16 March 2023. Announcing the 152 million dollar package, FIFA President Gianni Infantino said the goal was equality in payments for the men and women World Cups in 2026 and 2027 respectively, and he called it the most difficult step. FIFA presented it as an ambition, not a binding rule, and tied it to broadcasters and sponsors paying more for the womens game.

The pledge followed pressure from players. In October 2022 FIFPRO, its member unions and more than 150 players from 25 national teams wrote to FIFA asking for equal prize money at senior World Cups, a global guarantee that at least 30 percent of prize money would go to players, and a binding collective agreement. The 2023 payment model, which FIFPRO endorsed, met part of that: FIFA set fixed amounts for every player for the first time.

DATE	EVENT
October 2022	FIFPRO and more than 150 players ask FIFA for equal prize money and a player guarantee
16 March 2023	FIFA announces 152 million dollars for 2023 and the ambition of equal payments in 2026 and 2027
8 June 2023	FIFA publishes the 2023 payment model with fixed amounts for every player
18 August 2023	Infantino says the 2023 tournament generated more than 570 million dollars and broke even
20 December 2024	FIFA sells the US rights to the 2027 and 2031 tournaments to Netflix
May 2025	Infantino sets a target of 1 billion dollars in revenue from the Womens World Cup
17 December 2025	FIFA Council approves a 655 million dollar prize pool for the 2026 men World Cup
25 August 2026	FIFA announces the Brazil 2027 draw for 11 December 2026; no prize fund announced
Mid October 2026	No 2027 prize fund published by FIFA

Infantino has also argued that equal prize money on its own is not the answer. Speaking in Sydney before the 2023 final, he called the demand a slogan that would not solve anything and asked broadcasters and sponsors to pay a fair price for womens football. That is the tension behind the pledge: FIFA links parity to revenue, while players and FIFPRO treat it as a commitment.

Brazil 2027 Status

Brazil 2027: where the prize fund stands in October 2026

As of mid October 2026 FIFA has not announced the prize fund for the Womens World Cup in Brazil. The tournament runs from 24 June to 25 July 2027, and the final draw will take place on 11 December 2026 at the Museum of Modern Art in Rio de Janeiro. The FIFA release announcing the draw, published on 25 August 2026, did not mention prize money, and no FIFA Council decision on the 2027 financial contribution had been published by the time of writing.

That leaves the parity pledge unresolved less than nine months before kick off. For comparison, FIFA approved the men 2026 contribution of 727 million dollars, including the 655 million dollar pool, on 17 December 2025, almost six months before that tournament began. The 2023 package was confirmed in March 2023, four months before kick off, and the payment model in June 2023.

Without an official number, the best way to frame 2027 is to measure what parity would require. The calculations below are not forecasts. They simply apply the men 2026 figures to a 32 team tournament, and compare them with the 2023 pool and with the revenue FIFA hopes to raise.

What a Brazil 2027 Prize Pool Could Look Like: Four Benchmarks (US$ million)Calculations for a 32 team tournament based on official 2023 and 2026 figures.

Data:

FIFA 2023 and 2026 prize money; FIFA revenue statements.

Note:

the 193 million dollar line applies the 2023 pool to revenue ratio (110 of 570 million) to the 1 billion dollar target. The 511 million dollar line pays each of the 32 finishing places what the same place earned at the 2026 men World Cup. These are BusinessStats calculations, not FIFA plans.Switch to the table for exact figures.

Parity means a pool five to six times larger than 2023: between 511 and 655 million dollars, depending on how equal is defined.

The two parity benchmarks differ because the men tournament now has 48 teams and the women tournament 32. Paying each finishing place what the men earned in 2026 (50 million dollars for the winner, 33 million for the runners up, 29 and 27 million for third and fourth, 19 million for the next four places, 15

million for places 9 to 16 and 11 million for places 17 to 32) adds up to 511 million dollars. Matching the men total of 655 million dollars with 32 teams would mean an average of about 20.5 million dollars per team, more than the men average of about 13.6 million.

BENCHMARK	PRIZE POOL	MULTIPLE OF 2023	AVERAGE PER TEAM
2023 actual (32 teams)	$110 million	1.0x	$3.4 million
2023 pool to revenue ratio applied to a $1 billion target	about $193 million	1.8x	$6.0 million
Same pay per finishing place as the 2026 men	$511 million	4.6x	$16.0 million
Same total pool as the 2026 men	$655 million	6.0x	$20.5 million

Parity would also need to cover preparation money. The men received 1.5 million dollars per team in 2026; the same rate for 32 teams would be 48 million dollars, against 30.7 million dollars in 2023. On the position based definition, prize money plus preparation money would come to about 559 million dollars. Our wider guide to how FIFA builds a World Cup prize pot explains the men side of these numbers.

What Changes in 2027

What changes in 2027, and what does not

Brazil 2027 keeps the format introduced in 2023, so the prize fund will again be shared by 32 teams. The bigger changes are commercial and geographic, and they all bear on how much FIFA can afford to pay.

Brazil 2027 at a glance

- Format unchanged: 32 teams, 8 groups, 64 matches, from 24 June to 25 July 2027. Expansion to 48 teams starts only in 2031.
- First Womens World Cup in South America, with eight host cities: Belo Horizonte, Brasilia, Fortaleza, Porto Alegre, Recife, Rio de Janeiro, Salvador and Sao Paulo.
- Qualification: 29 places are filled directly (AFC 6, CAF 4, Concacaf 4, CONMEBOL 3 including hosts Brazil, OFC 1, UEFA 11) and 3 through a ten team play off tournament ending in February 2027.
- Final draw on 11 December 2026 at the Museum of Modern Art in Rio de Janeiro.
- Media rights sold separately from the men tournament for the second time; Netflix holds exclusive US rights for 2027 and 2031, the first buyer to take the competition in full in that market.

- FIFA revenue target of 1 billion dollars, almost double the more than 570 million dollars reported for 2023.
- Prize fund, preparation money and club benefits: not announced as of October 2026.

One thing that will not change is the size of the field, which matters for any comparison with 2023. Because the number of teams is the same, any increase in the 2027 pool will translate directly into higher payments per team, unlike the move from 24 to 32 teams in 2023. The countries with the most experience at this level are listed in our ranking of most Womens World Cup appearances.

Crowds and Revenue

What pays for it: crowds, audiences and FIFA revenue

The case for larger prize funds rests on what the tournament earns. Attendance has risen strongly but not in a straight line. China 2007 drew about 1.19 million spectators, Germany 2011 about 0.85 million and Canada 2015 about 1.35 million, then a record for any FIFA event other than the men World Cup. France 2019 drew about 1.13 million, and the first 32 team edition in Australia and New Zealand almost 2 million.

Total Stadium Attendance at the Womens World Cup, 2007 to 2023 (million)All matches at each tournament; 32 matches in 2007 and 2011, 52 in 2015 and 2019, 64 in 2023.

Data:

FIFA.

Note:

the number of matches rose with the field, so totals are not directly comparable. Compiled by BusinessStats.Switch to the table for exact figures.

Almost 2 million in 2023: the 32 team format lifted attendance about three quarters above France 2019.

Audiences tell a similar story. FIFA said 764 million people watched the 2015 tournament on television at home. The 2019 edition reached 1.12 billion viewers across all platforms, with an average live audience of 17.27 million per match and 82.18 million for the final. For 2023 FIFA reported that more than 2 billion people engaged with the tournament and an average of 14.12 million watched each of the 64 matches; FIFA measured these numbers in different ways at each edition, so they show scale rather than a precise trend.

EDITION	MEASURE	VALUE

2015 Canada	Television audience at home	764 million
2015 Canada	Average live audience per match	8.39 million
2019 France	Total reach, all platforms	1.12 billion
2019 France	Average live audience per match	17.27 million
2019 France	Average live audience, final	82.18 million
2023 AUS and NZ	People engaged with the tournament	more than 2 billion
2023 AUS and NZ	Average viewers per match	14.12 million

Revenue is the hinge of the parity debate. Before 2023 the womens rights were bundled with the men tournament. In March 2023 Infantino said offers for the women tournament were 10 to 100 times lower than for the men, and FIFA threatened a broadcast blackout in the five largest European markets before reaching agreements shortly before the tournament. In August 2023 he said the edition had generated more than 570 million dollars and broken even, the first time FIFA had said so about a Womens World Cup.

The 2023 Package as a Share of Tournament Revenue (%)Prize money, preparation money and club benefits against reported revenue.

Data:

FIFA package (March 2023) and revenue stated by the FIFA President (August 2023).

Note:

revenue was given as more than 570 million dollars, so the share is an upper bound. The remainder also had to cover a tournament budget FIFA put at more than 500 million dollars. Compiled by BusinessStats.Switch to the table for exact figures.

About a quarter of revenue went to participants in 2023; a 655 million dollar pool would equal about two thirds of the 1 billion dollar target for 2027.

That ratio frames the challenge for 2027. If FIFA reaches its 1 billion dollar target and keeps the 2023 balance, the pool would be close to 200 million dollars. Full parity with the men would need a much larger share of the revenue, or support from the rest of the FIFA budget. FIFA expected revenue of about 13 billion dollars in the 2023 to 2026 cycle and budgets more than 14 billion dollars for 2027 to 2030, so the money exists at group level; the question is how FIFA chooses to allocate it. The organisation finances are covered in our reports on FIFA revenue and FIFA net income.

What to Watch

What to watch before the first match in Brazil

The first signal will be a FIFA Council decision on the 2027 financial contribution. For both the 2019 and 2026 tournaments, the prize money was set by the Council and announced in a media release, and the 2023 package was presented at the FIFA Congress. Any of the remaining Council meetings before June 2027 could carry it. The draw in Rio on 11 December 2026 is an obvious moment, although the August release about the draw said nothing on money.

The second signal is whether FIFA keeps the 2023 player model, with fixed amounts for every player, and whether it raises the minimum of 30,000 dollars. FIFPRO asked in 2022 for at least 30 percent of prize money to go to players; under the 2023 model players were allocated a larger share than that across the tournament as a whole. The third is how FIFA defines equal: the same total pool, the same pay per finishing place, or equal treatment in conditions only. Each would produce a very different number, as the scenarios above show.

Finally, the commercial results will matter. The Netflix deal in the United States, sponsorship sales and ticketing in Brazil will show whether the 1 billion dollar target is realistic. Individual stars of the women game, whose profile helps sell the tournament, are recognised in the FIFA Best Womens Player award, and our FIFA statistics hub collects the governing body data in one place.

Key Facts

The Womens World Cup prize fund in eight numbers

1991 to 2003Editions without prize moneyFour tournaments.$5.8MFirst pool, 200716 teams.$110MRecord pool, 202332 teams.$152MFull 2023 packageWith preparation and clubs.$10.5MPaid for the 2023 titleFederation and players.4 to 1Men to women ratio2022 and 2023 cycle.$655MMen 2026 poolThe parity benchmark.Not setBrazil 2027 fundAs of October 2026. FAQ

Questions about the history of Womens World Cup prize money

FIFA has not announced it. As of mid October 2026 there is no official prize fund for Brazil 2027. The previous edition, in 2023, had a 110 million dollar prize pool inside a 152 million dollar package.

In March 2023 the FIFA President said the goal was equal payments for the 2026 men and 2027 women World Cups. The men got 655 million dollars in 2026. FIFA has not yet confirmed whether the 2027 fund will match it.

In 2007. The four tournaments from 1991 to 2003 paid no prize money for results. China 2007 had a 5.8 million dollar pool, with 1 million dollars for the champions.

From 5.8 million dollars in 2007 to 110 million dollars in 2023, about 19 times. Counting preparation money and club benefits, FIFA paid 15 million dollars in 2015, 50 million in 2019 and 152 million in 2023.

Spain received about 10.5 million dollars in total: 4.29 million dollars for the federation and 270,000 dollars for each of the 23 players.

The 2023 pool of 110 million dollars was 25 percent of the 440 million dollars the men shared in 2022. In 2015 the women pool was 4.2 percent of the men 2014 pool, and in 2019 it was 7.5 percent.

Matching the 655 million dollar men pool would need about six times the 2023 pool. Paying each of the 32 finishing places what the same place earned in the 2026 men tournament would cost about 511 million dollars. These are BusinessStats calculations, not FIFA plans.

FIFA President Gianni Infantino said it generated more than 570 million dollars and broke even. FIFA has set a target of 1 billion dollars in revenue for Brazil 2027.

The final draw is on 11 December 2026 at the Museum of Modern Art in Rio de Janeiro. The tournament runs from 24 June to 25 July 2027 with 32 teams.

Sources

FIFA - 152 million dollars for the Womens World Cup 2023 and the parity ambition for 2026 and 2027, 73rd FIFA Congress, 16 March 2023.

FIFA - new payment model for the Womens World Cup 2023, 8 June 2023.

FIFA Council - financial contribution for the Womens World Cup France 2019, 26 October 2018.

FIFA Council - World Cup 2026 financial contribution and prize money, 17 December 2025.

FIFA Council - World Cup 2018 contributions to participants, 27 October 2017.

FIFA - Womens World Cup 2027 final draw announcement, 25 August 2026.

FIFA Council - Brazil 2027 dates and qualification slots.

FIFA - Netflix US media rights for the 2027 and 2031 Womens World Cups, 20 December 2024.

FIFA - France 2019 audience report, October 2019; and the November 2024 release on engagement with the 2023 tournament.

FIFPRO - player demands of October 2022 and the 2023 package, March 2023.

FIFA Annual Report 2025 (cycle revenue and the 2027 to 2030 budget); FIFA statements on 2007, 2011 and 2015 prize money and on tournament attendance.

Prize pools are FIFA performance prize money paid to national associations. The 2011 total is the figure FIFA gave in December 2014; earlier reports were lower. Revenue figures for 2023 and the 1 billion dollar target for 2027 are statements by the FIFA President. Ratios, per team averages, champion shares and all 2027 parity scenarios are BusinessStats calculations and not FIFA forecasts. FIFA had not published a 2027 prize fund at the time of writing.

STATISTICS REPORT

Players with the most Women's World Cup appearances 1991–2023

Updated Jun 16, 2026 · businesstats.com/most-womens-world-cup-appearances

30 LILLY'S MATCHES (RECORD)	**7** FORMIGA'S TOURNAMENTS	**24** LILLY'S MATCH WINS
24yrs FORMIGA'S SPAN	**41** OLDEST APPEARANCE (AGE)	**5** PLAYERS WITH 6+ EDITIONS

Overview

Players with the most appearances in the FIFA Women's World Cup as of 2023

Appearance records measure something subtler than goals: the ability to stay at the summit of international football for a decade or more, through injuries, form cycles and the relentless turnover of squads. By that measure, Kristine Lilly stands alone. The American midfielder played 30 Women's World Cup matches across five tournaments from 1991 to 2007, starting 29 of them and winning 24, the only player in the competition's history with at least 20 victories. The strikers whose goals these long careers enabled are ranked in our Women's World Cup top scorers of all time analysis, where the same handful of nations dominates. Thirty matches is a figure no active player is within a decade of reaching.

Just behind Lilly's match record sits an even more remarkable feat of longevity. Brazil's Formiga appeared at seven consecutive World Cups from 1995 to 2019, a record no player, male or female, has matched in either World Cup, accumulating 27 matches across a 24-year span. Abby Wambach and Carli Lloyd follow with 25 matches each, Birgit Prinz made 24, and Marta around 23 across her six tournaments. The national teams that sustained these careers still occupy the elite of our FIFA world ranking of women's national soccer teams analysis, with the USA, Germany and Brazil all in the current top six. Between them, the six players on this list lifted the World Cup seven times.

most Women's World Cup appearances Lilly Formiga Wambach matches barMost Women's World Cup Matches Playedmost Women's World Cup appearances Lilly Formiga Wambach matches bar 30Lilly

(record)

Note: official match counts, 1991-2023; Marta's total is approximate at around 23.

The list is striking for its concentration. All six leading players come from just four nations, the United States, Brazil and Germany among them, and all played for teams that routinely reached the semi-finals or better. That is no coincidence: deep tournament runs are the raw material of appearance records, since a team eliminated in the group stage offers its players only three matches per edition, while a finalist plays six or seven. Lilly's United States never finished worse than third in her five tournaments, handing her a fixture volume that players from weaker teams could never access, however long their careers lasted. The appearance table is, in effect, a list of the players the great dynasties trusted most.

Lilly's path to 30 matches illustrates how the record was assembled. She played all six of the United States' games at the inaugural 1991 tournament as a 19-year-old, then six more at each of the next four editions as the Americans reached at least the semi-finals every time. Her tournament-by-tournament consistency meant she never missed a knockout match in 16 years, and her 27 consecutive starts remain a record of their own. By her final World Cup in 2007 she had become the competition's elder stateswoman, scoring past her 36th birthday, and her totals in every category, matches, starts and wins, remain the benchmarks for the modern era. Even with today's longer tournaments, no current player has banked even 20 matches. The gap between the record and the chasing pack has rarely been wider in any single category of the record books.

The records also span the tournament's entire history. Lilly played in the inaugural 1991 edition; Marta's final appearance came in 2023, meaning the two careers together touch all nine World Cups ever staged. Between those bookends, the competition tripled its match count and professionalised beyond recognition, changes that cut both ways for record-chasers: more matches per tournament, but deeper squads, heavier rotation and fiercer competition for places. This report works through both dimensions of the appearance record, matches and tournaments, the nations behind the longevity, and how the women's marks compare with the men's game. Each chart that follows isolates one dimension of these layered records.

Most Tournaments Table

Players with Five or More World Cup Tournaments

Players at Five or More Women's World Cups, 1991-2023Click any column to sort

PLAYER	COUNTRY	TOURNAMENTS	SPAN

Formiga	Brazil	7	1995-2019
Homare Sawa	Japan	6	1995-2015
Marta	Brazil	6	2003-2023
Christine Sinclair	Canada	6	2003-2023
Onome Ebi	Nigeria	6	2003-2023
Kristine Lilly	United States	5	1991-2007
Birgit Prinz	Germany	5	1995-2011
Christie Rampone	United States	5	1999-2015
Cristiane	Brazil	5	2003-2019
Sophie Schmidt	Canada	5	2007-2023

The full list of five-tournament players reads like a roll of honour for the women's game. Formiga's seven editions head the table, followed by a quartet on six: Japan's 2011 champion captain Homare Sawa, Brazil's Marta, Canada's all-time international goals record holder Christine Sinclair, and Nigeria's defensive stalwart Onome Ebi, whose presence makes Africa's only entry on the list. Five more players reached five tournaments, including double champions Lilly and Christie Rampone of the United States and Germany's Birgit Prinz. Three of the ten are Brazilian, a tribute to that nation's habit of extending its greats' careers, and three saw their spans end at the 2023 tournament, suggesting the six-edition club may soon welcome new members. The current strength of the teams these veterans served is tracked in our world ranking of national soccer teams analysis of the men's game.

Most Editions Played

Formiga and the Most Tournaments Played

Counting editions rather than matches reorders the podium entirely. Formiga's seven World Cups, every tournament from 1995 to 2019, form one of the most extraordinary records in any sport: she debuted at 17 years and 96 days and bowed out at 41 years and 112 days, the oldest appearance in the competition's history. The four players on six editions each tell their own story of endurance, from Sawa's six tournaments for Japan to Ebi's two decades anchoring Nigeria's defence. The men's equivalent record stands at just five tournaments, as documented in our players with the most FIFA World Cup matches analysis, meaning the women's game holds the all-time longevity crown outright. Seven tournaments is a

span longer than most professional careers in their entirety.

The six-tournament quartet behind Formiga deserves individual mention. Homare Sawa anchored Japan across six editions from 1995 to 2015, peaking when she captained the 2011 champions and won both the Golden Boot and Golden Ball at the age of 32. Christine Sinclair carried Canada from 2003 to 2023 while becoming international football's all-time leading scorer across all competitions, with 190 goals. Onome Ebi marshalled Nigeria's defence over the same two decades, becoming the first African player, male or female, to appear at six World Cups. And Marta turned her six editions into the tournament's goal record. Four players, four continents' worth of football history, and a shared testament to two-decade excellence.

most Women's World Cup tournaments played Formiga Sawa Marta barMost World Cup Editions Playedmost Women's World Cup tournaments played Formiga Sawa Marta bar 7Formiga (record)

By Nation

Which Nations Produce the Marathon Careers

Grouping the ten five-tournament players by country reveals an unexpected leader. Brazil supplies three, Formiga, Marta and Cristiane, despite never winning the tournament, a sign of how heavily the Selecao has leaned on its golden generation. The United States and Canada contribute two each, through Lilly and Rampone, and Sinclair and Schmidt, while Japan, Germany and Nigeria complete the list with one apiece. Europe's relative scarcity is notable given its dominance of the current rankings, reflecting the deeper squad rotation of its modern powers. The titles these enduring careers chased are recorded in our Women's World Cup title winners analysis, where the contrast between Brazil's longevity and its empty trophy cabinet is starkest. Brazil's veterans gave the tournament continuity even when the trophy eluded them.

Goalkeepers and defenders are the quiet specialists of appearance records. Christie Rampone, the only player to win World Cups twelve years apart in 1999 and 2015, made her five tournaments as a defender renowned for fitness and discipline, captaining the 2015 champions at 40. Sophie Schmidt's five editions for Canada were built on midfield reliability rather than headlines. Players in these roles benefit from positions where experience compounds and physical decline arrives later, which is why the marathon lists skew away from forwards. The exceptions, Marta and Cristiane, only underline how extraordinary their combination of striker's burden and stayer's durability really was across two decades of elite competition.

five tournament Women's World Cup players by nation Brazil USA barFive-Plus Tournament Players, by Nationfive tournament Women's World Cup players by nation Brazil USA bar 3Brazil2USA & Canada

Lilly's Record

Inside Kristine Lilly's 30-Match Record

Lilly's record is as much about quality as quantity. Of her 30 World Cup matches, she won 24, a winning percentage no long-serving player has approached, and she started 29, including a record 27 consecutive starts. Her United States never finished outside the top three in any of her five tournaments, lifting the trophy in 1991 and 1999. She scored in every World Cup she played except her 1991 debut, and in 2007 became the first player to score in the competition past the age of 36. Her 354 international caps remain the all-time record for any footballer. The team success underpinning those numbers is traced in our all-time standings of national soccer teams at the World Cup analysis of the men's game, where no individual record rests on so consistent a platform. Her record is as much a team achievement as a personal one, and she would likely say so herself.

Kristine Lilly Women's World Cup wins record 24 of 30 donutLilly's 30 Matches: Wins vs Other ResultsKristine Lilly Women's World Cup wins record 24 of 30 donut 24Wins

Note: 24 wins from 30 matches; the only player with 20 or more World Cup wins.Goals vs Matches

Appearances and Goals, Side by Side

Setting matches against goals separates the marathon runners from the finishers. Marta turned her 23 appearances into a record 17 goals, and Prinz her 24 into 14, strike rates that double those of the pure endurance specialists. Lilly scored eight times in her 30 matches, a respectable return for a midfielder, while Formiga, a holding player, scored just twice in 27, her value measured in control rather than goals. Wambach and Lloyd, with 14 and 10 goals from 25 matches each, balanced both qualities. The full scoring hierarchy is ranked in our leading scorers at the FIFA World Cup analysis of the men's tournament, where the same trade-off between longevity and output recurs across eras. The grouped totals make plain how differently greatness can be distributed across a career.

Women's World Cup appearances vs goals Lilly Marta grouped barMatches and Goals, Leading PlayersWomen's World Cup appearances vs goals Lilly Marta grouped bar 17Marta's goals

Formiga's Longevity

Formiga's 24-Year World Cup Arc

Plotting Formiga's age at each of her seven tournaments turns a statistic into a career biography. She arrived in 1995 as a 17-year-old from Salvador, nicknamed after the Portuguese word for ant for her tireless work, and returned at 21, 25, 29, 33, 37 and finally 41, by which point she was facing opponents born after her debut. Along the way she collected bronze in 1999 and silver in 2007, and amassed 234 caps for Brazil, the most of any Brazilian footballer of either gender. The global structures that govern such careers are profiled in our FIFA statistics and facts overview. No World Cup player, male or female, has ever stretched a career across so many editions, and the record may stand for decades. By her final tournament, she had outlasted four generations of teammates.

The economics of the women's game shaped these careers in ways the modern era is erasing. For most of the span covered by these records, few players could live on football alone; Formiga balanced club stints across Brazil, Sweden and the United States, and many of her contemporaries combined international careers with second jobs. Longevity therefore required not just fitness but financial persistence. Today's professionals, supported by full-time leagues, sports science and squad depth, enjoy conditions the pioneers never knew, yet face sharper competition for every squad place. Whether professionalisation ultimately lengthens careers, by preserving bodies, or shortens them, by accelerating replacement, is one of the quiet experiments now running in the women's game.

There is a practical lesson in the records for national federations. Every marathon career on this list belonged to a player whose federation kept faith through dips in form, injury and ageing, and was repaid with continuity that smoothed generational transitions. Brazil's reliance on Formiga and Marta papered over thin succession planning, while the United States' conveyor of veterans, from Lilly to Rampone to Lloyd, reflected a system deep enough to retain greats without depending on them. As the women's game professionalises, squad churn is accelerating, and the federations that still find room for two-decade servants may discover that experience, like talent, is an asset that compounds across World Cup cycles.

The contrast between the match record and the tournament record captures two philosophies of sporting longevity. Lilly's 30 matches were built on permanence: a player so central that her team's deep runs automatically became her appearances, every edition adding six games to the ledger. Formiga's seven tournaments were built on persistence: surviving selection cycle after selection cycle, accepting changing roles, returning even when Brazil's runs were short. One record rewards being irreplaceable on a dominant team; the other rewards being valuable enough, for long enough, on any team at all. That the two records belong to different players, from different footballing cultures, makes the pairing all the more fitting as a

summary of what endurance in international football can mean. Future record-holders will likely need a measure of both.

Formiga age at each Women's World Cup 1995 2019 lineFormiga's Age at Each World CupFormiga age at each Women's World Cup 1995 2019 line 41In 2019

Men vs Women

How the Records Compare with the Men's Game

On both headline measures, the women's records outstrip the men's. Lilly's 30 matches exceed Lionel Messi's men's record of 26, set across his five tournaments to 2022, while Formiga's seven editions beat the men's maximum of five, a mark shared by Messi, Cristiano Ronaldo, Lothar Matthaeus, Gianluigi Buffon, Rafael Marquez and Antonio Carbajal. The gap partly reflects structural differences: the women's tournament arrived when careers could span its entire history, and its expansion multiplied matches for dominant teams. The next men's edition, examined in our 2026 FIFA World Cup analysis, could see Messi narrow the match gap at a sixth tournament, which would equal Formiga's haul in editions only if he returned yet again in 2030. For now, both versions of the record belong unambiguously to the women's game.

Several active players are positioned to climb these lists by 2027. Veterans who debuted in the early 2010s and remain first-choice internationals could reach a fourth or fifth tournament in Brazil, and any member of the 2023 cohort who survives two more cycles would join the five-edition club by 2031. The expanded 32-team field improves the odds, since more nations qualify and more squad places exist than ever before. Yet the match record looks safer than the tournament record: reaching 30 appearances requires not just attending five or six World Cups but playing nearly every minute of deep runs in most of them, a combination of individual indispensability and team success that the modern game's rotation makes increasingly rare.

Appearance milestones have also become part of the tournament's storytelling. Formiga's seventh World Cup in 2019 was celebrated by FIFA itself as a landmark for the sport, her every substitution greeted as a piece of living history, while Lilly's records feature in the case for her place among the greatest Americans ever to play. Federations now actively manage veterans toward milestone tournaments, balancing sentiment against selection, and broadcasters build narratives around final campaigns, as they did for Marta and Sinclair in 2023. In a sport whose history is barely three decades old, the players who span most of it carry a documentary value beyond their on-field contribution, living links between the pioneering era

and the professional present. Few records in sport double as historical archives quite so neatly.

women's vs men's World Cup appearance records Lilly Messi barAppearance Records: Women vs Menwomen's vs men's World Cup appearance records Lilly Messi bar 30Lilly26Messi

Career Spans

The Longest World Cup Career Spans

Measured from first World Cup match to last, the spans of the leading players stretch across generations. Formiga's 24 years from 1995 to 2019 lead by four clear years, ahead of a group on roughly two decades: Marta, Sinclair and Ebi, whose spans all ran from 2003 to 2023, and Sawa, who covered 1995 to 2015. Lilly's 16 years, from the inaugural tournament to 2007, complete the list. Spans like these demand more than fitness; they require surviving every coaching change, tactical revolution and generational refresh a federation undergoes in twenty years. The team strength sustaining such careers is measured in our win probability of FIFA World Cup teams analysis, which shows how rare two decades of elite status truly is. A twenty-year span means debuting as a teenager and retiring past most players' final season.

longest Women's World Cup career spans Formiga Marta years barWorld Cup Career Spans, in Yearslongest Women's World Cup career spans Formiga Marta years bar 24Formiga20Four players

Squad Sizes

Growing Squads, Growing Opportunity

The context behind appearance records has shifted with squad regulations. World Cup squads held 18 players in 1991, grew to 20 in 1995, 21 in 2007, and 23 from 2015 onwards, widening the pool of players who attend tournaments but also intensifying rotation. Larger squads mean a place at a World Cup no longer guarantees minutes, which is why match counts and tournament counts have diverged as records: a modern veteran can attend six editions yet play fewer matches than Lilly managed in five. The confederations whose teams fill those squads are mapped in our FIFA World Cup teams by confederation analysis. Squad growth, like tournament expansion, has made attendance easier and accumulation harder at the same time. The records of the future will be shaped as much by these rules as by talent.

Women's World Cup squad size growth 1991 2015 barWorld Cup Squad Sizes, by EraWomen's World Cup squad size growth 1991 2015 bar 23Since 2015

Matches per Tournament

The Expanding Match Calendar

The tournament's own growth frames every appearance record. The 12-team editions of 1991 and 1995 staged 26 matches each, the 16-team era settled at 32, expansion to 24 teams in 2015 lifted the total to 52, and the 32-team 2023 World Cup staged 64. A champion now plays seven matches per edition, against six in the early years, so a player who wins two modern tournaments can bank 14 appearances where Lilly's generation earned 12. The venues hosting this expanding calendar are catalogued in our matches at FIFA World Cups by city and country analysis of the men's game. As the women's tournament grows further, the raw arithmetic of appearances will keep tilting toward the current generation. Even so, the human limits of two-decade careers will always be the binding constraint.

total matches per Women's World Cup 1991 2023 lineTotal Matches per Tournamenttotal matches per Women's World Cup 1991 2023 line 64In 2023

30Lilly's MatchesAll-time record, 1991-2007. Source: FIFA 2026. 7Formiga's EditionsRecord for any player. Source: FIFA 2026. 41Oldest AppearanceFormiga, 2019, age 41. Source: FIFA 2026. 64Matches in 2023Up from 26 in 1991. Source: FIFA 2026.

Taken together, the appearance records honour a particular kind of greatness: not the explosive brilliance of a single tournament, but the discipline to remain indispensable across many. Kristine Lilly's 30 matches and 24 wins set a standard built on American dominance and personal durability, while Formiga's seven editions across 24 years may be the least breakable record in football. The list of marathon careers is dominated by Brazil, the United States and a handful of other pioneering nations, and both headline marks exceed anything the men's game has produced. With squads deeper, rotation heavier and competition fiercer than ever, the open questions for the coming cycles are whether any active player can reach a sixth or seventh tournament, and whether the expanding match calendar will eventually produce a challenger to Lilly's 30, or simply make her blend of longevity and permanence look more remarkable with every passing World Cup.

FAQ

Frequently Asked Questions: Most Women's World Cup Appearances

Kristine Lilly of the United States holds the record with 30 Women's World Cup matches, played across five tournaments from 1991 to 2007. She won 24 of those 30 games, making her the only player with at least 20 wins in the competition, and started 29 of the 30. Source: FIFA 2026.

Brazil's Formiga played in a record seven Women's World Cups, every edition from 1995 to 2019, more than any player, male or female, in World Cup history. Homare Sawa, Marta, Christine Sinclair and Onome Ebi follow with six tournaments each. Source: FIFA 2026.

Formiga made 27 Women's World Cup appearances across her seven tournaments, second only to Kristine Lilly's 30. Her span of 24 years is the longest in tournament history, from her debut at 17 years and 96 days in 1995 to her final match at 41 years and 112 days in 2019, the oldest appearance ever. Source: FIFA 2026.

Yes, twice. Lilly was a champion with the United States at the inaugural 1991 tournament and again in 1999, and added third-place finishes in 1995, 2003 and 2007. Her 24 wins from 30 matches give her the best winning record of any player in the competition's history. Source: FIFA 2026.

Marta appeared at six Women's World Cups, every edition from 2003 to 2023, making around 23 appearances and scoring a record 17 goals. Only Formiga, with seven tournaments, has played in more editions, and Marta shares the six-tournament mark with Homare Sawa, Christine Sinclair and Onome Ebi. Source: FIFA 2026.

The women's records exceed the men's on both counts. Kristine Lilly's 30 matches beat Lionel Messi's men's record of 26 appearances, while Formiga's seven tournaments surpass the men's maximum of five, shared by players including Messi, Cristiano Ronaldo, Lothar Matthaeus and Gianluigi Buffon. Source: FIFA 2026.

Brazil leads. Of the ten players who have appeared at five or more Women's World Cups, three are Brazilian: Formiga, Marta and Cristiane. The United States and Canada have two each, through Lilly and Christie Rampone, and Christine Sinclair and Sophie Schmidt, with Japan, Germany and Nigeria supplying one apiece. Source: FIFA 2026.

Wambach and Lloyd share third place with 25 Women's World Cup matches each. Wambach's came across four tournaments from 2003 to 2015, ending with the 2015 title, while Lloyd's span ran from 2007 to 2019, taking in two championships and her famous final hat-trick in 2015. Source: FIFA 2026.

Tournament growth has multiplied the matches available. The Women's World Cup expanded from 26 total matches in 1991 to 64 in 2023, and winning teams now play seven games per edition instead of six or fewer. A modern player on a strong team can accumulate appearances faster, though squad rotation works in the opposite direction. Source: FIFA 2026.

Yes. Match counts for the leading players are official FIFA Women's World Cup records confirmed across FIFA statistics, Guinness World Records and reputable football references. Tournament counts are complete through the 2023 edition; Marta's match total is approximate at around 23. Records next change at the 2027 World Cup. Source: FIFA 2026.

Sources

Guinness World Records - Most FIFA Women's World Cup Match Appearances - The certified record source for Kristine Lilly's 30 matches and 24 wins used throughout this report.

FIFA Women's World Cup official records - Source for match counts, tournament participation and the list of players at five or more editions.

Reputable football references (Opta Analyst, worldfootball.net) - Used to confirm the appearance totals, career spans and age records of the leading players.

Match counts for the leading players are official records through the 2023 tournament; Marta's total is approximate at around 23. Tournament counts cover players who appeared at final tournaments. Records next change at the 2027 World Cup. Not investment advice.

STATISTICS REPORT

Players with the most Women's World Cup goals 1991-2023

Updated Jun 16, 2026 · businesstats.com/womens-world-cup-top-scorers-all-time

17 MARTA'S GOALS (RECORD)	**14** PRINZ & WAMBACH	**10** AKERS IN 1991 (SINGLE WC)
5 GOALS IN ONE MATCH	**~440** PLAYERS HAVE SCORED	**1,000+** TOTAL GOALS SINCE 1991

Overview

All-time leading goal scorers in the FIFA Women's World Cup as of 2023

Almost 440 players have scored at the Women's World Cup since China's Ma Li netted the tournament's very first goal in 1991, but only a handful have turned scoring into a career-defining record. At the top sits Marta, Brazil's six-tournament icon, whose 17 goals between 2003 and 2019 remain three clear of the field. Birgit Prinz, the engine of Germany's back-to-back titles, and Abby Wambach, the most prolific scorer in United States history, share second on 14. The teams these players carried are ranked today in our FIFA world ranking of women's national soccer teams analysis, where Brazil, Germany and the USA all remain in the elite. Her record has now outlasted her own playing career, a monument no rival has approached.

The chasing pack reads like a history of the women's game. Michelle Akers, whose 12 goals came in just 13 matches, dominated the inaugural era; Sun Wen carried China to the brink of the 1999 title; Bettina Wiegmann and Heidi Mohr anchored Germany's rise; Cristiane gave Brazil a second great finisher; Ann Kristin Aaroenes led Norway's champions; and Carli Lloyd delivered on the biggest stages for the USA. The titles their goals produced are tallied in our Women's World Cup title winners analysis. Together, the top 10 spans every era of a tournament that has grown from 12 teams to 32. Their combined goals account for well over a tenth of everything ever scored at the tournament.

most Women's World Cup goals all time Marta Prinz Wambach barAll-Time Women's World Cup Top Scorersmost Women's World Cup goals all time Marta Prinz Wambach bar 17Marta (record)

Note: official goal tallies, 1991-2023 tournaments; penalty shoot-out goals excluded.

The gap at the top is wider than it looks. Marta's three-goal cushion over Prinz and Wambach has stood since 2015, and with all three now retired from World Cup play, the record is frozen until a new generation mounts a challenge. The nearest active scorers entering the 2027 cycle sit well short of double figures, meaning Marta's mark is likely to survive for at least another tournament or two. By comparison, the men's record of 16, held by Miroslav Klose and profiled in our leading scorers at the FIFA World Cup analysis, is actually one goal lower, making Marta the most prolific World Cup scorer of either gender. It is a distinction unlikely to be surrendered this decade.

The list also captures how scoring power has shifted across eras. The early tournaments were dominated by American and Norwegian forwards feasting in a shallow field, the 2000s belonged to Germany's golden generation, and the 2010s to Marta's Brazil and Wambach's USA. No player who debuted after 2015 has yet broken into the top 10, a reflection of how the expanded, more competitive modern tournament spreads goals across more teams and makes individual accumulation harder. The records assembled here are therefore both a leaderboard and a timeline, charting the journey of women's football from its pioneering decade to its professional present. Every era of the sport is represented somewhere on the list.

Marta's claim to the record is strengthened by the company it keeps. Her 17 goals surpass not only every woman who has played the tournament but also every man, edging Miroslav Klose's 16 in the men's competition. She is also the only player of either gender to have scored at five separate World Cups, a run stretching from her teenage debut in 2003 to her brace in 2019. Unlike most of her rivals on the list, she built the record without ever winning the tournament, Brazil's best finish in her era being the 2007 final defeat to Germany. That her individual brilliance never translated into a title is one of the enduring stories of the women's game, and it makes the record feel all the more personal an achievement.

Full Top 10 Table

The Top 10 Scorers in Full

All-Time Women's World Cup Top Scorers, 1991-2023Click any column to sort

RANK	PLAYER	COUNTRY	GOALS	TOURNAMENTS
1	**Marta**	Brazil	17	2003-2023
2	**Birgit Prinz**	Germany	14	1995-2011

2	**Abby Wambach**	United States	14	2003-2015
4	**Michelle Akers**	United States	12	1991-1999
5	**Sun Wen**	China	11	1991-2003
5	**Bettina Wiegmann**	Germany	11	1991-2003
5	**Cristiane**	Brazil	11	2003-2019
8	**Ann K. Aaroenes**	Norway	10	1995-1999
8	**Heidi Mohr**	Germany	10	1991-1995
8	**Carli Lloyd**	United States	10	2007-2019

The table shows a leaderboard built by three footballing superpowers. Germany and the United States supply three players each, Brazil two, and Norway and China one apiece, with no other nation represented. The tournament spans tell their own story: Sun Wen and Bettina Wiegmann scored across four editions from the inaugural 1991 tournament, while Marta's two-decade arc from 2003 to 2023 is the longest of all. Three of the ten, Akers, Mohr and Aaroenes, built their entire tallies in the compressed early era of 12 and 16-team fields, where the strongest sides routinely posted lopsided scorelines. That the modern game has added only Cristiane and Lloyd to the list since 2007 underlines how much harder individual accumulation has become. The longer the table stays frozen, the more historic its names appear.

The next generation faces a structurally harder road to the top 10. Modern tournaments distribute goals across deeper squads, with rotation, substitutions and tighter defensive organisation all working against single-striker accumulation. The 2023 Golden Boot was won with just five goals, and the leading active scorers entering the 2027 cycle hold career tallies in the mid-single digits. To reach even 10 World Cup goals, a forward now likely needs three or four tournaments of consistent output, which in turn requires both personal longevity and a national team strong enough to keep reaching the knockout rounds. The arithmetic explains why the leaderboard has barely moved in a decade, and why any player who does climb it will have earned the place against tougher odds than the pioneers faced.

The records also reflect how the tournament itself has changed shape around its strikers. The 1991 and 1995 editions packed 12 teams into a fortnight, giving elite forwards a diet of mismatches in which big hauls were possible; Akers and Mohr combined for 17 goals in 1991 alone. The 16 and 24-team eras tightened the field, and the 32-team format of 2023, for all its record 164 goals, spread them across 36 different scoring teams. The expansion that has democratised the goals has simultaneously protected the old records, a

paradox in which growth at the team level locks in history at the individual level. Future record-chasers will be playing a different sport, statistically, from the one the pioneers dominated. In that sense, every record in this report carries a date stamp as important as its number.

Goals per Match

Efficiency: Goals per Match Among the Greats

Raw totals reward longevity, but strike rate reveals a different champion. Michelle Akers scored her 12 goals in just 13 World Cup matches, roughly 0.92 per game, the best ratio among the leading scorers by a distance. Marta sits second at about 0.85 goals per match, a remarkable rate sustained across two decades. Birgit Prinz and Abby Wambach, whose careers stretched to 24 and 25 matches respectively, average around 0.58 and 0.56. The deeper squads and tighter defences of the modern game, reflected in the team strength data of our win probability of FIFA World Cup teams analysis, make Akers' rate close to untouchable. Efficiency, even more than volume, is where the inaugural era's stars still tower over everyone since. A modern striker would need three exceptional tournaments to approach what Akers did in two.

Michelle Akers occupies a category of her own in the tournament's statistical history. Her 10 goals at the inaugural 1991 World Cup included five in a single match against Chinese Taipei and two in the final itself, a one-tournament haul that has never been seriously threatened. Injuries and chronic fatigue syndrome curtailed her later appearances, which is why her career total stopped at 12, yet her goals-per-match rate remains the benchmark for every striker since. Had she enjoyed the fixture volume of the modern era, her contemporaries have often argued, the all-time record might sit far beyond even Marta's reach. As it stands, her 1991 campaign endures as the most dominant individual tournament the competition has seen.

goals per match Women's World Cup top scorers Akers Marta barGoals per Match, Leading Scorersgoals per match Women's World Cup top scorers Akers Marta bar 0.92Akers

Note: indicative ratios; match counts for early-era players are approximate.Scorers by Nation

Which Nations Produce the Scorers

Widening the lens to the top 50 all-time scorers shows where goal-scoring talent has been concentrated. Germany leads with 11 players among the top 50, narrowly ahead of the United States with 10, the two nations that have also won six of the nine titles between them. Norway contributes six, Brazil five and China four, with the remaining places spread across a handful of countries. The same national depth shows up in

the squad records compiled in our players with the most FIFA World Cup matches analysis of the men's game. The pattern is unmistakable: sustained team success and individual scoring records feed each other, because deep tournament runs hand forwards more matches, and more matches mean more goals. The virtuous circle of team depth and individual records runs through the entire list.

top 50 Women's World Cup scorers by nation Germany USA barTop-50 Scorers by Nationtop 50 Women's World Cup scorers by nation Germany USA bar 11Germany10USA

By Confederation

Top-50 Scorers by Confederation

Grouped by confederation, Europe's grip on the scoring charts is emphatic. UEFA accounts for 27 of the top 50 all-time scorers, more than half, against 11 from CONCACAF, seven from Asia and five from South America. Africa and Oceania are yet to place a player in the top 50, mirroring their absence from the upper reaches of the team rankings. The continental structure that shapes qualification and tournament places is mapped in our FIFA World Cup teams by confederation analysis. Europe's dominance of the list has grown with each cycle as its professional leagues deepen, and the current generation of European forwards is well placed to extend it at the 2027 tournament in Brazil. For Africa and Oceania, a first top-50 scorer would mark a genuine breakthrough.

top 50 Women's World Cup scorers by confederation donut UEFATop-50 Scorers by Confederationtop 50 Women's World Cup scorers by confederation donut UEFA 27UEFA

Golden Boot History

Golden Boot Winners Through the Editions

The Golden Boot tells the tournament-by-tournament story of the goal charts. Michelle Akers set a bar in 1991 that has never been threatened, winning the inaugural award with 10 goals. Since then the winning tally has settled between five and seven: Ann Kristin Aaroenes took it with six in 1995, Sissi and Sun Wen shared it on seven in 1999, Birgit Prinz and Marta won with seven in 2003 and 2007, and Homare Sawa, Celia Sasic, Megan Rapinoe and Hinata Miyazawa have claimed it since with five or six. The overall scoring environment behind these races is charted in our number of goals scored at FIFA World Cups analysis. The falling winning totals, even as overall goals rise, show how evenly modern tournaments spread their scoring. A five-goal Golden Boot, once unthinkable, may now be the new normal.

Honourable mentions crowd the edge of the top 10. Alex Morgan and Megan Rapinoe each finished their World Cup careers on nine goals, one short of the elite group, with Morgan sharing the single-match record of five from the 13-0 win over Thailand in 2019. Brazil's Sissi and Germany's Celia Sasic both produced Golden Boot campaigns without accumulating the career volume for the list, while Japan's Homare Sawa turned five goals in 2011 into both the Golden Boot and the trophy itself. Norway's Hege Riise and Linda Medalen, stalwarts of the 1990s, sit just behind the leaders with nine apiece. The depth of names just outside the ten is a reminder of how unforgiving the cut-off is.

There is also a commercial dimension to these scoring legacies. Marta, Wambach and Rapinoe became the marketable faces of their eras, their goals driving broadcast audiences, sponsorships and the visibility that underpinned the women's game's financial rise. Record chases give broadcasters narratives, and narratives bring viewers: Marta's pursuit of the all-time mark was a storyline of three consecutive tournaments. As prize money and audiences grow, the next player to approach 17 goals will do so in front of a global audience and a commercial machine that the pioneers never knew, turning a statistical milestone into one of the most valuable individual narratives in world sport. The race to be the next Marta has, in effect, already begun, even if its winner may not yet know it.

Golden Boot winning goals per Women's World Cup 1991 2023 barGolden Boot Winning Tally, by EditionGolden Boot winning goals per Women's World Cup 1991 2023 bar 10Akers 1991

Single-Tournament Records

The Greatest Single-Tournament Hauls

Akers' 1991 campaign remains the outlier of outliers. Her 10 goals in a single tournament, capped by two in the final, have stood for more than three decades, and no one since has come within three of it. Five players share the next rung on seven: Heidi Mohr in that same 1991 edition, Sissi and Sun Wen in 1999, Prinz in Germany's victorious 2003 run, and Marta in 2007, when she swept the Golden Boot and Golden Ball. Akers also jointly holds the single-match record of five goals, equalled by Alex Morgan against Thailand in 2019. The all-time team standings these performances fed are compiled in our all-time standings of national soccer teams at the World Cup analysis. In an expanded field of evenly matched sides, a new 10-goal tournament may simply be impossible. That is precisely what makes the 1991 records so enduring.

most goals single Women's World Cup tournament Akers 1991 barMost Goals in a Single Tournamentmost goals single Women's World Cup tournament Akers 1991 bar 10Akers 19917Five players

Marta's Record

How Marta Built the Record, Edition by Edition

Marta's 17 goals were assembled across five scoring tournaments and two distinct peaks. She announced herself with three goals as an 17-year-old in 2003, then produced the defining campaign of her career in 2007, scoring seven times and dragging Brazil to the final. Four more goals followed in 2011, a single strike in 2015, and two in 2019, when she became the first player of either gender to score at five different World Cups. Her sixth appearance in 2023 ended without a goal, closing the account at 17. The organisation whose tournaments she illuminated is profiled in our FIFA statistics and facts overview. No Brazilian, and no player anywhere, has matched her blend of longevity and output on the World Cup stage. Her 2007 campaign alone would place her among the tournament's all-time greats.

The careers of Prinz and Wambach offer a study in contrasting routes to the same total. Prinz arrived first, debuting as a teenager in 1995 and peaking with seven goals in Germany's victorious 2003 campaign, before adding more in the 2007 triumph; she remains Germany's all-time leading scorer with 128 international goals. Wambach, by contrast, was a force of sustained power across four tournaments, famous for towering headers and late drama, including the 122nd-minute equaliser against Brazil in 2011 that remains one of the most replayed goals in tournament history. Both finished with 14, both lifted the trophy, and both retired as the most prolific scorers their great footballing nations had ever produced.

Marta Women's World Cup goals by tournament 2003 2023 barMarta's Goals by TournamentMarta Women's World Cup goals by tournament 2003 2023 bar 7In 2007

Goals per Tournament

The Scoring Environment, 1991–2023

The backdrop to every individual record is the tournament's overall scoring curve. Total goals per edition ran at 99 in both 1991 and 1995, peaked at 123 in 1999, dipped to a low of 86 in the tight 2011 tournament, then surged with expansion to 146 in 2015 and 2019 and a record 164 in 2023. More than 1,000 goals have now been scored across the nine editions, shared among almost 440 different players. The hosts and venues that staged this scoring are mapped in our matches at FIFA World Cups by city and country analysis of the men's tournament. Rising totals spread across more teams explain the modern paradox: more goals than ever, yet harder than ever for one striker to dominate the charts. The scoring environment has never been richer, or more democratic. More than a tenth of all the tournament's goals arrived in 2023

alone.

total goals per Women's World Cup tournament 1991 2023 lineTotal Goals per Tournament, 1991-2023total goals per Women's World Cup tournament 1991 2023 line 1642023 record

Top-10 Nationalities

Nationalities of the Top 10 Scorers

Narrowing back to the elite ten, the national split crystallises the tournament's historic power balance. Germany and the United States each placed three players in the top 10, Brazil two through Marta and Cristiane, and Norway and China one each through Aaroenes and Sun Wen. Those five nations have also supplied eight of the nine world titles, a connection between team success and individual records that is no coincidence. The full title ledger is set out in our number of World Cup titles won by country analysis of the men's game, where the same dynamic holds. For nations such as England, France and Spain, whose teams now rank among the world's best, producing a top-10 all-time scorer is the record that still eludes them.

For all the focus on individuals, the scoring records are inseparable from team eras. Every player in the top 10 represented a side that reached at least one final, and most won the tournament outright. Sustained team success delivers the semi-finals and finals where legacies are built, and the extra matches in which tallies grow. This is why the absence of English, French and Spanish names from the list is so striking: their teams' rise is recent, and their best forwards are only now accumulating the tournament minutes that Germany's and America's greats banked across decades. If Europe's current powers sustain their dominance through 2027 and beyond, the next additions to this list will almost certainly come from their ranks.

nationalities of top 10 Women's World Cup scorers Germany USA barTop-10 Scorers by Countrynationalities of top 10 Women's World Cup scorers Germany USA bar 3Germany3USA

Most Appearances

The Appearance Records Behind the Goals

Goal records rest on the platform of appearances, and here the United States and Brazil dominate again. Kristine Lilly's 30 World Cup matches remain the all-time record, followed by Brazil's tireless Formiga on 27, whose career spanned an astonishing seven tournaments. Abby Wambach and Carli Lloyd each played 25 matches, while Marta's roughly 20 appearances came across a record-equalling six editions. Deep

American runs gave their forwards repeated knockout-stage opportunities that players from weaker teams never received. The next World Cup, whose hosting and structure are covered in our 2026 FIFA World Cup analysis of the men's edition, precedes the women's 2027 tournament in Brazil, where a new generation will begin building the appearance bases that future scoring records require. Longevity, as much as talent, is the entry fee to this particular list.

most Women's World Cup appearances Lilly Formiga Wambach barMost Women's World Cup Appearancesmost Women's World Cup appearances Lilly Formiga Wambach bar 30Lilly

17Marta's GoalsAll-time record, 2003-2019. Source: FIFA 2026. 10Akers in 1991Single-tournament record. Source: FIFA 2026. 11German Top-50 ScorersMost of any nation. Source: FIFA 2026. 30Lilly's MatchesAppearance record. Source: FIFA 2026.

Taken together, the scoring records describe a tournament whose individual honours remain anchored in its first three decades. Marta's 17 goals lead a top 10 drawn entirely from five nations, with Germany and the United States supplying three players each and the single-tournament and single-match records dating back to 1991. The modern game, with its 32-team fields, deeper defences and evenly spread goals, makes those marks progressively harder to approach, even as total scoring reaches new highs. The questions for the coming cycle are whether any active forward can mount a genuine run at the top 10, whether the 2027 tournament in Brazil produces a Golden Boot race worthy of Marta's homeland, and how long the records of Akers, Prinz, Wambach and Marta herself will stand as the benchmarks of the women's game.

FAQ

Frequently Asked Questions: Most Women's World Cup Goals

Brazil's Marta is the all-time leading scorer at the FIFA Women's World Cup, with 17 goals scored across her appearances from 2003 to 2023. No other player has reached 15. Germany's Birgit Prinz and the United States' Abby Wambach share second place with 14 goals each. Source: FIFA 2026.

Marta scored 17 goals in around 20 Women's World Cup matches, spread across the tournaments from 2003 to 2019: three in 2003, a Golden Boot-winning seven in 2007, four in 2011, one in 2015 and two in 2019. She appeared again at her sixth World Cup in 2023 but did not add to her tally. Source: FIFA 2026.

Michelle Akers of the United States holds the single-tournament record with 10 goals at the inaugural 1991 World Cup, including two in the final. The closest challengers are Sissi, Sun Wen, Birgit Prinz, Marta and Heidi Mohr, who each scored seven in a single edition. Source: FIFA 2026.

Five goals. Michelle Akers first set the mark against Chinese Taipei in 1991, and Alex Morgan equalled it 28 years later in the United States' 13-0 win over Thailand at the 2019 tournament, the biggest victory in Women's World Cup history. Source: FIFA 2026.

Among the top 50 all-time scorers, Germany leads with 11 players, followed by the United States with 10. By confederation, Europe dominates with 27 of the top 50, ahead of CONCACAF with 11, Asia with 7 and South America with 5. Almost 440 players have scored at the tournament overall. Source: FIFA 2026.

Michelle Akers, by a clear margin. She scored 12 goals in just 13 World Cup matches, roughly 0.92 per game. Marta follows at about 0.85 goals per match, while Birgit Prinz and Abby Wambach, who both played far more matches, average around 0.58 and 0.56 respectively. Source: FIFA 2026.

More than 1,000 goals have been scored across the nine tournaments from 1991 to 2023, excluding penalty shoot-outs. The per-tournament total has risen from 99 in 1991 to a record 164 in 2023, as the field expanded from 12 to 32 teams. Source: FIFA 2026.

Japan's Hinata Miyazawa won the 2023 Golden Boot with five goals. Her tally was the joint-lowest winning total in tournament history, level with Homare Sawa's five in 2011, reflecting how evenly goals were spread across the expanded 32-team field. Source: FIFA 2026.

Kristine Lilly of the United States holds the appearance record with 30 World Cup matches. Brazil's Formiga follows with 27, while Abby Wambach and Carli Lloyd each played 25. Marta made around 20 appearances across a record-equalling six tournaments from 2003 to 2023. Source: FIFA 2026.

Yes. The goal tallies are official FIFA Women's World Cup records, confirmed across FIFA statistics and reputable football references. Counts cover the nine completed tournaments from 1991 to 2023 and exclude penalty shoot-out goals. Match counts for some early-era players are approximate. Source: FIFA 2026.

Sources

FIFA Women's World Cup Top Goalscorers - Complete Records - The core compilation of official goal tallies, top-50 breakdowns and tournament records used throughout this report.

FIFA Women's World Cup official statistics - Source for individual goal counts, Golden Boot winners and single-tournament and single-match records.

Reputable football references (Opta Analyst, NBC Sports, Goal) - Used to confirm career spans, match counts and the goals-per-match ratios of the leading scorers.

Goal tallies are official FIFA records for the nine completed tournaments, 1991-2023, excluding penalty shoot-outs. Match counts for some early-era players are approximate, so per-match ratios are indicative. Records next change at the 2027 World Cup. Not investment advice.

STATISTICS REPORT

FIFA net income 2015-2026

Updated Jun 9, 2026 · businesstats.com/fifa-net-income

$1.84B 2022 NET INCOME (RECORD)	**$1.82B** 2018 NET INCOME	**-$601M** 2020 LOSS (PANDEMIC)
$13B 2023-26 CYCLE REVENUE	**4-yr** WORLD CUP CYCLE	**$3B+** 2026 PROJECTED

Overview

How FIFA's Net Income Swings Across the World Cup Cycle

FIFA's bottom line behaves unlike that of almost any corporation, because the organisation lives and dies by a four-year rhythm. As football's world governing body, FIFA earns the overwhelming share of its money from selling the broadcasting, marketing and sponsorship rights to the men's World Cup, and under its accounting rules most of that income is booked in the year the tournament is actually played. The result is a net income line that lurches from deep red in the quiet years to enormous black in the World Cup years. The full revenue picture behind these swings is set out in our revenue of the football association FIFA analysis, which shows the same dramatic four-year peaks.

Between 2015 and 2026 the pattern is unmistakable. FIFA posted losses in 2015 and 2016 amid the fallout from its corruption scandal, then a profit of about $1.82 billion in the 2018 Russia World Cup year. The cycle repeated: losses through the pandemic-hit early 2020s, then a record $1.84 billion profit in the 2022 Qatar World Cup year. The 2026 tournament, the first 48-team edition, is projected to deliver FIFA's largest annual surplus yet. This whole financial machine sits inside the wider organisation profiled in our FIFA statistics and facts overview, where the scale of the modern World Cup becomes clear.

FIFA net income by year 2015 2026 profit loss World Cup barFIFA Net Income by Year, 2015-2026FIFA net income by year 2015 2026 profit loss World Cup bar $1.84B2022 (record)

Note: net result in US dollars, millions; 2026 is a projection. Negative bars are losses.

Read across the chart, the cyclicality is the whole story. The two towering profits of 2018 and 2022 are not signs of a business growing steadily but of revenue concentrated into a single year, with the surrounding

years running deficits as costs continue without matching income. This is by design, not distress: the World Cup year covered in our 2026 FIFA World Cup analysis is when the contracts signed across the whole cycle finally land on the books. Judging FIFA on any single year is therefore misleading, which is why the organisation reports its finances on a four-year cycle basis. The organisation's own decision to publish four-year figures, rather than emphasise single years, is a tacit acknowledgement of just how misleading any one year can be. Investors in a conventional company would find such candour about volatility almost unthinkable.

It is also important to remember what FIFA's net income represents. FIFA is a non-profit association, so its surplus is not profit returned to owners but money set aside for reinvestment in football, from development grants to prize money and competition costs. A strong World Cup year builds reserves; the lean years draw them down as that money is spent. Seen this way, the volatile net income line is really a measure of how much FIFA banks in each cycle to fund the global game, rather than a conventional corporate profit-and-loss statement, and it should be read against the organisation's spending and reserves rather than in isolation. That distinction, between a surplus held in trust for the game and a profit owned by shareholders, is central to reading FIFA's accounts correctly.

Full Data Table

FIFA Revenue and Net Income by Year

FIFA Revenue and Net Income, 2015-2026 (USD million)Click any column to sort

YEAR	REVENUE ($M)	NET INCOME ($M)	NOTE
2015	1,153	**-122**	Scandal, legal costs
2016	550	**-369**	Legal costs peak
2017	734	**-192**	Pre-World Cup year
2018	4,641	**+1,816**	Russia World Cup
2019	766	**+166**	New cycle begins
2020	267	**-601**	Pandemic low
2021	766	**-158**	Pandemic recovery
2022	5,769	**+1,840**	Qatar World Cup

2023	1,170	**+212**	New cycle begins
2024	483	**-315**	Non-World Cup year
2025	483	**-110**	Club World Cup year
2026*	~9,000	**+3,200**	World Cup, projected

The table lays the two lines side by side and makes the mechanism obvious. In each World Cup year, revenue multiplies several times over, from a few hundred million in a quiet year to well over $4 billion, and net income flips from loss to a large profit. The 2018 and 2022 columns dwarf every other row. The 2020 line, with revenue of just $267 million during the pandemic and a loss of around $600 million, marks the low point of the period. The 2026 row, shown as a projection, is expected to set fresh records as the expanded tournament lands on the books, completing a third successive cycle in which a single World Cup year carries the financial weight of the entire four years. The contrast between the $267 million low and the $5.77 billion peak, both inside the same cycle, captures the whole story in two numbers.

Revenue by Year

The Revenue Behind the Net Income

Net income cannot be understood without the revenue that produces it, and FIFA's revenue is even more concentrated than its profit. In the World Cup year of 2018, FIFA booked $4.64 billion; in 2022 it booked $5.77 billion. By contrast, 2020 collapsed to just $267 million as the pandemic struck. This extreme lumpiness is the direct cause of the swinging net income, since costs are spread more evenly across the cycle than income is. The tourism and economic activity that the tournament generates, explored in our FIFA World Cup 2026 tourism impact analysis, sits outside FIFA's own accounts but signals the scale of the event driving these numbers. The revenue chart is, in effect, the engine that powers the net income line. No other major sports body concentrates its income into a single year quite so completely as FIFA does around the World Cup.

The mechanics behind these swings lie in how FIFA recognises revenue. Although the broadcasting and sponsorship contracts that fund the World Cup are signed years in advance and span the full four-year cycle, accounting rules require FIFA to recognise most of that income only when the tournament takes place and the rights are delivered. A broadcaster paying for the 2022 Qatar World Cup, for example, sees the bulk of that payment booked into FIFA's 2022 accounts, even if the contract was agreed in 2019. Costs, by contrast, accrue more steadily throughout the cycle as FIFA runs its operations, funds development and

prepares the tournament. The mismatch between steady costs and lumpy revenue is the entire reason the net income line looks the way it does. Once that timing rule is understood, FIFA's apparently chaotic annual results become entirely predictable.

FIFA revenue by year 2015 2025 World Cup spikes lineFIFA Revenue by Year, 2015-2025FIFA revenue by year 2015 2025 World Cup spikes line $5.77B2022 peak$267M2020 low

Net Result by Cycle

Net Result by Four-Year Cycle

Because annual figures are so volatile, FIFA itself reports on a four-year basis, and at that level the picture is far steadier and consistently positive. The 2015-2018 cycle delivered a cumulative net result of roughly $1.13 billion, the 2019-2022 cycle around $1.25 billion, and the 2023-2026 cycle is projected to produce close to $3 billion. Each cycle has been more profitable than the last, reflecting steadily rising World Cup revenue, even as costs have grown. The spending side of this, including the money poured into staging the tournament, is detailed in our FIFA World Cup investment and spending analysis. Viewed by cycle, FIFA is not a volatile organisation at all but a steadily growing one, banking ever-larger surpluses to reinvest in the game. On this smoothed basis, FIFA looks less like a gambler riding one event and more like a steadily compounding institution.

This is why comparing FIFA to an ordinary company can be so misleading. A listed corporation aims for smooth, predictable earnings growth, and a swing from a $600 million loss to a $1.8 billion profit would signal a business in crisis or a sudden windfall. For FIFA, those same swings are entirely routine and built into the model. Analysts and journalists who report a single year's loss as evidence of financial trouble, or a single year's profit as a sign of runaway wealth, miss the point. The only meaningful unit of analysis for FIFA is the four-year cycle, over which the organisation has been reliably and increasingly profitable for more than a decade, regardless of how alarming or dazzling any individual year may appear on its own.

FIFA net result by four year cycle 2015 2026 barFIFA Cumulative Net Result, by CycleFIFA net result by four year cycle 2015 2026 bar $3.0B2023-26 (proj.)

World Cup Year Profits

The World Cup Years That Carry the Finances

The profits of the World Cup years are the financial anchor of every cycle. The 2018 Russia tournament produced about $1.82 billion of net income, the 2022 Qatar tournament a record $1.84 billion, and the 2026 North American edition is projected to exceed $3 billion. Each of these single years generates more surplus than the rest of its cycle combined, which is why the health of FIFA's finances rests so heavily on the success of one event every four years. The prize money distributed from the 2022 tournament, a major cost against that revenue, is broken down in our prize money distribution at the Qatar World Cup analysis. The rising trajectory of these World Cup profits underlines the growing commercial power of the tournament. Should the 2026 projection hold, a single tournament will have generated more surplus than FIFA earned across entire cycles a decade earlier.

FIFA World Cup year net profit 2018 2022 2026 barNet Income in World Cup YearsFIFA World Cup year net profit 2018 2022 2026 bar $3.2B2026 (proj.)

Reserves

How Net Income Builds FIFA's Reserves

The clearest way to see what net income actually does is to follow FIFA's reserves. Strong World Cup years add to reserves; lean years draw them down. FIFA's reserves grew from around $1.5 billion in 2015 to a peak of roughly $4 billion after the 2022 World Cup, and cash and reserves reached about $4.76 billion by the end of 2024. In 2025, however, reserves fell back toward $2.7 billion as liabilities rose and FIFA invested heavily, including in the expanded Club World Cup. The budgeting decisions behind this build-and-spend pattern are examined in our FIFA World Cup investment budget analysis. The reserves line is, in effect, the running total of FIFA's net income, smoothed across the cyclical peaks and troughs. Watching the reserve balance is therefore the simplest way to judge whether a cycle has strengthened or weakened FIFA's finances.

The early years of the period also tell a story of recovery. The losses of 2015 and 2016 came at the height of the corruption scandal that engulfed FIFA's leadership, forced the resignation of long-serving president Sepp Blatter, and triggered American and Swiss investigations. Legal bills ran into tens of millions, sponsors grew nervous, and previous investments had to be written down. That FIFA returned to large surpluses by 2018 and rebuilt its reserves through the following cycle is a measure of how durable its core business proved to be. The World Cup's commercial appeal recovered quickly once the governance turmoil subsided, and revenue has since reached successive records, leaving the scandal-era losses as an

aberration rather than a trend. The episode remains a cautionary reminder of how quickly reputational damage can hit even a financially dominant governing body.

FIFA reserves equity over time 2015 2025 lineFIFA Reserves Over Time, 2015-2025FIFA reserves equity over time 2015 2025 line $4.76B2024 peak$2.70B2025

Expenses

The Cost Side of the Ledger

If revenue is concentrated, expenses are far more evenly spread, which is precisely why non-World Cup years show losses. FIFA's total expenses rose from about $5.29 billion in the 2015-2018 cycle to $6.32 billion in 2019-2022, and are budgeted at roughly $10 billion for 2023-2026. These costs include the enormous outlay of staging the World Cup, prize money to teams, and a fast-growing development budget for member associations. The prize money component, one of the largest single line items in a tournament year, is detailed in our FIFA World Cup prize money analysis. Rising expenses are not a warning sign but the deliberate result of FIFA channelling its growing revenue back into the game, in line with its non-profit mandate. Far from hoarding cash, FIFA has consistently expanded what it spends in step with what it earns.

Much of FIFA's expanding cost base flows directly to its member associations and the wider football pyramid. Through development programmes, every national federation receives funding intended to build infrastructure, run youth competitions and grow the game in its territory. This redistribution is one of FIFA's central purposes, and it is funded almost entirely by World Cup revenue. As the surplus has grown, so has the amount available to send out to the 211 member associations, which helps explain why FIFA frames rising revenue not as enrichment but as a larger pool to share. Critics question how effectively some of this money is spent, but the principle of recycling tournament income into development is built into the organisation's constitution and financial planning.

FIFA total expenses by cycle 2015 2026 barFIFA Total Expenses, by CycleFIFA total expenses by cycle 2015 2026 bar $10B2023-26 (proj.)

Cumulative Result

Cumulative Net Income Since 2015

Stacking each year's net income on top of the last reveals the underlying upward march beneath the volatility. After dipping below zero through the loss-making years to 2017, FIFA's cumulative net income

since 2015 jumped with the 2018 profit, dipped again through the pandemic, surged with the 2022 World Cup, and is projected to reach well over $5 billion once the 2026 tournament is booked. The fan and commercial interest fuelling this growth in the next World Cup is measured in our World Cup interest in the US for 2026 analysis. The cumulative line strips away the year-to-year noise and shows FIFA steadily accumulating surplus across more than a decade, each World Cup lifting the total to a new high. Each successive World Cup has reset the cumulative total to a higher plateau than the one before it.

FIFA cumulative net income 2015 2026 lineCumulative Net Income Since 2015FIFA cumulative net income 2015 2026 line $5.4BBy 2026 (proj.)

Net Margin

FIFA's Net Margin by Cycle

Expressed as a share of revenue, FIFA's net result is remarkably healthy for a non-profit. The 2015-2018 cycle converted about 18% of its $6.42 billion revenue into surplus, the 2019-2022 cycle around 16% of its record $7.57 billion, and the 2023-2026 cycle is budgeted to retain roughly 23% of its $13 billion target. A rising margin in the current cycle reflects revenue growing faster than costs, even as FIFA expands its competitions and development spending. The overall size of the pot funding these activities is captured in our FIFA World Cup prize pot analysis. These margins show that, cycle for cycle, FIFA retains a substantial slice of its income to reinvest, comfortably ahead of the break-even point a non-profit might be expected to target. A margin of this size, sustained across cycles, would be the envy of many commercial sports organisations.

Looking ahead, FIFA's financial model faces both opportunity and risk from its push into new competitions. The expanded Club World Cup, staged for the first time in its enlarged format in 2025, was designed to create a second major revenue stream alongside the men's World Cup, with a prize pool of around $1 billion. Whether such events ultimately add to FIFA's net income or strain its reserves remains an open question, since they bring large costs as well as new income. The decline in reserves during 2025 suggests the early phase of this expansion has been a net drain, even as it positions FIFA for future growth. How these new tournaments perform commercially will shape the net income line in the cycles to come. For now, the men's World Cup remains the undisputed centre of FIFA's finances.

FIFA net margin by cycle 2015 2026 percent barFIFA Net Margin, by CycleFIFA net margin by cycle 2015 2026 percent bar 18%2015-1823%2023-26*

Revenue by Source

Where FIFA's Income Comes From

The composition of FIFA's revenue explains why its net income is tied so tightly to the World Cup. Television broadcasting rights are by far the largest source, supplying around 45% of cycle revenue, with marketing and sponsorship rights contributing roughly a quarter. Hospitality and ticketing, along with licensing and other income, make up the remainder. Almost all of this is World Cup related, which is why the tournament year dominates the accounts. The hospitality, catering and rights income tied directly to the event is examined in our FIFA World Cup rights, hotel and catering analysis. With broadcasting and sponsorship so dominant, FIFA's net income will continue to rise and fall with the global appetite for the World Cup. Any shift in the value of World Cup broadcasting rights would feed almost immediately into FIFA's reported net income.

FIFA revenue by source TV marketing hospitality donutFIFA Revenue by Source, per CycleFIFA revenue by source TV marketing hospitality donut 45%TV rights

Development Spending

Where the Surplus Goes: Football Development

The final piece of the picture is what FIFA does with its net income, and a growing share goes to football development. Through its FIFA Forward programme, the organisation has lifted development investment from about $1.8 billion in the 2015-2018 cycle to $2.0 billion in 2019-2022 and $2.25 billion in the current cycle, distributed to member associations and confederations worldwide. This spending is the practical expression of FIFA's non-profit status: surpluses earned in World Cup years are recycled into the global game. The rewards flowing to the teams that reach the tournament are set out in our FIFA World Cup winners prize money analysis. Rising development spending is a direct consequence of rising net income, and it explains why FIFA aims to keep growing the surplus rather than simply banking it. The link between a strong World Cup and a generous development budget is the clearest justification for FIFA's entire financial model.

The 2026 World Cup therefore carries unusually high financial stakes. As the first 48-team tournament, spread across the United States, Canada and Mexico with 104 matches, it is expected to generate record broadcasting and sponsorship income and to deliver FIFA's largest single-year surplus. The projected result above $3 billion would lift cumulative net income to new highs and replenish reserves drawn down

by recent investment. Yet the expanded format also brings higher costs, and the projection assumes the commercial momentum of recent cycles continues. If 2026 delivers as expected, it will confirm the durability of FIFA's cyclical model; if it falls short, it will be the first real test of whether that model can absorb the organisation's rising ambitions.

FIFA football development investment FIFA Forward by cycle barFootball Development Investment, by CycleFIFA football development investment FIFA Forward by cycle bar $2.25B2023-26 (proj.)

$1.84B2022 Net IncomeRecord, Qatar World Cup year. Source: FIFA 2026. -$601M2020 Net LossPandemic low point. Source: FIFA 2026. $13B2023-26 RevenueRecord cycle budget. Source: FIFA 2026. 45%From TV RightsLargest income source. Source: FIFA 2026.

Taken together, the figures describe an organisation whose finances are extraordinarily lumpy year to year but steadily expanding cycle by cycle. FIFA's net income lurches from losses in quiet years to profits near $2 billion in World Cup years, yet each four-year period has banked a larger surplus than the last, lifting cumulative net income toward record highs by 2026. The volatility is structural, driven by an accounting model that concentrates revenue into a single tournament year, and it is best read alongside FIFA's rising reserves, expenses and development spending. For a non-profit charged with growing the global game, the key questions ahead are whether the expanded 2026 World Cup delivers the projected record surplus, whether new competitions like the enlarged Club World Cup add to or drain the reserves, and how much of the growing pot ultimately reaches the member associations and players the money is meant to serve.

FAQ

Frequently Asked Questions: FIFA Net Income 2015-2026

FIFA recorded a net income of about $1.84 billion in 2022, the World Cup year in Qatar, its largest annual result in the period covered. This profit reflects FIFA's accounting method, under which most four-year revenue from broadcasting and sponsorship is recognised in the year the World Cup is played. Source: FIFA 2026.

FIFA operates on a four-year World Cup cycle and recognises the bulk of its broadcasting, marketing and sponsorship revenue in the tournament year. As a result, the World Cup years of 2018 and 2022 produced profits well above $1.8 billion each, while the intervening non-World Cup years typically recorded losses as costs continued without matching income. Source: FIFA 2026.

Yes. FIFA recorded a net loss in 2020, estimated at around $600 million, as the COVID-19 pandemic cut revenue to just $267 million while the organisation continued spending, including more than $1 billion on pandemic relief for football. It was the weakest single year in the period. Source: FIFA 2026.

No. FIFA is a non-profit association that reinvests its surpluses into football development, competitions and member associations rather than distributing profits to shareholders. Its reported net income is best understood as the surplus available for reinvestment, which builds reserves in strong cycles and is drawn down in weaker years. Source: FIFA 2026.

Across the full 2019-2022 cycle, FIFA recorded a cumulative net result of roughly $1.25 billion, on record revenue of $7.57 billion. The large 2022 World Cup profit more than offset losses in 2020 and 2021, allowing FIFA to grow its reserves to a peak of around $4 billion by the end of the cycle. Source: FIFA 2026.

The 2026 World Cup year is projected to deliver FIFA's largest annual net income yet, potentially above $3 billion, driven by the expanded 48-team tournament and a record cycle revenue budget of $13 billion. As with previous cycles, most of the 2023-2026 revenue is expected to land in the World Cup year. The figure is a projection. Source: FIFA 2026.

FIFA recorded losses of about $122 million in 2015 and $369 million in 2016, driven largely by legal costs from the American and Swiss corruption investigations, lost sponsorship income, and write-downs on previous investments. These were the first years under a new accounting standard and reflected the turmoil following the 2015 governance crisis. Source: FIFA 2026.

Television broadcasting rights are FIFA's single largest income source, accounting for roughly 45% of cycle revenue, around $3.4 billion in the 2019-2022 cycle. Marketing and sponsorship rights make up about a quarter, with hospitality, ticketing, licensing and other income making up the remainder. This concentration explains why net income tracks the World Cup so closely. Source: FIFA 2026.

FIFA's reserves grew steadily through the 2015-2018 and 2019-2022 cycles, peaking at around $4 billion, and cash and reserves reached roughly $4.76 billion by the end of 2024. Reserves fell back toward $2.7 billion in 2025 as liabilities rose and FIFA invested heavily, including in the expanded Club World Cup. Source: FIFA 2026.

The figures are based on FIFA's published financial reports and reputable financial coverage. Confirmed losses in 2015 and 2016 and the record World Cup year profits are well documented. Some annual net results are approximate, and the 2026 figure is a projection based on the 2023-2026 cycle budget. FIFA's

four-year accounting makes annual comparisons inherently volatile. Source: FIFA 2026.

Sources

FIFA Official Finances - Annual and Financial Reports - The primary source for FIFA's revenue, expenses, net results and reserves across the cycles covered in this report.

FIFA annual and financial reports (2015-2025) - Source for reported revenue, net income and reserve figures by year and by cycle.

Reputable financial coverage (CBC, Statista, Inside World Football) - Used to confirm the 2015 and 2016 losses, cycle revenue records and 2025 reserve movements.

Figures are FIFA's reported annual net results in U.S. dollars. Losses in 2015 and 2016 and the World Cup year profits are well documented; some intervening annual net results are approximate. The 2026 figure is a projection based on the $13 billion 2023-2026 cycle budget. FIFA is a non-profit. Not investment advice.

STATISTICS REPORT

Countries with the most Women's World Cup titles 1991-2023

Updated Jun 9, 2026 · businesstats.com/womens-world-cup-title-winners

4 USA TITLES (MOST)	2 GERMANY TITLES	9 EDITIONS PLAYED
5 DIFFERENT CHAMPIONS	32 TEAMS IN 2023	1 SPAIN'S FIRST TITLE

Overview

Countries with the most FIFA Women's World Cup titles as of 2023

Since the first FIFA Women's World Cup in 1991, just five nations have managed to lift the trophy, and the title race has been dominated by one country above all others. The United States has won four times, in 1991, 1999, 2015 and 2019, double the haul of any rival and a record that has defined the women's game. Germany sits second with two titles, both won back to back in 2003 and 2007, while Norway, Japan and Spain have each won a single title. This concentration of success among a handful of nations mirrors the pattern in the men's game, set out in our number of World Cup titles won by country analysis, where a small group of countries has shared the honours. Few national teams in any sport have so thoroughly owned a competition for so long, which is exactly why Spain's 2023 breakthrough felt so significant.

The 2023 tournament in Australia and New Zealand added a fresh name to the list, as Spain beat England 1-0 in the final to claim their first ever world title and become the fifth different champion. It capped a tournament that was the largest in the competition's history, the first with 32 teams and the first held across two countries and two confederations. Women's football is the fastest-growing part of FIFA's portfolio, a rise that sits within the broader expansion of the organisation traced through our FIFA statistics and facts overview. The arrival of Spain as champions signalled a shifting balance of power, with European nations increasingly challenging the long American dominance.

Countries most Women's World Cup titles USA Germany 1991 2023 barWomen's World Cup Titles by Country, 1991-2023Countries most Women's World Cup titles USA Germany 1991 2023 bar 4USA (most)

Note: completed tournaments, 1991 to 2023; five nations have won.

The dominance of the United States is best understood in the context of the wider women's football landscape. For most of the tournament's history, the USA combined deep domestic participation, an early professional structure and consistent investment, giving it an edge that the men's game, organised differently, has never matched, as our 2026 FIFA World Cup analysis of the men's competition shows. While the men's World Cup spread its titles across South America and Europe over nearly a century, the women's title stayed largely in American hands for three decades, a remarkable run of sustained success at the very top of the sport.

Yet the broader trend is one of widening competition. The gap between the leading nations and the chasing pack has narrowed with each edition, as more countries invest in women's football and the standard rises. Spain's 2023 win, England's run to the final, and strong showings from nations across Europe and beyond all point to a more open future. This report sets the title count alongside finals appearances, podium finishes, and the tournament's striking growth in size, goals, crowds and prize money, to show both who has won the most and how the competition itself has been transformed since 1991. Each measure that follows tells part of the story of how a once-American tournament became a genuinely global contest. Read together, they trace a tournament transformed from a niche event for a handful of nations into one of the fastest-growing competitions in world sport, with rising crowds, prize money and global reach at every turn.

Full Results Table

Women's World Cup Finals: Full Results

FIFA Women's World Cup Finals, 1991-2023Click any column to sort

YEAR	HOST	CHAMPION	RUNNER-UP
1991	China	**United States**	Norway
1995	Sweden	**Norway**	Germany
1999	USA	**United States**	China
2003	USA	**Germany**	Sweden
2007	China	**Germany**	Brazil
2011	Germany	**Japan**	United States

2015	Canada	**United States**	Japan
2019	France	**United States**	Netherlands
2023	Australia & NZ	**Spain**	England

The full list of finals shows both the United States' dominance and the gradual broadening of the winners' circle. The USA appears as champion in four of the nine finals and as runner-up in a fifth, in 2011, when they lost to Japan. Germany's two wins came consecutively, sandwiched by a Norwegian triumph in 1995 and a long American era. The most recent final, in 2023, broke new ground entirely, pitting two first-time finalists against each other in Spain and England, a sign of how the competition has opened up. Reading down the champion column, the trophy stayed almost exclusively with the USA and Germany for two decades before Japan, and then Spain, signalled the arrival of new contenders from Asia and southern Europe. The champion column, read from top to bottom, is in effect a short history of power shifting across the women's game.

Finals Appearances

Finals Appearances by Country

Reaching the final is itself a mark of elite status, and here too the United States leads, with five final appearances out of nine. Germany follows with three, while Norway and Japan have each reached two finals. A further six nations, China, Sweden, Brazil, the Netherlands, Spain and England, have each reached a single final. The concentration of final appearances among a few countries echoes the entrenched hierarchy of the men's game captured in our all-time standings of national soccer teams at the World Cup analysis. The spread of recent finalists, however, with England and Spain both reaching their first final in 2023, suggests the door is opening to a wider group of contenders than the tournament's first three decades ever allowed. That so many nations have now tasted a final, even just once, is itself a sign of how far the game has spread.

The story of the Women's World Cup begins long before its prize money and packed stadiums. The inaugural 1991 tournament in China was a modest affair by today's standards, with 12 teams and far less attention than the men's game, yet it established the United States as the sport's first global power. In those early editions, the gap between a small group of pioneering nations, chiefly the USA, Norway, Germany and China, and the rest of the world was enormous. Many countries had only recently begun to support women's national teams at all. The dominance of a few nations in the title and finals records is

partly a legacy of this head start, as the early investors built advantages that took rivals decades to erode.

Women's World Cup finals appearances by country USA Germany barWomen's World Cup Finals Appearances, by CountryWomen's World Cup finals appearances by country USA Germany bar 5USA

Titles by Confederation

Women's World Cup Titles by Confederation

Grouped by continental confederation, the titles split almost evenly between Europe and North America. UEFA, representing Europe, accounts for four titles, won by Norway in 1995, Germany in 2003 and 2007, and Spain in 2023. CONCACAF, through the United States alone, also has four. Asia's AFC has one, courtesy of Japan in 2011, while South America, Africa and Oceania have yet to win, despite Brazil reaching a final. This distribution of success across confederations connects to the global structure of the game mapped in our FIFA World Cup teams by confederation analysis. The balance is shifting toward Europe, which now supplies a growing share of the world's strongest women's national teams, suggesting future titles may increasingly stay on the continent. The near-even split between Europe and North America has, in recent years, begun to tilt toward the European nations.

Europe's growing strength is one of the clearest trends in the modern women's game. While the United States built an early lead through its college system and pioneering professional structures, European nations have invested heavily in women's football over the past decade, often on the back of established men's clubs and federations. The result has been a surge in the competitiveness of teams from England, Spain, France, Germany, the Netherlands and Sweden. Spain's 2023 title and England's run to the final were not isolated events but the visible peak of this broad European investment. If the trend continues, future title charts may show a steadily rising European share at the expense of the long American dominance.

Women's World Cup titles by confederation UEFA CONCACAF AFC barWomen's World Cup Titles, by ConfederationWomen's World Cup titles by confederation UEFA CONCACAF AFC bar 4UEFA4CONCACAF

Podium Finishes

Total Podium Finishes by Country

Counting all top-three finishes reveals the most consistent performers, and the United States stands out even more starkly. The USA has reached the podium in eight of the nine tournaments, a near-perfect

record of semi-final success. Sweden is a striking second, with five podium finishes despite never winning the trophy, the perennial nearly-team of women's football. Germany has three, while Norway, Japan, Brazil and England have two each. This measure of sustained excellence, rather than one-off triumphs, parallels the ranking logic of our world ranking of national soccer teams analysis. It underlines that the USA's dominance lies not only in titles won but in an unmatched reliability, reaching the final stages again and again across more than three decades. It is a record of relentless consistency that no other team in the women's game can match. The United States reached the semi-finals in every tournament from 1991 to 2019, before falling earlier in 2023 for the first time.

Women's World Cup podium finishes top three USA Sweden barWomen's World Cup Podium Finishes, by CountryWomen's World Cup podium finishes top three USA Sweden bar 8USA

Tournament Growth

The Growth of the Women's World Cup

The tournament that the champions have conquered has changed beyond recognition. It began with just 12 teams in 1991, expanded to 16 by 1999, to 24 in 2015, and reached 32 teams in 2023, with a further expansion to 48 planned from 2031. Each enlargement has brought in more nations and raised the standard of competition, a growth in scale that mirrors the men's expansion in our players with the most FIFA World Cup matches analysis. The widening field is one reason the winners' circle has slowly broadened: as more countries qualify and gain experience on the biggest stage, the depth of contenders grows, making the long American dominance harder to sustain and opening the way for new champions like Spain. A bigger field has not diluted the spectacle so much as deepened it, raising the level of mid-ranked nations.

The expansion of the field has been driven by both sporting and commercial logic. A larger tournament gives more nations a stake in the competition, spreads the game to new audiences and increases the number of matches available to broadcasters and sponsors. The jump to 32 teams in 2023, and the planned move to 48 from 2031, mirrors the parallel growth of the men's tournament, reflecting FIFA's strategy of using its flagship events to grow the global game. Critics worry that rapid expansion risks one-sided early matches, but supporters point to the rising standard of qualifying nations and the value of giving emerging footballing countries experience at the highest level. So far, the expansions have coincided with rising quality rather than falling.

Women's World Cup teams per tournament 1991 2023 expansion lineTeams per Women's World Cup, 1991-2023Women's World Cup teams per tournament 1991 2023 expansion line 12In 199132In 2023

Goals per Tournament

Goals Scored per Tournament

More teams and matches have meant more goals. The number scored per tournament has climbed from 99 in 1991 to a record 164 in 2023, with the 2015 and 2019 editions each producing 146. The dip to 86 in 2011 reflected a smaller, tighter tournament, but the long-term trend is firmly upward as the field has expanded. This rise in scoring across a growing tournament has a parallel in the men's game, charted in our number of goals scored at FIFA World Cups analysis. The growth in goals reflects not just more matches but rising attacking quality and depth, as investment in women's football has lifted standards across a far wider range of national teams than in the tournament's early years. The upward curve in goals is, in miniature, the upward curve of the women's game as a whole.

The rise in goals reflects more than just additional matches. It also signals a deepening of quality across the field, as more nations field technically strong, well-prepared teams capable of attacking play. In the early tournaments, a handful of dominant sides often ran up large scores against weaker opponents, inflating goal totals in lopsided fixtures. Increasingly, the goals come from competitive, evenly matched games, a healthier sign for the sport. The record 164 goals in 2023 were spread across a 32-team tournament featuring far more closely contested matches than the early editions, suggesting that the growth in scoring is being driven by genuine improvement in the standard of women's international football worldwide.

Women's World Cup goals per tournament 1991 2023 lineGoals Scored per Women's World Cup, 1991-2023Women's World Cup goals per tournament 1991 2023 line 164In 2023

Attendance

Attendance Across the Editions

Crowds have grown alongside the tournament, culminating in a record. Total attendance reached about 1.98 million in 2023, the highest in the competition's history, up from roughly 1.13 million in 2019 and 1.35 million in 2015. The 2023 figure reflected both the expanded 32-team field and surging interest in the women's game across Australia, New Zealand and the wider world. This rising public engagement tracks the broader growth of women's participation and visibility in sport, a theme connected to the demographic patterns in our global population by gender analysis. Record crowds, sold-out stadiums and rising television audiences have transformed the commercial case for women's football, helping justify the steep increases in investment and prize money that have followed. Filling large stadiums, once a doubt for

women's football, is now an expectation at every major tournament.

Rising attendance has transformed the commercial standing of the women's game. For years, sceptics questioned whether women's football could draw crowds or command meaningful broadcast and sponsorship deals. The record 1.98 million spectators at the 2023 tournament, together with surging television audiences and sold-out matches, has largely settled that debate. Major brands now compete to sponsor the Women's World Cup, broadcasters pay rising fees for the rights, and domestic women's leagues report record crowds of their own. This commercial momentum feeds directly back into the game, funding better facilities, higher salaries and more competitive national teams, which in turn raises the standard on the pitch and draws still larger audiences in a reinforcing cycle of growth.

Women's World Cup total attendance 2007 2023 record barTotal Attendance per Women's World CupWomen's World Cup total attendance 2007 2023 record bar 1.98M2023 record

Prize Money

The Rise in Prize Money

Financial rewards have risen even faster than crowds. The Women's World Cup prize pool grew from about $6 million in 2007 to $15 million in 2015, $30 million in 2019, and a record $110 million in 2023, more than three times the previous figure. FIFA has pledged further increases toward eventual parity with the men's tournament, whose payouts are detailed in our FIFA World Cup winners prize money analysis. Although the women's pool remains far smaller than the men's, the rate of growth is steep, and rising broadcast and sponsorship income is steadily closing the gap. The expanding prize money both rewards the champions and channels resources to participating federations, accelerating the development of women's football across more countries. The trajectory points clearly toward a future in which the financial gap between the women's and men's games steadily narrows.

Prize money has become one of the most prominent battlegrounds in women's football. The gap between the men's and women's World Cup prize pools, though narrowing, remains large, and leading players and federations have campaigned vocally for greater equity. FIFA has responded by sharply increasing the women's pool and pledging to move toward parity over time, while some national federations have agreed to share World Cup earnings equally between their men's and women's teams. The debate is about more than money: it is tied to questions of investment, visibility and respect for the women's game. As audiences and revenues grow, the argument for closing the pay gap becomes harder to resist, and the prize figures are likely to keep climbing steeply.

Women's World Cup prize pool 2007 2027 growth lineWomen's World Cup Prize Pool, 2007-2027Women's World Cup prize pool 2007 2027 growth line $30Mln 2019$110Mln 2023

Title Share

Share of Women's World Cup Titles

Viewed as a share of all nine titles, the imbalance is stark. The United States holds 44% of every Women's World Cup ever won, Germany around 22%, and Norway, Japan and Spain about 11% each. No other tournament in major team sport has been so dominated by a single nation over its history, a concentration that dwarfs even the strongest dynasties in the men's game tracked through our revenue of the football association FIFA analysis of the wider sport. Whether the American share continues to shrink, as it did in 2023, or the USA reasserts itself, will shape the next chapter of the competition. For now, the title share remains the clearest single measure of just how thoroughly one country has ruled the women's game. No single nation has ever held so commanding a share of a global football trophy over its history.

Women's World Cup title share by country donut USA GermanyShare of Women's World Cup Titles, by CountryWomen's World Cup title share by country donut USA Germany 44%USA

Third-Place Finishes

Third-Place Finishes by Country

Beyond the winners and runners-up, the third-place record highlights some persistent contenders. Sweden leads with four third-place finishes, in 1991, 2011, 2019 and 2023, the hallmark of a team that is consistently strong but rarely able to reach the very top. The United States has three third places, all in editions it did not win, while Brazil and England have one each. Sweden's repeated near-misses make it the most decorated nation never to win the trophy, a status that recalls the unlucky elite performers in our leading scorers at the FIFA World Cup analysis. These bronze-medal finishes are a reminder that consistency at the semi-final stage, while admirable, has counted for little in a tournament so dominated by a single champion. Sweden's collection of bronze medals is, in its own way, one of the most remarkable records in the tournament's history.

Looking ahead, the title race appears more open than at any point in the tournament's history. The United States, while still the most successful nation, no longer towers over the field as it once did, and a cluster of European sides, along with traditional powers and rising nations from other confederations, now have realistic ambitions of winning. The 2027 tournament in Brazil will be the first held in South America, a region

with deep football culture but historically less developed women's structures, and could mark another step in the game's globalisation. Whether a new nation joins the list of champions or an established power reasserts itself, the trajectory of the past three decades points firmly toward a more competitive, more global and more commercially powerful Women's World Cup.

Women's World Cup third place finishes Sweden USA barWomen's World Cup Third-Place Finishes, by CountryWomen's World Cup third place finishes Sweden USA bar 4Sweden

4USA TitlesThe most of any nation. Source: FIFA 2026. 2Germany TitlesWon back to back, 2003 and 2007. Source: FIFA 2026. 5Different ChampionsAcross nine editions. Source: FIFA 2026. 8USA PodiumsTop-three in 8 of 9. Source: FIFA 2026.

Taken together, the records describe a tournament long defined by American dominance but now slowly opening up. The United States leads on every historical measure, with four titles, five finals and eight podium finishes across nine editions, while Germany is a clear second and Norway, Japan and Spain complete the list of champions. Spain's 2023 victory, together with England's first final and a record 32-team field, points to a more competitive future. Meanwhile the tournament itself has grown from a 12-team event into a global spectacle drawing record crowds and rapidly rising prize money. For followers of the game, the key questions ahead are whether the United States can rebuild its dominance, whether Europe's rising nations will keep winning, and how far the surge in investment and audiences will carry women's football in the years before and beyond the 2027 World Cup in Brazil. The next chapter begins in Brazil in 2027.

FAQ

Frequently Asked Questions: Women's World Cup Titles by Country

The United States has won the most FIFA Women's World Cup titles, with four, claimed in 1991, 1999, 2015 and 2019. No other nation comes close: Germany is second with two, while Norway, Japan and Spain have each won once. The USA has been the dominant force throughout the tournament's history. Source: FIFA 2026.

Five different nations have won the nine Women's World Cups held between 1991 and 2023. They are the United States with four titles, Germany with two, and Norway, Japan and Spain with one each. Spain became the fifth and newest champion by winning in 2023, beating England in the final. Source: FIFA 2026.

The United States won the Women's World Cup in 1991, 1999, 2015 and 2019. Their 2015 and 2019 victories made them the second nation to win back-to-back titles, after Germany did so in 2003 and 2007. The USA has reached five of the nine finals, more than any other country. Source: FIFA 2026.

Spain won the 2023 FIFA Women's World Cup, beating England 1-0 in the final at Stadium Australia in Sydney. It was Spain's first ever Women's World Cup title, making them the fifth nation to win the tournament. The 2023 edition, hosted by Australia and New Zealand, was the first with 32 teams. Source: FIFA 2026.

Yes, on two occasions. Germany won consecutive titles in 2003 and 2007, and the United States did so in 2015 and 2019. No nation has won three in a row. The USA came closest to a dynasty, also winning in 1991 and 1999, though not consecutively. Source: FIFA 2026.

Three European nations have won the Women's World Cup: Norway in 1995, Germany in 2003 and 2007, and Spain in 2023. Together, Europe (UEFA) accounts for four titles, level with the four won by the United States from the CONCACAF region, while Japan's 2011 win is Asia's only title. Source: FIFA 2026.

The tournament has expanded dramatically. It began with 12 teams in 1991, grew to 16, then 24, and reached 32 teams in 2023, with 48 planned from 2031. Total attendance hit a record of around 1.98 million in 2023, and the prize pool rose to $110 million, more than three times the 2019 figure. Source: FIFA 2026.

The United States has reached the most finals, appearing in five of the nine, in 1991, 1999, 2011, 2015 and 2019. Germany has reached three finals, while Norway and Japan have each reached two. Several nations, including China, Sweden, Brazil, the Netherlands, Spain and England, have reached one final each. Source: FIFA 2026.

By total podium finishes, the United States leads comfortably, with eight top-three placings across the nine tournaments. Sweden is a notable second with five podiums, despite never winning, while Germany has three. The USA's consistency, reaching the semi-finals or better in almost every edition, is unmatched in the tournament's history. Source: FIFA 2026.

Yes. The records of Women's World Cup champions, runners-up and host nations are official FIFA tournament results, confirmed across reputable sources. The figures cover all nine editions from the inaugural 1991 tournament in China to the 2023 edition in Australia and New Zealand. Source: FIFA 2026.

Sources

FIFA Women's World Cup Finals - Complete Results, 1991-2023 - The core source for champions, runners-up, hosts and the full finals record used throughout this report.

FIFA official records - Source for the title, finals and podium counts by country and confederation across all nine editions.

FIFA and tournament organisers - Source for the figures on teams, goals, attendance and prize money per edition.

Reputable sports references (ESPN, Olympics.com) - Used to confirm year-by-year results and host nations.

Title, finals and podium counts are based on completed tournaments through 2023. Figures for teams, goals, attendance and prize money are drawn from FIFA and reputable sources; the 2027 prize figure is an estimate. Not investment advice.

STATISTICS REPORT

Average player age of teams at the World Cup 2022

Updated May 31, 2026 · businesstats.com/average-player-age-national-teams-qatar-world-cup

28.9 IRAN - THE OLDEST SQUAD AT WORLD CUP 2022 (YEARS)	**24.7** GHANA - THE YOUNGEST SQUAD AT WORLD CUP 2022 (YEARS)	**4.2** YEAR SPREAD BETWEEN THE OLDEST AND YOUNGEST SQUADS
27.7 ARGENTINA - THE CHAMPIONS HAD ONE OF THE OLDER SQUADS	**40** ALFREDO TALAVERA (MEXICO) - THE OLDEST PLAYER AT QATAR 2022	**18** YOUSSOUFA MOUKOKO (GERMANY) - THE YOUNGEST PLAYER

Overview

Teams at the FIFA World Cup in 2022, by average age of players

A squad's average age is one of the most telling indicators of a team's identity, revealing the balance a coach has struck between hard-won experience and youthful energy. **At Qatar 2022, Iran fielded the oldest squad with an average age of 28.9 years**, while Ghana had the youngest at 24.7 - a gap of more than four years between the two extremes. Iran's veteran-laden squad retained many players from the 2018 World Cup, building on a settled, experienced core. Ghana, by contrast, had phased out its old guard for a new generation, with half its squad holding five caps or fewer. The clubs these players came from are in our clubs with the most players at World Cup 2022 analysis.

The eventual champions, Argentina, had one of the older squads at around 27.7 years, anchored by 35-year-old Lionel Messi and several experienced campaigners. This fit a long-standing pattern: World Cup winners tend to have experienced cores, old enough to field peak-prime players but balanced enough to handle seven matches in a month. Of the last several champions, most have sat in the 26-to-28-year range, suggesting a sweet spot for tournament success. The overall tournament average was around 26.5 years, squarely in the experienced-but-not-ageing band that tends to define competitive World Cup squads. The market values of these squads, which often fall with age, are in our World Cup 2022 squad market value analysis.

Age measurement can be nuanced: while Transfermarkt's mean-age data placed Ghana youngest (24.7), other methods using median age or slightly different cut-off dates put the USA (around 24.5) as the youngest. The differences are small but illustrate how squad age depends on the exact method used - whether mean or median, and which cut-off date is applied for calculating ages. The FIFA world rankings of these teams are in our world ranking of national soccer teams analysis.

World Cup 2022 average age overview Iran oldest Ghana youngest Argentina champions squads Squad Age Extremes at World Cup 2022 (Average Age) Iran 28.9 (oldest), Argentina 27.7 (champions), tournament avg 26.5, USA 24.5, Ghana 24.7 (youngest). A spread of more than four years. Source: Transfermarkt, Statista 2022. 4.2yspread

28.9 (Iran)Oldest Squad - A Veteran Team Built on 2018 ExperienceIran's average age of 28.9 was the oldest at Qatar 2022, over four years older than Ghana. The squad retained many experienced players from Russia 2018, including star Sardar Azmoun. Source: Transfermarkt, Statista 2022. 24.7 (Ghana)Youngest Squad - A New Generation of Black StarsGhana's 24.7 average was the youngest. The four-time African champions had phased out their old guard, with half the squad holding five caps or fewer. The USA was also among the youngest. Source: Transfermarkt, 90min 2022. 4.2 yearsThe Spread - Between the Oldest and Youngest SquadsThe 4.2-year gap between Iran (28.9) and Ghana (24.7) shows the range of squad-building philosophies, from experience-heavy veterans to youthful, emerging teams. Source: Statista 2022. 27.7 (Argentina)The Champions - Experience Paid Off in QatarArgentina's older squad (around 27.7) won the title, fitting the pattern that World Cup winners tend to have experienced cores. Messi, at 35, led the team to glory. Source: Al Jazeera 2022. Age Data Table

All 32 Teams at World Cup 2022 by Average Age

Average Squad Age at the 2022 FIFA World Cup (Transfermarkt) Click any column to sort

RANK	TEAM	AVG AGE	CONFEDERATION
1	Iran	**28.9**	AFC
2	Mexico	**28.0**	CONCACAF
3	Argentina	**27.7**	CONMEBOL
4	Brazil	**27.5**	CONMEBOL
5	Saudi Arabia	**27.3**	AFC

6	Tunisia	**27.2**	CAF
7	Belgium	**27.0**	UEFA
8	Costa Rica	**26.9**	CONCACAF
9	Croatia	**26.8**	UEFA
10	Wales	**26.7**	UEFA
11	Uruguay	**26.6**	CONMEBOL
12	Portugal	**26.5**	UEFA
13	Poland	**26.4**	UEFA
14	Denmark	**26.3**	UEFA
15	Switzerland	**26.2**	UEFA
16	Serbia	**26.1**	UEFA
17	Cameroon	**26.0**	CAF
18	Qatar	**25.9**	AFC
19	Japan	**25.8**	AFC
20	England	**25.8**	UEFA
21	South Korea	**25.7**	AFC
22	France	**25.7**	UEFA
23	Australia	**25.6**	AFC
24	Germany	**25.5**	UEFA
25	Morocco	**25.4**	CAF
26	Senegal	**25.3**	CAF
27	Spain	**25.3**	UEFA
28	Netherlands	**25.2**	UEFA
29	Canada	**25.0**	CONCACAF
30	Ecuador	**25.0**	CONMEBOL

31	Ghana	**24.7**	CAF
32	USA	**24.5**	CONCACAF

The table ranks all 32 teams from oldest to youngest. Most squads clustered between 25 and 27 years, with Iran (28.9) at the top and Ghana (24.7) at the bottom as clear outliers. The spread reflects different approaches: some nations leaned on experienced veterans, while others backed emerging young talent. The squad market values that often correlate inversely with age are in our World Cup 2022 squad market value analysis.

All 32 Teams Ranked

World Cup 2022 Squads Ranked by Average Age

World Cup 2022 average age all teams ranked Iran oldest Ghana youngest squads years comparison Average Squad Age - All 32 Teams at World Cup 2022 (Years) Iran 28.9 (oldest), down through the field to Ghana 24.7 (youngest). Most teams clustered between 25 and 27 years. Source: Transfermarkt, Statista 2022. 28.9Iran (oldest) 24.7Ghana (youngest)

The ranking shows how tightly bunched most squads were, with the majority within a two-year band around the 26.5-year average. Only Iran at the top and Ghana, the USA, and Ecuador at the bottom stood notably apart. This clustering reflects how most national teams aim for a similar experience-youth balance, with outliers usually driven by specific circumstances. The win probabilities of these teams are in our World Cup winner probability analysis.

The Oldest Squads

The Oldest Squads - Iran, Mexico, and the Veterans

World Cup 2022 oldest squads Iran Mexico Argentina Brazil veteran experienced teams average age The 6 Oldest Squads at World Cup 2022 (Average Age) Iran 28.9, Mexico 28.0, Argentina 27.7, Brazil 27.5, Saudi Arabia 27.3, Tunisia 27.2. Iran and Mexico led the veteran teams. Source: Transfermarkt, Statista 2022. 28.9Iran (oldest)

Iran's tournament-topping average of 28.9 reflected a deliberate strategy of retaining experienced players from the 2018 World Cup, building a balanced, organised team around a settled core. Mexico (around 28.0) was similarly veteran-heavy, including 40-year-old goalkeeper Alfredo Talavera and several experienced campaigners who had featured at previous World Cups. Older squads bring big-game experience and

tactical maturity, qualities that matter enormously in tight knockout matches where composure under pressure can decide the outcome. Many of these veterans had played together for years, lending cohesion and understanding. The trade-off is physical: veteran teams can struggle with the relentless demands of a tournament condensed into less than a month, especially in the heat of Qatar, where matches were played in unusual winter conditions. The all-time records these experienced teams contributed to are in our FIFA World Cup all-time standings analysis.

The Youngest Squads

The Youngest Squads - Ghana, USA, and Ecuador

World Cup 2022 youngest squads Ghana USA Ecuador Spain England young teams emerging average age The 6 Youngest Squads at World Cup 2022 (Average Age) Ghana 24.7, USA 24.5, Ecuador 25.0, Canada 25.0, Spain 25.3, Senegal 25.3. Ghana, the USA, and Ecuador fielded the most youthful teams. Source: Transfermarkt, 90min 2022. 24.7Ghana (youngest)

Ghana's youthful 24.7 average reflected a rebuild: the Black Stars had phased out their old guard, with half the squad holding five caps or fewer, relying on the experienced Ayew brothers for leadership. The USA (around 24.5 by some measures) was similarly young, part of a generational project building toward the 2026 home World Cup. Young squads offer energy, pace, and potential, but can lack the composure and game-management that experience brings in decisive moments. The challenge for young teams is converting their talent into results on the biggest stage, where nerves and inexperience can prove costly. For nations like Ghana and the USA, the 2022 tournament was as much about developing young players for the future as competing for the trophy. The 2026 tournament these young teams are building toward is in our FIFA World Cup 2026 statistics and facts analysis.

Age and the Champions

Did Age Predict Success at World Cup 2022?

A recurring question in football is whether experience or youth wins tournaments. At Qatar 2022, the evidence leaned toward experience: champions Argentina had one of the older squads (around 27.7), and the pattern holds historically - World Cup winners tend to have experienced cores. Argentina's title-winning team was anchored by veterans like Messi (35), Angel Di Maria (34), and Nicolas Otamendi (34), balanced with younger talents like Julian Alvarez (22) and Enzo Fernandez (21).

World Cup winners average age 2010 2014 2018 2022 Spain Germany France Argentina experienced champions Average Age of World Cup Winners - 2010 to 2022 Spain 2010: ~25.9. Germany 2014: ~26.7. France 2018: ~26.0. Argentina 2022: ~27.7. Most champions sat in the 26-28 range - experienced but not ageing. Source: Transfermarkt, RotoWire 2022. 27.7Argentina 2022

The data suggests a clear sweet spot: champions are typically old enough to field peak-prime players (mid-to-late 20s) but balanced with younger legs to handle the demands of seven matches in under a month. Too old, and a squad risks fatigue; too young, and it may lack the nerve for the biggest occasions. Argentina's 27.7 was the oldest among recent winners, while Spain's 2010 team was the youngest at around 25.9 - yet both lifted the trophy, proving there is no single winning formula. What unites champions is rarely a specific age, but rather the right blend of experienced leaders and energetic younger players who can complement one another over a gruelling month-long campaign. Neither the oldest (Iran) nor the youngest (Ghana) squad at Qatar 2022 advanced far, underlining that balance matters more than either extreme. The prize for winning is in our FIFA World Cup prize money analysis.

Age by Confederation

Average Squad Age by Confederation

World Cup 2022 average age by confederation UEFA CONMEBOL CAF AFC CONCACAF regional comparison Average Squad Age by Confederation - World Cup 2022 CONMEBOL (South America) and AFC (Asia) skewed older; CAF (Africa) skewed younger thanks to Ghana and Senegal. UEFA (Europe) and CONCACAF sat in the middle. Source: Transfermarkt 2022. CAFyoungest region

Average squad age varied by confederation. CONMEBOL (South America) and AFC (Asia) tended toward older squads, the former through experienced cores like Argentina and Brazil, the latter through veteran teams like Iran. CAF (Africa) skewed youngest, pulled down by Ghana and Senegal's youthful squads, reflecting the continent's production of emerging young talent. UEFA (Europe) and CONCACAF sat near the middle, with Europe's 13 teams spanning a wide range from veteran sides to youthful ones like Spain. The confederation breakdown of the tournament is in our FIFA World Cup teams by confederation analysis.

Oldest and Youngest Players

The Oldest and Youngest Individual Players

Beyond squad averages, Qatar 2022 featured a remarkable age range among individual players. The oldest was Mexico's reserve goalkeeper Alfredo Talavera at 40 years and 2 months, followed by Canada's Atiba

Hutchinson (39) and Portugal's Pepe (39). Goalkeepers, who can play at the top level later in their careers thanks to the position's reliance on experience and decision-making over raw athleticism, dominated the oldest-player list at Qatar 2022. The youngest player at the tournament was Germany's forward Youssoufa Moukoko, aged just 18.

World Cup 2022 oldest players Talavera Hutchinson Pepe Kawashima Dani Alves age veterans goalkeepers The Oldest Individual Players at World Cup 2022 (Age) Alfredo Talavera (Mexico) 40, Atiba Hutchinson (Canada) 39, Pepe (Portugal) 39, Eiji Kawashima (Japan) 39, Dani Alves (Brazil) 39. Goalkeepers and defenders dominated. Source: databoks 2022. 40Talavera (oldest) 18Moukoko (youngest)

The presence of 40-year-old Talavera and 18-year-old Moukoko in the same tournament - a 22-year age gap - captured football's remarkable generational range. Few sports feature such a wide span of ages competing at the elite level, a testament to how experience and youthful talent can both thrive in football. Veteran goalkeepers like Talavera, Hutchinson, Kawashima, and Pepe (an outfield exception at 39) showed how experience is valued in certain positions, while teenagers like Moukoko represented the next generation. The market values of the youngest, most valuable players are in our World Cup 2022 squad market value analysis.

Experience vs Youth

Experience vs Youth - The Eternal Squad-Building Debate

The variation in squad ages at Qatar 2022 reflected one of football's eternal debates: should a coach prioritise experience or youthful energy? There is no single right answer, and the 2022 tournament offered evidence for both views. Argentina won with an experienced squad, but young teams like Morocco (which reached the semi-finals as the first African team ever to do so) showed that energy, organisation, and fearlessness can carry a team remarkably far. The contrast offered something for both schools of thought.

Experienced squads bring tactical maturity, composure under pressure, and big-game know-how - invaluable in knockout football where a single mistake can end a campaign. Veterans like Messi (35), Modric (37), and Pepe (39) demonstrated how experience can be decisive on the grandest stage, marshalling their teams through tense knockout ties. The downside is physical: older squads may tire over a demanding schedule, and they offer less long-term continuity for future tournaments.

Younger squads, by contrast, bring energy, pace, and the fearlessness of players with little to lose. They also represent investment in the future - Ghana, the USA, and other young teams were building toward

2026 and beyond. The ideal, as Argentina demonstrated, is usually a balance: an experienced spine supplemented by emerging talent. This blend of veterans and youngsters is the hallmark of most successful World Cup squads. The all-time standings that reward such balance are in our FIFA World Cup all-time standings analysis.

World Cup 2022 experience youth Argentina champions Morocco semifinal age balance squad success Experience vs Youth - How Far Did Different Squads Go? Argentina (27.7, experienced): champions. Morocco (~25.4, younger): semi-finals. Iran (28.9, oldest): group stage. Ghana (24.7, youngest): group stage. Balance beat both extremes. Source: Transfermarkt 2022. Balancewins out

Age and Squad Value

How Squad Age Relates to Market Value

Squad age and market value are closely linked, often inversely. Younger squads tend to be more valuable, because player valuations reward youth and resale potential, while older squads - however experienced - carry lower market values as their players approach the end of their careers. This dynamic was visible at Qatar 2022: youthful England and Spain had high squad values, while veteran teams like Iran and Mexico ranked lower in value despite their experience.

The clearest example was the contrast between individual stars. Young players like Jude Bellingham (19) and Vinicius Junior (22) topped the value charts, while veterans like Messi (35) and Modric (37) - despite being among the tournament's best players - had modest market values due to their age. This is why an experienced, successful squad can simultaneously be one of the lower-valued teams. The full value breakdown is in our World Cup 2022 squad market value analysis, while the clubs supplying these players are in our clubs with the most players at World Cup 2022 analysis.

World Cup 2022 squad age versus market value young teams England Spain old Iran Mexico inverse Squad Age vs Market Value - The Inverse Relationship (2022) Younger squads (England, Spain) tended to have higher market values; older squads (Iran, Mexico) lower. Value rewards youth and resale potential. Illustrative of the broad pattern. Source: Transfermarkt 2022. Inverseage vs value

This inverse relationship is a fundamental feature of football economics. A national team can be both experienced and successful (like Argentina) while not being the most valuable, because the transfer market prices future potential over present achievement. The win probabilities that experience can influence are in our World Cup winner probability analysis.

Position and Age

How Age Varies by Position

Age distribution within squads is not uniform across positions. Goalkeepers are typically the oldest players, often continuing at the top level into their late 30s and even 40s - illustrated by 40-year-old Alfredo Talavera (Mexico), 39-year-old Eiji Kawashima (Japan), and other veteran keepers at Qatar 2022. The position relies on experience, positioning, and decision-making rather than raw pace, allowing goalkeepers to extend their careers.

Defenders, particularly centre-backs, also tend to be older, as the position rewards reading of the game and positional sense that come with experience - Pepe (39) and Thiago Silva (38) being prime examples. Attackers and wingers, by contrast, are usually younger, relying on the pace and explosiveness that peak in a player's early-to-mid 20s. This is why the most valuable players at the tournament were overwhelmingly young attackers.

World Cup 2022 average age by position goalkeepers defenders midfielders attackers oldest youngest Typical Age by Position - World Cup 2022 (Illustrative) Goalkeepers oldest (~29), then defenders (~27), midfielders (~26), attackers youngest (~25). Pace-dependent positions skew younger; experience-dependent ones older. Source: tournament patterns 2022. GKoldest position FWyoungest

This positional pattern explains why goalkeeper-heavy veteran lists dominated the oldest-player rankings at Qatar 2022, while the youngest and most valuable players were attackers. It also shapes squad-building: a team might pair a veteran goalkeeper and experienced defenders with young, dynamic attackers, blending experience at the back with youth up front. The goalscoring of these young attackers is in our clubs with the most players at World Cup 2022 analysis.

Historical Trends

How Squad Ages Have Changed Across World Cups

The average age of World Cup squads has remained remarkably stable over the decades, hovering around 26 to 27 years. At the 2014 World Cup in Brazil, the overall average was 26.9 years, with Argentina the oldest (28.5) and Ghana the youngest (24.9) - strikingly similar to the 2022 pattern, where Ghana was again among the youngest. This consistency suggests an enduring optimal age range for elite international football, one that has held firm even as the game has changed in many other ways. The mid-20s peak appears to be a near-universal constant across eras and continents.

What has changed is the squad size: the expansion from 23 to 26 players for Qatar 2022 gave coaches more flexibility, allowing them to include both experienced veterans and promising youngsters without sacrificing depth. This larger squad size, set to continue for the 48-team 2026 World Cup, may slightly affect average ages as teams carry more squad players of varying ages.

World Cup average squad age 2014 2018 2022 trend stable oldest youngest consistency history Average World Cup Squad Age Over Time - 2014 to 2022 2014: ~26.9 overall. 2018: ~26.5. 2022: ~26.5. The tournament-wide average has stayed remarkably stable near 26-27 years across recent World Cups. Source: Statista, Transfermarkt 2014-2022. ~26.5stable average

The stability of average squad ages reflects a fundamental truth about football: the physical and technical peak for most players falls in their mid-to-late 20s, and national teams naturally gravitate toward squads built around this prime. While individual teams may skew older or younger based on their talent pool and strategy, the tournament-wide average has barely moved across generations. The 2026 World Cup, with its expanded field, will be an interesting test of whether this stability continues. The full details of the 2026 tournament are in our FIFA World Cup 2026 statistics and facts analysis.

Key Statistics

World Cup 2022 Squad Ages - Key Statistics

World Cup 2022 squad age extremes Iran Ghana spread oldest youngest comparison gap years Oldest vs Youngest Squad - The 4.2-Year Spread (2022) Iran 28.9 (oldest) vs Ghana 24.7 (youngest) - a spread of 4.2 years. The tournament average was around 26.5. Most teams clustered tightly around this mean. Source: Transfermarkt, Statista 2022. 4.2yspread

28.9 (Iran)Oldest Squad - Over Four Years Older Than GhanaIran's 28.9 average topped the tournament, built on experienced players retained from the 2018 World Cup. The veteran approach brought organisation but neither extreme advanced far in Qatar. Source: Transfermarkt 2022. 24.7 (Ghana)Youngest Squad - A New Generation of Black StarsGhana's 24.7 average was the youngest, with half the squad on five caps or fewer. By median age and some methods, the USA was also among the youngest. Source: Transfermarkt, 90min 2022. 40 vs 18Player Age Range - Talavera to Moukoko, a 22-Year GapMexico's Alfredo Talavera (40) was the oldest player; Germany's Youssoufa Moukoko (18) the youngest. The 22-year gap captured football's full generational range. Source: myKhel, databoks 2022. 27.7 (champions)Argentina's Winning Age - Experience Wins World CupsChampions Argentina's 27.7 average was among the older squads, fitting the pattern that World Cup winners have experienced cores. Messi led at 35, balanced by young

stars like Alvarez. Source: Al Jazeera 2022. FAQ

Frequently Asked Questions - World Cup 2022 Squad Ages

Iran, with an average age of 28.9 years, according to Transfermarkt. The squad retained many experienced players from the 2018 World Cup, building a settled, organised team. Mexico was next at around 28.0, including 40-year-old goalkeeper Alfredo Talavera, the tournament's oldest player. Source: Transfermarkt, Statista 2022.

Ghana, with an average age of 24.7 years - over four years younger than Iran. By some measures (median age), the USA was also among the youngest at around 24.5. Both were building youthful teams. Source: Transfermarkt, 90min 2022.

Around 27.7 years - one of the older squads. Anchored by 35-year-old Messi and other veterans, Argentina's experience helped them win. World Cup champions typically have experienced cores balanced with younger talent. Source: Al Jazeera 2022.

Mexico's goalkeeper Alfredo Talavera, aged 40. He was followed by Canada's Atiba Hutchinson (39), Portugal's Pepe (39), Japan's Eiji Kawashima (39), and Brazil's Dani Alves (39). The youngest was Germany's Youssoufa Moukoko (18). Source: databoks 2022.

4.2 years - between Iran (28.9) and Ghana (24.7). Most squads clustered between 25 and 27 years, with these two as clear outliers at either end. The tournament-wide average was around 26.5 years, a figure consistent with recent World Cups. Source: Statista 2022.

Champions tend to have experienced cores, but balance matters most. Argentina (27.7) won in 2022. Most recent winners sat in the 26-28 range - old enough for peak-prime players, balanced with youth. Neither the oldest nor youngest 2022 squad advanced far. Source: Transfermarkt, RotoWire 2022.

Around 26.5 years on average. Most of the 32 squads clustered tightly around this figure, between roughly 25 and 27 years, with Iran (28.9) and Ghana (24.7) as the outliers. Squads were expanded to 26 players for this tournament, up from the usual 23, the first World Cup to allow larger rosters. Source: Transfermarkt 2022.

Because of different methods (mean vs median) and cut-off dates. Transfermarkt's mean age put Ghana youngest (24.7); other methods placed the USA youngest. Al Jazeera cited Argentina (27.7) oldest and USA (24.5) youngest. The differences are small. Source: Transfermarkt, Al Jazeera, 90min 2022.

CONMEBOL (South America) and AFC (Asia) tended older. South America through experienced cores like Argentina; Asia through veteran teams like Iran. CAF (Africa) skewed youngest, pulled down by Ghana and Senegal. Source: Transfermarkt 2022.

Through energy, organisation, and a resolute defence. Morocco's relatively young, well-drilled squad showed that youthful teams can go far with the right tactics, team spirit, and defensive discipline. They became the first African team to reach a World Cup semi-final, beating Belgium, Spain, and Portugal along the way. Source: tournament records 2022.

Sources

Statista / Transfermarkt - Teams at the FIFA World Cup 2022, by Average Age - Primary source for squad ages (Iran 28.9 oldest, Ghana 24.7 youngest, 4.2-year spread). Published November 2022. +-0%.

Al Jazeera - The FIFA World Cup in Numbers - Source for Argentina (27.7) oldest and USA (24.5) youngest by its method, tournament context. Published November 2022.

90min - What Is the Youngest Squad at the World Cup - Source for Ghana youngest (mean and median), USA/Ecuador detail, Moukoko as youngest player. Published November 2022.

RotoWire - World Cup Rosters Ranked by Age - Source for historical winner ages (Spain 2010, Argentina 2022) and squad-age context. Published 2026.

Squad ages are Transfermarkt mean figures for the final 26-man rosters (November 2022). Iran 28.9 (oldest), Ghana 24.7 (youngest), 4.2-year spread, tournament average around 26.5. Different methods (mean vs median, cut-off dates) shift the youngest between Ghana, USA, and Ecuador. Individual mid-table figures are estimates within the verified range. Oldest player: Talavera (40); youngest: Moukoko (18). Not investment advice.

STATISTICS REPORT

Clubs with the most players at the World Cup 2022

Updated May 31, 2026 · businesstats.com/clubs-most-world-cup-players

17 BARCELONA PLAYERS - THE MOST OF ANY CLUB, AN ALL-TIME RECORD	**16** BAYERN MUNICH AND MANCHESTER CITY - TIED FOR SECOND	**15** AL-SADD (QATAR) - THE TOP HOST-NATION CLUB
302 DIFFERENT CLUBS SUPPLIED PLAYERS TO WORLD CUP 2022	**8** NATIONS BARCELONA'S 17 PLAYERS REPRESENTED	**830** TOTAL PLAYERS AT THE TOURNAMENT ACROSS 32 SQUADS

Overview

Clubs with the highest number of players at the FIFA World Cup in 2022

Club representation at a World Cup shows which teams supply the most international talent. **At Qatar 2022, Barcelona led the way with 17 players** - an all-time record for any club at a single World Cup. Bayern Munich and Manchester City were just behind on 16 each, with hosts Qatar's Al-Sadd fourth on 15 and Manchester United fifth on 14. The leagues these clubs belong to are analysed in our most represented leagues at World Cup 2022 analysis.

The 830 players at the tournament came from 302 different clubs, but the top of the table was dominated by Europe's wealthiest clubs and the host nation's leading sides. Barcelona's 17, spread across eight nations, set a new record - the club proudly noted that never before had a single team sent so many players to a World Cup. The squad market values of the teams these players represented are in our World Cup 2022 squad market value analysis.

An intriguing subplot was the strong presence of Gulf clubs: Qatar's Al-Sadd (15) and Saudi Arabia's Al-Hilal (12) both made the top eight, reflecting host nation Qatar's and Saudi Arabia's reliance on their domestic champions. This contrast between globally-recruited European giants and nationally-concentrated Gulf clubs is one of the most interesting features of the data. The FIFA world rankings of the nations involved are in our world ranking of national soccer teams analysis.

World Cup 2022 clubs most players overview Barcelona Bayern Manchester City Al-Sadd top Clubs With the Most Players at World Cup 2022 - Top 5 Barcelona 17, Bayern Munich 16, Manchester City 16, Al-Sadd 15, Manchester United 14. Barcelona's 17 set an all-time single-club record. Source: Sporting News, Statista 2022. 17Barcelona (top)

17 (Barcelona)Most Players - An All-Time Single-Club World Cup RecordBarcelona's 17 players set an all-time record, beating their own previous best of 15 (Brazil 2014). The 17 were spread across eight nations: Spain (8), France, Netherlands, Denmark, Brazil, Uruguay, Germany, Poland. Source: Barcelona official, Sporting News 2022. 16 eachBayern Munich and Manchester City - Tied for SecondBayern Munich and Manchester City had 16 each. Bayern initially had 17 too, but Sadio Mane's injury withdrawal from Senegal's squad dropped them to 16, leaving Barcelona alone on top. Source: Statista, FootballTransfers 2022. 15 (Al-Sadd)Top Host-Nation Club - Qatar's Domestic ChampionsQatar's Al-Sadd had 15 players, fourth overall - 13 for Qatar plus two others (South Korea, Ghana). Host nations often lean heavily on their top domestic club. Source: FootballTransfers 2022. 302 clubsTotal Clubs Represented - Supplying 830 PlayersThe 830 players at Qatar 2022 came from 302 different clubs across 56 leagues. While giants dominated the top, the vast majority of clubs sent just one or two players each. Source: CBS Sports 2022. Club Data Table

Clubs With the Most Players at World Cup 2022

Most Represented Clubs at the 2022 FIFA World Cup (Sporting News, Statista) Click any column to sort

RANK	CLUB	PLAYERS	LEAGUE
1	Barcelona	**17**	La Liga
2	Bayern Munich	**16**	Bundesliga
3	Manchester City	**16**	Premier League
4	Al-Sadd	**15**	Qatar Stars
5	Manchester United	**14**	Premier League
6	Chelsea	**13**	Premier League
7	Real Madrid	**13**	La Liga
8	Al-Hilal	**12**	Saudi Pro League
9	Tottenham	**11**	Premier League

10	Paris Saint-Germain	**11**	Ligue 1
11	Juventus	**11**	Serie A
12	Borussia Dortmund	**11**	Bundesliga
13	Atletico Madrid	**11**	La Liga

The table shows Barcelona's narrow lead over the chasing pack, with six clubs within four players of the top. Notably, the list features clubs from six different leagues - La Liga, Bundesliga, Premier League, Qatar Stars League, Saudi Pro League, Serie A, and Ligue 1 - showing how the world's top talent is concentrated in a relatively small number of elite clubs across the wealthiest leagues. The leagues themselves are ranked in our most represented leagues at World Cup 2022 analysis.

Top Clubs Ranked

The Most Represented Clubs Ranked

World Cup 2022 most represented clubs Barcelona Bayern Manchester City Al-Sadd players ranking Clubs With the Most Players at World Cup 2022 Barcelona 17, Bayern Munich 16, Manchester City 16, Al-Sadd 15, Manchester United 14, Chelsea 13, Real Madrid 13, Al-Hilal 12, then a cluster on 11. Source: Sporting News, Statista 2022. 17Barcelona (top) 8clubs 12+

The ranking is tightly bunched at the top: just five players separate Barcelona (17) from the cluster of clubs on 11 (Tottenham, PSG, Juventus, Borussia Dortmund, Atletico Madrid). This reflects how the world's elite talent is concentrated in perhaps 15-20 super-clubs that hoover up the best players globally. The win probabilities of the national teams these players represented are in our World Cup winner probability analysis.

Barcelona's Record 17

Barcelona's Record-Breaking 17 Players

Barcelona's 17 players was not just the most at Qatar 2022 - it was an all-time record for any club at a single World Cup. The Catalan giants beat their own previous high of 15, set at Brazil 2014, and the club proudly announced on its official channels that never before had a single team sent so many players to a World Cup - a genuine point of pride for the institution. Barcelona has been a consistent supplier, contributing 14 players to both the 2010 and 2018 tournaments.

Barcelona World Cup players 2010 2014 2018 2022 record 17 history growth contribution Barcelona's World Cup Players by Tournament - 2010 to 2022 2010: 14. 2014: 15. 2018: 14. 2022: 17 (all-time record). Barcelona has been the most consistent supplier of World Cup talent over the past four tournaments. Source: Barcelona official 2022. 172022 record

Barcelona's 17 players were spread across eight national teams: Spain had the most with eight (Eric Garcia, Alejandro Balde, Jordi Alba, Pedri, Gavi, Sergio Busquets, Ansu Fati, Ferran Torres), with the others at France, the Netherlands (Frenkie de Jong, Memphis Depay), Denmark, Brazil, Uruguay, Germany, and Poland. Four of their Spain players were under 20, giving the squad a notably youthful look. The market values of these young Barcelona players are in our World Cup 2022 squad market value analysis.

Bayern and the Mane Twist

Bayern Munich and the Sadio Mane Twist

Bayern Munich Manchester City World Cup 2022 16 players Mane injury withdrawal second place tied The Race for Top Club - Barcelona vs Bayern vs Man City Barcelona 17 (after Balde added). Bayern Munich 16 (initially 17, lost Mane to injury). Manchester City 16. The top three were separated by just one player. Source: FootballTransfers, Statista 2022. 16Bayern / City

Bayern Munich would have tied Barcelona at the top with 17 players, but Sadio Mane's injury - which forced the Senegal forward to withdraw from the tournament - dropped Bayern to 16, level with Manchester City. Bayern's 16 players represented seven different nations, with France (four players: Kingsley Coman, Dayot Upamecano, Lucas Hernandez, Benjamin Pavard) and Germany heavily represented, alongside players from Canada, Croatia, Morocco, Cameroon, and the Netherlands. Manchester City's 16 were spread across the globe too, including England's core of players who formed the spine of the Three Lions' squad, plus internationals from several other qualifying nations. The goals these club players scored are in our World Cup 2022 top scorers analysis.

Al-Sadd and Al-Hilal

Al-Sadd and Al-Hilal - The Gulf Clubs in the Top 8

World Cup 2022 Gulf clubs Al-Sadd Al-Hilal Qatar Saudi Arabia domestic players host nation Gulf Clubs at World Cup 2022 vs European Giants (Players) Al-Sadd (Qatar) 15, Al-Hilal (Saudi Arabia) 12 - both in the top 8. Qatar and Saudi Arabia fielded squads built around their domestic champions. Barcelona 17 leads. Source: FootballTransfers 2022. 15Al-Sadd

The presence of two Gulf clubs in the top eight was a distinctive feature of the host-region World Cup. Qatar's Al-Sadd supplied 15 players (13 for hosts Qatar, plus two abroad at South Korea and Ghana), while Saudi Arabia's Al-Hilal had 12 - reflecting how both nations built their squads around their dominant domestic clubs. This contrasts sharply with the European giants, whose players were spread across many nations. The Gulf model relies on a strong domestic core, while the European model assembles a multinational collection of the world's best - two very different routes to high World Cup representation. The total cost of hosting the tournament is in our total cost of hosting the World Cup analysis.

Clubs by League

Which Leagues Did the Top Clubs Come From?

World Cup 2022 top clubs by league La Liga Premier League Bundesliga representation breakdown Top 13 Clubs by League - World Cup 2022 Premier League: 4 clubs (City, United, Chelsea, Tottenham). La Liga: 3 (Barcelona, Real Madrid, Atletico). Bundesliga 2, plus Qatar Stars, Saudi Pro, Serie A, Ligue 1. Source: Sporting News 2022. 4PL clubs in top 13

The Premier League supplied the most clubs to the top 13 (four: Manchester City, Manchester United, Chelsea, Tottenham), reflecting its overall dominance of player representation. La Liga had three (Barcelona, Real Madrid, Atletico Madrid), with the Bundesliga contributing two (Bayern Munich, Borussia Dortmund). The remaining spots went to Qatar's Al-Sadd, Saudi Arabia's Al-Hilal, Juventus (Serie A), and PSG (Ligue 1). The full league rankings are in our most represented leagues at World Cup 2022 analysis.

Spread Across Nations

How the Top Clubs' Players Were Spread Across Nations

A key difference between the top clubs was how their players were distributed across national teams. The European giants spread their players widely: Barcelona's 17 went to eight nations, Bayern's 16 to seven, and Manchester United's 14 to six (three each for England, Brazil, and Portugal, plus Denmark, Netherlands, and Argentina). This wide spread reflects their global recruitment.

World Cup 2022 clubs players spread nations Barcelona Bayern Manchester United Al-Sadd concentration How Many Nations Each Top Club's Players Represented Barcelona: 17 players across 8 nations. Bayern: 16 across 7. Man United: 14 across 6. Al-Sadd: 15 but mostly one nation (Qatar). European giants spread wide; Gulf clubs concentrated. Source: FootballTransfers 2022. 8Barcelona nations 1Al-Sadd (mostly)

By contrast, the Gulf clubs were highly concentrated: Al-Sadd's 15 players were almost all Qatari, supplying the bulk of the host nation's squad. This difference illustrates two distinct models of squad-building: the European giants assemble multinational squads of the world's best, drawing players from across continents, while host-nation clubs in Qatar and Saudi Arabia form the backbone of their own national teams, with most of their players representing a single country. Both routes can produce high World Cup representation, but through very different means. The confederations these nations belong to are in our FIFA World Cup teams by confederation analysis.

Champions League Clubs

Champions League Clubs Dominated the Player Pool

Reflecting their elite status, UEFA Champions League clubs were heavily represented at Qatar 2022. According to UEFA, 148 players from Champions League clubs were at the tournament, with all 16 of the competition's remaining contenders having players in Qatar. Bayern Munich and Manchester City led the Champions League clubs with 16 each, followed by Real Madrid and Chelsea on 12.

World Cup 2022 Champions League clubs players Bayern City Real Madrid Chelsea Dortmund representation Champions League Clubs at World Cup 2022 (Players) Bayern 16, Man City 16, Real Madrid 12, Chelsea 12, Dortmund 11, PSG 11, Tottenham 11, Club Brugge 8. 148 CL-club players in total. Source: UEFA 2022. 148CL players

Interestingly, some less-heralded Champions League clubs had strong representation - Club Brugge (8), Eintracht Frankfurt and RB Leipzig (7 each) had as many or more players than traditional giants like Liverpool, Inter, or AC Milan (also around 7). This showed how World Cup representation depends not just on a club's prestige but on the specific nationalities of its squad and whether those nations qualified. A club packed with players from non-qualifying nations could send fewer players than a smaller club whose stars all made the tournament. The broader economics of these elite clubs connect to our global economy analysis.

Why Giants Dominate

Why a Handful of Clubs Dominate World Cup Representation

The concentration of World Cup players in a small number of elite clubs reflects the economics of modern football. The wealthiest clubs - Barcelona, Bayern Munich, Manchester City, Real Madrid, and a handful of others - have the financial power to sign the best players from around the world. When those players'

nations qualify for the World Cup, these clubs naturally end up supplying large numbers of participants.

This creates a self-reinforcing cycle: success and wealth attract elite international talent, which boosts World Cup representation, which in turn enhances the club's global profile and commercial appeal. The top clubs effectively operate as gathering points for the world's best players, drawing them from every continent. A mid-table club from a smaller league, by contrast, might send only one or two players, even if it has a long and storied history. The gap between the super-clubs and the rest, in representation terms, is enormous and growing.

World Cup 2022 club representation concentration elite clubs majority single players distribution How Many Players Most Clubs Sent - World Cup 2022 (Distribution) A handful of clubs sent 12-17 players; most of the 302 clubs sent only 1-2. The top 13 clubs supplied around 170 players, the other 289 clubs the remaining ~660. Source: CBS Sports 2022. 1-2most clubs

This pattern is consistent across World Cups and other major tournaments. At Euro 2024, for example, Manchester City and Inter Milan led with 13 players each - the same dynamic of elite clubs dominating representation. The flow of talent toward the wealthiest clubs ensures that a small group of super-clubs will always be the most represented at major tournaments. The market values of these elite squads are in our World Cup 2022 squad market value analysis.

Manchester United and Chelsea

The Premier League Pack - Manchester United, Chelsea, and More

Beyond Manchester City, the Premier League had a strong contingent of clubs in the top tier of representation. Manchester United had 14 players at Qatar 2022, well spread across nations: three each for England, Brazil, and Portugal, plus players for Denmark, the Netherlands, and Argentina. This breadth reflected United's continued ability to attract international talent even during a period of on-field transition.

World Cup 2022 Premier League clubs Manchester City United Chelsea Tottenham players top four Premier League Clubs in the Top 13 - World Cup 2022 (Players) Manchester City 16, Manchester United 14, Chelsea 13, Tottenham 11. Four Premier League clubs made the top 13 - more than any other league. Source: Sporting News 2022. 4PL clubs top 13

Chelsea had 13 players, and Tottenham Hotspur 11, meaning four Premier League clubs (Manchester City, Manchester United, Chelsea, Tottenham) featured in the top 13 - more than any other single league. Chelsea's contingent was spread across several nations, reflecting the club's heavy investment in

international talent, while Tottenham's included key players for England, South Korea, and other qualifying nations. This dominance mirrors the Premier League's overall lead in total player representation, where its 136 players almost doubled the next league. The squad values of these heavily-represented clubs are in our World Cup 2022 squad market value analysis.

The Premier League's strength in depth is striking: not only did it have the most clubs near the top, but its overall representation extended deep into the league, with even mid-table English clubs sending multiple players. This depth, funded by the league's enormous broadcasting revenues, is what makes the Premier League the dominant force in World Cup representation at both club and league level. The win probabilities of the nations these players represented are in our World Cup winner probability analysis.

Record in Context

Barcelona's Record in Historical Context

Barcelona's 17 players at Qatar 2022 stands as the most by any club at a single World Cup, but the broader trend shows steadily rising club representation over time. As squads expanded (from 23 to 26 players for 2022) and elite clubs accumulated more international talent, the top clubs' representation has crept upward tournament after tournament. Barcelona's own progression - 14 in 2010, 15 in 2014, 14 in 2018, 17 in 2022 - illustrates this.

World Cup most players single club record Barcelona 17 history Bayern context tournaments comparison Top Single-Club World Cup Representation - Recent Records Barcelona 17 (2022) is the all-time record. Recent highs: Barcelona 15 (2014), Bayern and others 16 (2022). The 26-man squads of 2022 helped push the record higher. Source: Sporting News, Barcelona official 2022. 17Barcelona record 26squad size 2022

The expansion of World Cup squads to 26 players for Qatar 2022 (and likely beyond for 2026) makes higher club representation totals more achievable. As the 2026 tournament expands to 48 teams, the absolute number of players will rise to around 1,200, potentially allowing elite clubs to break Barcelona's record. The clubs best placed to challenge it are the same super-clubs that dominate today. The 2026 tournament details are in our FIFA World Cup 2026 statistics and facts analysis.

Beyond the Giants

Surprising Clubs and the Long Tail of Representation

While the headlines went to Barcelona, Bayern, and Manchester City, the 2022 World Cup also featured some surprising clubs with strong representation. Among Champions League clubs, Belgium's Club Brugge had eight players in Qatar - more than Liverpool, Inter Milan, or AC Milan. Germany's Eintracht Frankfurt and RB Leipzig each had seven, matching or exceeding clubs with far greater global profiles.

These cases highlight how World Cup representation rewards clubs whose players come from qualifying nations, regardless of the club's overall stature. Club Brugge's strong showing reflected its Belgian and international players whose nations reached Qatar, while traditional giants whose stars came from non-qualifying nations (like Italy) inevitably sent fewer. This is the quirk that makes club representation tables so unpredictable beyond the very top.

The long tail of representation is equally striking: with 302 clubs supplying 830 players, the average club sent fewer than three players, and the median was likely just one. Hundreds of clubs - from second divisions to leagues in Africa, Asia, and the Americas - contributed a single player each to their national teams. This vast, diverse base of clubs underlines that while elite super-clubs dominate the headlines, the World Cup truly draws on the entire global game.

World Cup 2022 surprising clubs Club Brugge Frankfurt Leipzig Liverpool Inter players representation Surprising Club Representation - World Cup 2022 (Players) Club Brugge 8, Frankfurt 7, Leipzig 7, Liverpool 7, Inter 6, AC Milan 7. Smaller clubs matched or beat traditional giants based on which nations their players represented. Source: UEFA 2022. 8Club Brugge

This diversity is one of the World Cup's defining features and is set to grow at the expanded 2026 tournament, which will bring in players from leagues and clubs that have rarely reached the finals before. The goals scored by players from across this global club base are in our World Cup 2022 top scorers analysis.

Key Statistics

World Cup 2022 Club Representation - Key Statistics

World Cup 2022 top 5 clubs share players Barcelona Bayern City Al-Sadd United concentration percent Top 5 Clubs' Combined Players vs the Rest - World Cup 2022 Top 5 clubs (Barcelona, Bayern, City, Al-Sadd, United): 78 players. The other 297 clubs supplied 752. The elite clubs are concentrated but most clubs sent only 1-2 players. Source: Sporting News, CBS Sports 2022. 78top 5 clubs

17 playersBarcelona - An All-Time Single-Club World Cup RecordBarcelona's 17 players set an all-time record, beating their own 15 from Brazil 2014. Spread across eight nations, with eight playing for Spain. Source: Barcelona official, Sporting News 2022. 302 clubsTotal Clubs - Supplying the 830 Players in Qatar302 different clubs supplied the 830 players. While the top clubs sent 12-17 each, the vast majority of clubs were represented by just one or two players. Source: CBS Sports 2022. Mane injuryThe Twist - Why Bayern Dropped From 17 to 16Bayern Munich would have tied Barcelona on 17, but Sadio Mane's injury forced him out of Senegal's squad, dropping Bayern to 16 and leaving Barcelona alone at the top. Source: FootballTransfers 2022. 2 Gulf clubsAl-Sadd and Al-Hilal - In the Top 8 as Host-Region ClubsQatar's Al-Sadd (15) and Saudi Arabia's Al-Hilal (12) made the top 8, supplying the backbone of their national teams - a distinctive feature of the Gulf-hosted World Cup. Source: FootballTransfers 2022. FAQ

Frequently Asked Questions - World Cup 2022 Club Representation

Barcelona, with 17 players - an all-time record for any club at a single World Cup. Bayern Munich and Manchester City were next with 16 each, then Qatar's Al-Sadd with 15 and Manchester United with 14. The 17 Barcelona players were spread across eight different nations. Source: Sporting News, Statista 2022.

16 players, tied with Manchester City for second. Bayern initially had 17 too, but Sadio Mane withdrew through injury from Senegal's squad, leaving Barcelona alone at the top with 17. Source: Statista, FootballTransfers 2022.

302 different clubs, supplying the 830 players across 32 squads. The clubs spanned 56 domestic leagues worldwide, from the Premier League to the UAE Pro League. While the top clubs sent 12-17 players, the vast majority of the 302 clubs were represented by just one or two players each. Source: CBS Sports 2022.

Yes - an all-time record for the most players from a single club at one World Cup, beating Barcelona's own previous best of 15 (Brazil 2014). The 17 players were spread across eight nations. Source: Barcelona official, Sporting News 2022.

Qatar's Al-Sadd (15) and Saudi Arabia's Al-Hilal (12), both in the top eight. Al-Sadd supplied 13 players to hosts Qatar; Al-Hilal formed the backbone of Saudi Arabia. Host-region clubs leaned heavily on their domestic champions. Source: FootballTransfers 2022.

Across eight nations. Spain had the most with eight (Pedri, Gavi, Busquets, Alba, and others), with the rest at France, Netherlands (de Jong, Depay), Denmark, Brazil, Uruguay, Germany, and Poland. Four Spain players were under 20. Source: Barcelona official 2022.

Manchester City, with 16, tied for second overall with Bayern. Manchester United had 14, Chelsea 13, and Tottenham 11. Four Premier League clubs made the top 13, the most of any league. Source: Sporting News 2022.

148 players from Champions League clubs, per UEFA, with all 16 remaining contenders represented. Bayern and Manchester City led with 16 each, then Real Madrid and Chelsea (12). Even smaller CL clubs like Club Brugge (8) featured strongly. Source: UEFA 2022.

Around 12-13 players, including Vinicius Junior, Eder Militao, Rodrygo (Brazil), Tchouameni, Camavinga, Benzema (France, though Benzema withdrew injured), and others. Real Madrid's players were spread across several nations. Source: FootballTransfers 2022.

It depends on the nationalities in each squad and which nations qualified. A club with many players from qualifying nations sends more, even if less prestigious. This is why clubs like Club Brugge or Eintracht Frankfurt matched or beat traditional giants like Liverpool, Inter, or AC Milan in 2022 - their squads simply had more players whose nations reached Qatar. Source: UEFA 2022.

Sources

Statista - Clubs With the Most Players at the World Cup 2022 - Primary source for the club ranking (Barcelona 17, Bayern 16, Al-Sadd 15) and the Mane withdrawal detail. Published November 2022. +-0%.

FootballTransfers - Which Club Has Most Players at the World Cup - Source for full club detail (Al-Sadd 15, Manchester United 14, nation spreads, Barcelona's Balde inclusion). Published November 2022.

CBS Sports - World Cup 2022 by the Numbers - Source for 830 players, 302 clubs, 56 leagues, and Bayern/City/Barcelona race. Published November 2022. +-0%.

UEFA - Champions League Clubs at the World Cup 2022 - Source for Champions League representation (148 players, Bayern/City 16, Club Brugge 8). Published November 2022.

Club counts reflect each player's club at tournament time (November 2022), based on the original 26-man squads. Final figures (after injury withdrawals): Barcelona 17, Bayern Munich 16, Manchester City 16, Al-Sadd 15, Manchester United 14. Total 830 players from 302 clubs across 56 leagues. Minor source variation (+-1) reflects loan and edge-case players. Not investment advice.

STATISTICS REPORT

Most represented leagues at the World Cup 2022

Updated May 31, 2026 · businesstats.com/league-most-world-cup-players

136 PREMIER LEAGUE PLAYERS - THE MOST OF ANY LEAGUE AT QATAR 2022	**83** LA LIGA PLAYERS - SECOND, BUT FAR BEHIND THE PREMIER LEAGUE	**830** TOTAL PLAYERS AT WORLD CUP 2022 - ACROSS ALL 32 SQUADS
56 DIFFERENT LEAGUES REPRESENTED AT THE TOURNAMENT	**302** CLUBS THAT SUPPLIED PLAYERS TO WORLD CUP 2022	**35** MLS PLAYERS - THE TOP NON-EUROPEAN LEAGUE AT QATAR 2022

Overview

Leagues with the highest number of players at the FIFA World Cup in 2022

League representation at a World Cup reveals which domestic competitions hold the world's best talent. **At Qatar 2022, England's Premier League was the runaway leader with 136 players** - almost double the second-placed La Liga (83). The Bundesliga (76), Serie A (68), and Ligue 1 (54) completed the dominant "big five" European leagues that have long been the home of elite football. The goals these players scored are in our World Cup 2022 top scorers analysis.

In total, the 2022 World Cup featured 830 players drawn from 56 different domestic leagues and 302 clubs across the world - a remarkable spread that underlines football's global reach. From the glamour of the Premier League to the UAE Pro League, every corner of the football world was represented in Qatar. Each of the 32 teams named a 26-man squad (expanded from the usual 23 for this tournament, the first World Cup to allow larger squads). Beyond the big five European leagues, Major League Soccer (USA) was the most represented with 35 players, just ahead of the Saudi Pro League and Qatar Stars League (both 33). The squad values of the teams these players represented are in our World Cup 2022 squad market value analysis.

The Premier League's dominance is striking given that England fielded only one 26-man squad - the vast majority of its 136 players represented other nations, making it the most internationally diverse league in the world. This reflects the Premier League's status as the richest and most globally popular competition, attracting top talent from every continent. Its broadcasting deals dwarf those of rival leagues, funding the

wages that bring elite players to England. The FIFA world rankings of the nations these players represented are in our world ranking of national soccer teams analysis.

World Cup 2022 most represented leagues overview Premier League La Liga Bundesliga players top Most Represented Leagues at World Cup 2022 - Top 5 (Players) Premier League 136, La Liga 83, Bundesliga 76, Serie A 68, Ligue 1 54. The big five European leagues led, with the Premier League far ahead. Source: CBS Sports 2022. 136Premier League

136 (Premier League)Most Represented League - Almost Double Second PlaceThe Premier League sent 136 players to Qatar 2022, nearly double La Liga's 83. As the richest and most global league, it attracts elite talent worldwide, most representing nations other than England. Source: CBS Sports 2022. 830 playersTotal at the Tournament - From 56 Leagues and 302 ClubsThe 32 teams named 830 players (26 each) from 56 domestic leagues and 302 clubs - a vast global spread. The furthest-travelled was Ecuador's Hernan Galindez, based in Chile. Source: CBS Sports 2022. Big 5 = 417Top European Leagues - Over Half of All World Cup PlayersThe big five European leagues (Premier League, La Liga, Bundesliga, Serie A, Ligue 1) supplied 417 of 830 players - more than half the tournament - confirming Europe's grip on elite talent. Source: CBS Sports 2022. 35 (MLS)Top Non-European League - MLS Ahead of Saudi and QatarMajor League Soccer (USA) was the top non-European league with 35 players, ahead of the Saudi Pro League and Qatar Stars League (33 each). MLS players represented the USA, Canada, Costa Rica, and others. Source: CBS Sports 2022. League Data Table

Top 10 Most Represented Leagues at World Cup 2022

Most Represented Leagues at the 2022 FIFA World Cup (CBS Sports) Click any column to sort

RANK	LEAGUE	PLAYERS	COUNTRY
1	Premier League (England)	**136**	England
2	La Liga (Spain)	**83**	Spain
3	Bundesliga (Germany)	**76**	Germany
4	Serie A (Italy)	**68**	Italy
5	Ligue 1 (France)	**54**	France
6	Major League Soccer (USA)	**35**	USA
7	Saudi Pro League	**33**	Saudi Arabia

8	Qatar Stars League	**33**	Qatar
9	EFL Championship (England)	**26**	England
10	Liga MX (Mexico)	**23**	Mexico

The table reveals the steep drop-off after the Premier League. The English top flight's 136 players dwarf even La Liga's 83, and the gap to the leagues outside the big five is enormous - more than triple the sixth-placed MLS. Notably, two English leagues appear in the top 10 - the Premier League and the EFL Championship (26) - reflecting the depth of English football. The goals these league players produced are in our World Cup 2022 top scorers analysis.

Top 10 Leagues

The 10 Most Represented Leagues Ranked

World Cup 2022 most represented leagues Premier League La Liga Bundesliga Serie A players ranking Most Represented Leagues at World Cup 2022 (Number of Players) Premier League 136, La Liga 83, Bundesliga 76, Serie A 68, Ligue 1 54, MLS 35, Saudi Pro League 33, Qatar Stars 33, EFL Championship 26, Liga MX 23. Source: CBS Sports 2022. 136Premier League 1.6xvs La Liga

The ranking shows the Premier League in a class of its own, with the gap between first and second (53 players) larger than the entire tally of any league outside the top four. The big five European leagues occupy the top five positions, followed by a cluster of emerging and regional leagues. The gap between fifth-placed Ligue 1 (54) and sixth-placed MLS (35) marks the boundary between Europe's elite and the rest of the world. The win probabilities of the teams these players represented are in our World Cup winner probability analysis.

Premier League Dominance

136 Players - The Scale of Premier League Dominance

Premier League World Cup 2022 dominance 136 players double La Liga gap comparison leading Premier League vs the Rest - World Cup 2022 (Players) Premier League 136 vs La Liga 83 - a gap of 53 players. The Premier League alone supplied 16% of all 830 World Cup players. No other league came close. Source: CBS Sports 2022. 16%of all players

The Premier League's 136 players represented roughly 16% of all 830 players at the tournament - an extraordinary concentration for a single league. Manchester City was the Premier League club with the most internationals, while England's own squad was drawn almost entirely from the Premier League (25 of 26, with only Jude Bellingham then at Borussia Dortmund). The market values these players commanded are in our World Cup 2022 squad market value analysis.

The Big Five

The Big Five European Leagues - 417 Players Combined

World Cup 2022 big five European leagues Premier League La Liga Bundesliga Serie A Ligue 1 combined share Big Five European Leagues' Share of World Cup 2022 Players Big five (Premier League, La Liga, Bundesliga, Serie A, Ligue 1): 417 players = 50% of the 830 total. The other 413 players came from 51 leagues worldwide. Source: CBS Sports 2022. 50%big five share

The big five European leagues supplied 417 players - exactly half of the tournament's 830. This dominance confirms Europe's position as the magnet for the world's best footballers, drawing talent from South America, Africa, Asia, and North America. The financial gulf between Europe's top leagues and the rest of the world means the very best players almost inevitably end up at European clubs, where they earn the highest wages and play in the most prestigious competitions. Remarkably, Serie A finished fourth (68 players) despite Italy failing to qualify - the only top-10 league not represented by its own national team in Qatar. The confederation breakdown of the teams is in our FIFA World Cup teams by confederation analysis.

Beyond Europe

Beyond Europe - MLS, Saudi, and Qatar Lead the Rest

World Cup 2022 non-European leagues MLS Saudi Pro League Qatar Stars Liga MX players representation Top Non-European Leagues at World Cup 2022 (Players) MLS (USA) 35, Saudi Pro League 33, Qatar Stars League 33, Liga MX (Mexico) 23. MLS led the non-European leagues, with its players representing the USA, Canada, Costa Rica, and others. Source: CBS Sports 2022. 35MLS (top non-EU)

Outside the big five, Major League Soccer led with 35 players, reflecting its growth as a destination league. The host nation's Qatar Stars League (33) and the Saudi Pro League (33) also featured prominently - the Qatari and Saudi squads were drawn almost entirely from their domestic leagues. Mexico's Liga MX (23) rounded out the top 10. These figures show how host and regional leagues can punch above their weight

when their national teams qualify. The two Gulf leagues benefited directly from Qatar and Saudi Arabia's participation, with both nations fielding almost entirely home-based squads. The total cost of hosting the tournament is in our total cost of hosting the World Cup analysis.

56 Leagues, 302 Clubs

56 Leagues and 302 Clubs - Football's Global Spread

One of the most striking statistics of Qatar 2022 was the sheer diversity of its talent base: 830 players came from 56 different domestic leagues and 302 separate clubs. This spread, from the Premier League to the UAE Pro League, illustrates how the World Cup draws on football's entire global ecosystem, not just its wealthiest leagues. Even the English third and fourth divisions were represented, as Wales drew on lower-league players to complete its squad.

World Cup 2022 global spread 56 leagues 302 clubs 830 players diversity domestic representation The Global Spread - World Cup 2022 in Numbers 830 players, 56 leagues, 302 clubs. The top 10 leagues supplied 587 players (71%); the other 243 came from 46 leagues. Football's talent is concentrated but globally sourced. Source: CBS Sports 2022. 56leagues 302clubs

The top 10 leagues accounted for 587 of the 830 players (71%), meaning the remaining 243 players were spread thinly across 46 smaller leagues. This long tail reflects the global nature of qualification - smaller nations often field players based in their own domestic leagues or in second-tier competitions worldwide. The expanded 48-team 2026 World Cup will likely increase this diversity further, bringing in players from leagues and nations that have rarely or never reached the finals before. With 16 more teams qualifying, the long tail of smaller leagues is set to grow, even as the big five European leagues retain their dominance at the top of the table. The 2026 tournament details are in our FIFA World Cup 2026 statistics and facts analysis.

Why the PL Leads

Why the Premier League Dominates League Representation

The Premier League's commanding lead in World Cup representation stems from its financial and commercial supremacy. As the richest league in world football, with by far the largest broadcasting and commercial revenues, it can pay the highest wages and attract elite talent from every corner of the globe. This makes it the natural destination for the world's best players - many of whom then represent their own nations at the World Cup while playing their club football in England. No other league can match its

combination of wealth, global appeal, and competitive depth, which together draw talent from every continent.

The international diversity of the Premier League is the key driver. Unlike, say, the Saudi Pro League (whose 33 players mostly represented Saudi Arabia) or the Qatar Stars League (mostly Qatar), the Premier League's 136 players were spread across dozens of nations. English clubs feature players from Brazil, Argentina, France, Senegal, South Korea, and many more - all of whom carried the Premier League's representation to the World Cup. This global recruitment is what pushes its numbers so far ahead.

Premier League international diversity versus Saudi Qatar domestic World Cup 2022 nations represented International Diversity - PL Players Represent Many Nations Premier League: 136 players across ~30+ nations (only 25 for England). Saudi Pro League: 33 players, mostly Saudi Arabia. Qatar Stars: 33, mostly Qatar. The PL's global spread drives its lead. Source: CBS Sports 2022. 30+PL nations

The trend has been consistent: the Premier League was also the most represented league at the 2018 World Cup, and its lead has if anything grown as its financial advantage over rival leagues has widened. With the league's revenues continuing to climb, its dominance of World Cup representation is likely to persist into 2026 and beyond. The broader economics of football's wealthiest competitions connect to our global economy analysis.

Goals by League

Which Leagues' Players Scored the Most Goals?

Representation is one measure of a league's strength; goal production is another. By the end of the group stage at Qatar 2022, Premier League players led the goalscoring charts as expected, well ahead of the rest. Among the big five, an interesting pattern emerged: Ligue 1 players outscored La Liga players despite La Liga having more representatives, driven largely by France's attacking stars.

World Cup 2022 goals by league Premier League La Liga Bundesliga Ligue 1 Serie A production group stage Goals by League Players - World Cup 2022 Group Stage (Big Five) Premier League players led on goals, followed by La Liga (24) and Bundesliga (20), with Ligue 1 (19) just outside the podium and Serie A at the bottom of the big five. Source: CBS Sports 2022 group-stage data. Premier Lgmost goals

The Premier League's goalscoring lead mirrored its representation lead, while the closeness of La Liga, Bundesliga, and Ligue 1 in goal production showed how evenly matched the chasing leagues were. Serie A, despite being fourth in representation, lagged in goals - partly reflecting the more defensive, tactical

reputation of Italian football, and partly because Italy itself was absent, removing the home-nation forwards who often boost a league's goal tally. The detailed list of who scored those goals is in our World Cup 2022 top scorers analysis.

Most Represented Clubs

The Clubs That Sent the Most Players to Qatar 2022

While leagues tell one story, individual clubs tell another. Bayern Munich was the single most represented club at the 2022 World Cup, sending 17 players to Qatar, narrowly ahead of Manchester City and Barcelona (16 each). These three giants - one each from the Bundesliga, Premier League, and La Liga - underlined how Europe's wealthiest clubs stock the world's national teams. A single elite club can supply more World Cup players than some entire national leagues.

The presence of these clubs at the top reflects their global recruitment strategies. Bayern Munich's 17 players represented numerous nations, from Germany to Senegal to Canada. Manchester City's contingent included England's core plus internationals from across the globe, while Barcelona supplied players to Spain, the Netherlands, and several other teams. This club-level concentration mirrors the league-level dominance of the big five.

World Cup 2022 most represented clubs Bayern Munich Manchester City Barcelona players top teams Most Represented Clubs at World Cup 2022 (Players) Bayern Munich 17, Manchester City 16, Barcelona 16, then a cluster of elite clubs. The top clubs come from the Bundesliga, Premier League, and La Liga. Source: CBS Sports 2022. 17Bayern Munich

The club data also reveals national patterns: England's squad was drawn heavily from Manchester City, while Qatar and Saudi Arabia drew almost entirely from a handful of domestic clubs. This contrast between globally-recruited European giants and nationally-concentrated host clubs explains much of the league representation picture. The market values of these club players are in our World Cup 2022 squad market value analysis.

Domestic Representation

Home-Based Squads - Which Teams Used Their Own League?

A fascinating contrast at Qatar 2022 was between nations whose players were spread across foreign leagues and those who relied on their domestic league. At one extreme, Saudi Arabia named 24 of its 26

players from the Saudi Pro League, and the remaining two from the Saudi second division - a fully home-based squad. England was similar in spirit, with 25 of 26 players from the Premier League (only Bellingham played abroad, at Borussia Dortmund).

At the other extreme, nations like Senegal, Morocco, and many African and South American teams had players scattered across Europe's leagues, with few or none playing in their home country. This reflects the global movement of talent: players from football's developing markets typically move to Europe's wealthy leagues, while wealthy domestic leagues (England, Saudi Arabia, Qatar) can retain or attract their national-team players.

World Cup 2022 home based players Saudi Arabia England Qatar domestic league squad representation Most Home-Based Squads at World Cup 2022 (Domestic League Players) Saudi Arabia: 24 of 26 from Saudi Pro League. England: 25 of 26 from Premier League. Qatar: nearly all from Qatar Stars League. Germany: 20 home-based. Source: CBS Sports 2022. 24/26Saudi home-based 25/26England home-based

This pattern of home-based versus exported talent shapes the league representation tables. Leagues like the Premier League and Saudi Pro League benefit both from their own national teams and, in England's case, from supplying dozens of foreign internationals. The global flow of football talent, always toward the wealthiest leagues, ensures the big leagues dominate World Cup representation tournament after tournament. The squad values these players built up are in our World Cup 2022 squad market value analysis.

2018 vs 2022

How League Representation Changed from 2018 to 2022

The Premier League's dominance of World Cup representation is not new - it topped the table at the 2018 World Cup in Russia too, and its lead has only grown. In 2018, the Premier League supplied around 124 players; by 2022 that had risen to 136, reflecting the league's continued financial growth and its ability to attract ever more of the world's elite talent. The gap to the second-placed league has widened over the same period.

The biggest change between the two tournaments was the rise of leagues outside Europe. Major League Soccer's representation grew as the American league matured and attracted more internationals, while the Saudi Pro League's prominence increased even before the dramatic 2023 influx of stars like Cristiano Ronaldo and Karim Benzema. The expanded 26-man squads (up from 23) for Qatar 2022 also lifted total player numbers across all leagues.

Premier League World Cup representation 2018 versus 2022 growth 124 136 players increase trend Premier League Representation - 2018 vs 2022 World Cup (Players) 2018: ~124 Premier League players. 2022: 136. The league's lead grew as its financial advantage widened. The trend is expected to continue into 2026. Source: CBS Sports 2018, 2022. +122018 to 2022

Looking ahead, the 2026 World Cup will expand to 48 teams and 104 matches, meaning far more players overall - around 1,200 across the larger field. The Premier League is virtually certain to remain the most represented league, though the expanded field may give smaller leagues from newly-qualifying nations a larger share. The growing wealth of the Saudi Pro League, in particular, could see it climb the rankings significantly by 2026. The full 2026 tournament picture is in our FIFA World Cup 2026 statistics and facts analysis.

Key Statistics

World Cup 2022 League Representation - Key Statistics

World Cup 2022 league representation top 5 share players Premier La Liga Bundesliga Serie Ligue percent Top 5 Leagues' Share of All 830 World Cup 2022 Players Premier League 136 (16%), La Liga 83 (10%), Bundesliga 76 (9%), Serie A 68 (8%), Ligue 1 54 (7%). The big five held 50% of all players; the other 50% came from 51 leagues. Source: CBS Sports 2022. 50%top 5 share

136 playersPremier League - The Most Represented League at Qatar 2022The Premier League's 136 players (16% of all 830) almost doubled La Liga's 83. As the richest, most global league, it draws elite talent worldwide, most representing nations other than England. Source: CBS Sports 2022. 50%Big Five Share - Half of All World Cup PlayersThe big five European leagues supplied 417 of 830 players (50%). The other half came from 51 leagues worldwide, showing both Europe's dominance and football's global spread. Source: CBS Sports 2022. 56 leaguesGlobal Spread - Plus 302 Clubs Supplying 830 Players830 players came from 56 leagues and 302 clubs. The top 10 leagues held 71% of players; the rest were spread across 46 smaller leagues, from MLS to the UAE Pro League. Source: CBS Sports 2022. Serie A 4thWithout Italy - The Only Top-10 League Without Its NationSerie A finished fourth with 68 players despite Italy failing to qualify - the only top-10 league not represented by its own national team. Its foreign stars carried its representation. Source: CBS Sports 2022. FAQ

Frequently Asked Questions - World Cup 2022 League Representation

England's Premier League, with 136 players - almost double the next highest. La Liga was second (83), then the Bundesliga (76), Serie A (68), and Ligue 1 (54). The big five European leagues filled the top five spots, supplying half of all 830 tournament players. Source: CBS Sports 2022.

830 players, from 56 leagues and 302 clubs. Each of the 32 teams named a 26-man squad (expanded from 23 for this tournament). The players came from every continent, reflecting football's global reach. Source: CBS Sports 2022.

Major League Soccer (USA), with 35 players, ahead of the Saudi Pro League and Qatar Stars League (both 33). MLS players represented the USA, Canada, Costa Rica, and others, reflecting its growth as a destination league. Source: CBS Sports 2022.

It is the richest and most globally popular league, attracting top talent from around the world. Most of its 136 players represented nations other than England, spread across some 30 different countries, making it the most internationally diverse league - which is why its numbers dwarf the rest. The same was true in 2018. Source: CBS Sports 2022.

83 players, the second-most of any league. Barcelona had the most La Liga players (around 17), followed by Real Madrid and Atletico. Despite being second, La Liga was far behind the Premier League's 136. Source: CBS Sports 2022.

Yes - Serie A had 68 players, finishing fourth, even though Italy failed to qualify. It was the only top-10 league not represented by its own national team. Its many foreign stars carried its representation to Qatar. Source: CBS Sports 2022.

Around 50% - 417 of 830 players. The Premier League (136), La Liga (83), Bundesliga (76), Serie A (68), and Ligue 1 (54) together held half the tournament's players, with the other half spread across 51 leagues. Source: CBS Sports 2022.

56 different domestic leagues, plus 302 clubs. The spread ranged from the Premier League to the UAE Pro League. Two English leagues (Premier League and EFL Championship) made the top 10, and even English lower divisions featured via Wales. Source: CBS Sports 2022.

Premier League players led, as expected. Among the big five, Ligue 1 players notably outscored La Liga's despite fewer representatives, driven by France's attackers. Serie A lagged in goals despite being fourth in representation. Source: CBS Sports 2022.

Yes - the Premier League led in 2018 too. Its dominance has been consistent and, if anything, grown as its financial advantage over rival leagues has widened. With the league's revenues continuing to climb, the trend is expected to continue at the 2026 World Cup and beyond. Source: CBS Sports 2022.

Sources

CBS Sports - World Cup 2022 by the Numbers: Premier League Leads the Way - Primary source for the full top-10 league table (Premier League 136 to Liga MX 23), 830 players, 56 leagues, 302 clubs. Published November 2022. +-0%.

CBS Sports - Premier League Players Leading in Goals and Assists - Source for goals by league (Premier League leads, La Liga 24, Bundesliga 20, Ligue 1 19, Serie A last). Published December 2022.

The Sporting News - Leagues With Most Players at World Cup 2022 - Source for league representation detail, club breakdowns (Barcelona, Manchester City), MLS analysis. Published November 2022.

Sqaf - Most Represented Clubs and Leagues at World Cup 2022 - Source for league standings detail, Serie A without Italy, club-level breakdowns. Published November 2022.

Player counts reflect each player's club league at tournament time (November 2022). Totals: 830 players, 56 leagues, 302 clubs. Premier League 136, La Liga 83, Bundesliga 76, Serie A 68, Ligue 1 54. Minor source variation (134-136 for the Premier League) reflects loan/second-division edge cases. Goals-by-league data is group-stage cumulative. Not investment advice.

STATISTICS REPORT

Winners of the FIFA best goal award 2009-2026

Updated Jun 16, 2026 · businesstats.com/puskas-award-winners-all-time

16 EDITIONS, 2009-2024	**16** DIFFERENT WINNERS	**0** REPEAT WINNERS
2 BRAZILIAN WINNERS (MOST)	**7** MESSI NOMINATIONS, 0 WINS	**12** WINNING NATIONS

Overview

Winners of the FIFA Puskás Award from 2009 to 2026, by year

The FIFA Puskas Award occupies a unique place among football's individual honours. While the player-of-the-year prizes reward sustained brilliance and tend to recur among a few dominant names, the Puskas Award celebrates a single moment, the most beautiful goal of the year, and has gone to a different player in each of its 16 editions from 2009 to 2024. Cristiano Ronaldo won the inaugural award for a long-range strike against Porto, and Manchester United's Alejandro Garnacho took the most recent for an overhead kick against Everton. The award sits within the same ceremony as the player honours profiled in our winners of The Best FIFA Men's Player award analysis, yet rewards something entirely different. Where one honour measures a year's work, the other captures a single, unrepeatable instant.

What makes the winners' list so distinctive is its democracy. Alongside superstars such as Ronaldo, Neymar and Zlatan Ibrahimovic sit players from the margins of the global game: Wendell Lira, a Brazilian second-division striker; Mohd Faiz Subri of Malaysia; Daniel Zsori of Hungary; and Marcin Oleksy, the first amputee footballer to win, for a volley in Poland's amputee league. The award judges only the goal, not the scorer's fame, a principle that distinguishes it from every other honour at the ceremony covered in our winners of The Best FIFA Women's Player award analysis. The governing body behind it is profiled in our FIFA statistics and facts overview. The contrast between the two kinds of award could hardly be sharper.

FIFA Puskas Award winners by nation Brazil barPuskas Award Winners, by NationFIFA Puskas Award winners by nation Brazil bar 2Brazil

Note: official winners, 2009-2024; the 2025 award had not been presented at the time of writing.

Because every edition has produced a new winner, the most meaningful patterns emerge not from individuals but from nations, goal types and competitions. By country, Brazil leads narrowly with two winners, Neymar in 2011 and Guilherme Madruga in 2023, while ten other nations have one each, from Portugal and Sweden to Malaysia and South Korea. The geographic spread is far wider than the player awards, which cluster among Europe's elite as our most FIFA Club World Cup titles by club analysis shows. The Puskas Award, judging beauty rather than dominance, reaches corners of the game the other honours never touch. A wonder goal, in this competition, needs no famous name attached to it.

The award's origins lie in a desire to celebrate beauty for its own sake. FIFA created it in 2009, naming it after Ferenc Puskas, the Hungarian and Real Madrid forward who scored a then-record 84 goals in 85 internationals and was named the greatest top-division scorer of the twentieth century. The choice of namesake signalled the award's purpose: to honour artistry and audacity rather than mere effectiveness. Unlike the player awards, which weigh trophies, statistics and team success, the Puskas Award asks only one question of each goal, whether it was beautiful, a deliberately narrow and joyful criterion that has produced one of football's most beloved annual moments.

The award has also evolved in scope. From 2009 to 2023 it was open to goals by both men and women, though no woman ever won it; in 2024 FIFA created a separate Marta Award for women's goals and the Puskas became exclusively for men. The voting method changed too, after Mohamed Salah's contested 2018 win, from a pure public vote to a system where fans pick three finalists and a FIFA panel decides. These shifts reflect the broader professionalisation of FIFA's awards, set against the organisation's finances in our revenue of the football association FIFA analysis. This report works through the winners by year, nation, confederation, goal type and competition, and the curious absence of Lionel Messi from the list. Each pattern reveals something the player awards cannot.

Full Winners Table

Every Puskás Award Winner, Year by Year

FIFA Puskás Award Winners, 2009-2024Click any column to sort

YEAR	WINNER	COUNTRY	GOAL FOR
2009	**Cristiano Ronaldo**	Portugal	Man United v Porto
2010	**Hamit Altintop**	Turkey	Turkey v Kazakhstan
2011	**Neymar**	Brazil	Santos v Flamengo

2012	**Miroslav Stoch**	Slovakia	Fenerbahce v Genclerbirligi
2013	**Zlatan Ibrahimovic**	Sweden	Sweden v England
2014	**James Rodriguez**	Colombia	Colombia v Uruguay
2015	**Wendell Lira**	Brazil	Goianesia v Atletico-GO
2016	**Mohd Faiz Subri**	Malaysia	Penang v Pahang
2017	**Olivier Giroud**	France	Arsenal v Crystal Palace
2018	**Mohamed Salah**	Egypt	Liverpool v Everton
2019	**Daniel Zsori**	Hungary	Debrecen v Ferencvaros
2020	**Son Heung-min**	South Korea	Tottenham v Burnley
2021	**Erik Lamela**	Argentina	Tottenham v Arsenal
2022	**Marcin Oleksy**	Poland	Warta Poznan v Stal Rzeszow
2023	**Guilherme Madruga**	Brazil	Botafogo-SP v Novorizontino
2024	**Alejandro Garnacho**	Argentina	Man United v Everton

The year-by-year list is a roll call of football's most memorable strikes. Several have entered the sport's collective memory: Ibrahimovic's 2013 overhead kick from 30 metres against England, James Rodriguez's chest-and-volley at the 2014 World Cup, and Son Heung-min's 2020 solo run from inside his own half. Others belong to players whose careers never reached the top tier, a testament to the award's reach. The list also shows Tottenham as the only club to win in consecutive years, through Son in 2020 and Erik Lamela's rabona against Arsenal in 2021. No nation, club or player has dominated, making this the most evenly distributed of all FIFA's honours and a genuine celebration of the goal above the goalscorer. The trophy belongs to the strike, not the striker.

By Nation

Winners by Nation

Even the nation breakdown is strikingly flat. Brazil leads with just two winners, Neymar and Madruga, and is followed by a long list of single-winner countries spanning every continent that plays the game: Portugal, Turkey, Slovakia, Sweden, Colombia, Malaysia, France, Egypt, Hungary, South Korea, Argentina and Poland. The presence of Malaysia, Hungary and Slovakia alongside footballing giants underlines how the

award rewards the goal rather than the pedigree of the scorer or their country. This stands in sharp contrast to the national-team honours tracked in our number of World Cup titles won by country since 1930 analysis, where a handful of nations monopolise success. The Puskas Award is football's great leveller. No other honour in the sport reaches so many flags.

FIFA Puskas Award winning nations distribution barWinning Nations, Multiple WinnersFIFA Puskas Award winning nations distribution bar 2Brazil

By Confederation

Winners by Confederation

Grouped by confederation, the award leans European but reaches further than most. UEFA nations account for eleven of the sixteen winners, reflecting the continent's concentration of elite leagues and broadcast coverage, but CONMEBOL has supplied three through Brazil and Argentina, and the AFC one through Malaysia's Faiz Subri, with the remaining winner from elsewhere. No African-born winner has emerged, though Egypt's Mohamed Salah, who plays in Europe, is sometimes counted for his nation. The breadth still far exceeds the club game's European dominance shown in our FIFA World Cup teams by confederation analysis. A spectacular goal, the award suggests, can come from any league on earth. The map of winners is wider than that of any other football prize.

The voting controversy of 2018 reshaped how the winner is chosen. For its first decade the award was decided entirely by public vote, but when Mohamed Salah won that year for a relatively modest goal in the Merseyside derby, ahead of Cristiano Ronaldo's spectacular overhead kick against Juventus, many felt popularity had trumped merit. FIFA responded by changing the format so that the public now selects three finalists from whom a panel of experts chooses the winner, balancing fan engagement against informed judgement. The episode highlighted the tension at the heart of any beauty contest, that spectacle and popularity do not always align.

FIFA Puskas Award winners by confederation UEFA donutWinners, by ConfederationFIFA Puskas Award winners by confederation UEFA donut 11UEFA3CONMEBOL

Types of Goal

The Goals That Win

Classifying the winning goals by type reveals what the voters and panels reward. Spectacular long-range volleys form the largest group, the category that includes Stoch, Ibrahimovic, James Rodriguez and Garnacho's overhead efforts, while overhead and bicycle kicks are a close second, a staple of the award since Ronaldo's first win. Solo runs, such as Son's against Burnley, and audacious improvisations like Lamela's rabona round out the list. What unites them is difficulty and rarity: the award almost never goes to a tap-in or a simple finish, however important. The technical excellence celebrated here contrasts with the volume scoring tracked in our leading scorers at the FIFA World Cup analysis, where consistency rather than spectacle wins honours. Beauty, not reliability, is the only currency here.

The 2024 creation of the Marta Award marked the most significant structural change in the award's history. For its first 15 editions the Puskas was open to goals by players of any gender, yet no woman ever won it, despite several memorable nominations. Rather than continue a single award that had only ever crowned men, FIFA established a parallel honour named after Brazil's Marta, the women's game's greatest scorer, to recognise the goal of the year in women's football. The Puskas Award became men-only from 2024. The change drew both praise, for guaranteeing women's goals their own spotlight, and criticism, for ending a shared award that had nominally treated all goals equally.

FIFA Puskas Award winning goal types volleys overhead barWinning Goals, by TypeFIFA Puskas Award winning goal types volleys overhead bar 7Long-range volleys

By Competition

Where the Goals Were Scored

The competitions behind the winning goals are as varied as the players. Most were scored in domestic league matches, from the Premier League to the Malaysian and Polish leagues, underlining that the award looks beyond the elite competitions. A handful came in international fixtures, including Altintop's 2010 strike for Turkey and Ibrahimovic's 2013 effort, and two of the most celebrated were scored at the World Cup itself, James Rodriguez's 2014 volley chief among them. The global stage of that tournament is examined in our 2026 FIFA World Cup analysis. That a Brazilian second-division goal and a World Cup strike can win the same award in different years captures its essential openness. The pitch, not the prestige, decides who wins.

FIFA Puskas Award winning goals by competition league World Cup barWinning Goals, by CompetitionFIFA Puskas Award winning goals by competition league World Cup bar 9Domestic league

Messi and Ronaldo

The Messi and Ronaldo Paradox

The award's relationship with football's two defining stars is one of its quirks. Cristiano Ronaldo won the very first edition in 2009 and has been nominated only once more since, finishing second in 2018. Lionel Messi, astonishingly, has never won despite being nominated seven times, more than any other player, with a best finish of second in 2019. That the two players who dominated the player-of-the-year awards for over a decade, as our players with the most FIFA World Cup matches analysis records, could not monopolise the goal award too speaks to its different character. The Puskas rewards a single moment of magic, something even the greatest accumulators of brilliance cannot manufacture on demand. Genius of the moment is a different gift from genius of the season.

There is a deeper point in the award's resistance to repeat winners. Player-of-the-year prizes reward the players who most reliably produce excellence, which is why a few names dominate them for years. A single moment of magic, by contrast, is almost by definition unrepeatable; the conditions that produce a wonder goal, the angle, the improvisation, the split-second decision, cannot be summoned at will even by the world's best. That is why sixteen editions have produced sixteen winners, and why a player like Lionel Messi, who has scored countless brilliant goals, has never timed one perfectly enough in a given year to win. The award measures luck and inspiration as much as ability. That blend is exactly what keeps it unpredictable.

The voting controversy also points to a broader debate about how beauty should be judged. Some argue the award should reward pure technical difficulty, favouring the overhead kicks and long-range volleys that dominate the list; others believe context matters, that a goal's importance, timing or improbability adds to its beauty. The shift to a hybrid public-and-panel system was an attempt to balance these views, letting fans express enthusiasm while experts weigh craft. Yet every edition reignites the argument, since beauty in football, as in art, resists objective measurement. That irresolvable subjectivity is part of the award's appeal, generating debate that the more clear-cut player awards rarely provoke. Argument, in this case, is a feature rather than a flaw.

Messi Ronaldo Puskas Award nominations vs wins barMessi and Ronaldo: Puskas RecordMessi Ronaldo Puskas Award nominations vs wins bar 7Messi noms, 0 wins1Ronaldo win

Winners' Ages

The Ages of the Winners

Unlike the player awards, which favour established stars in their peak years, the Puskas Award spreads across ages because a single goal can come at any career stage. Neymar was 19 when he won in 2011 and Garnacho 20 in 2024, while veterans like Ibrahimovic and Giroud won in their thirties. The age of the winner reflects only when they happened to score something extraordinary, not a body of work, which is why teenagers and veterans appear side by side. This contrasts with the experience-weighted pattern in our all-time standings of national soccer teams at the World Cup analysis, where longevity is the qualifying trait. A moment of genius, the Puskas list shows, respects no age bracket. The youngest and oldest winners are separated by more than a decade of life.

FIFA Puskas Award winners age at victory lineSelected Winners' AgesFIFA Puskas Award winners age at victory line 19Neymar 2011

Stars vs Unknowns

Superstars and Unknowns Side by Side

Perhaps the award's most charming feature is how it places household names beside players who would otherwise never feature in a global ceremony. Roughly half the winners were established stars at the time, Ronaldo, Neymar, Ibrahimovic, James Rodriguez, Giroud, Salah and Son, while the other half were relative unknowns, from Wendell Lira, who retired soon after to become a professional gamer, to Marcin Oleksy of the amputee league. The award gave each a moment on football's biggest stage. That mix is unique among the honours described in our Women's World Cup title winners analysis, which by design reward only the elite. The Puskas Award alone can turn an unknown into a global name for a night. For some winners, that night remained the peak of their public fame.

The geography of the winners tells a story of football's global spread. While Europe's leagues, with their cameras on every match, naturally capture more candidate goals, the award's reach into Malaysia, Hungary, Slovakia and the Polish amputee league shows how a spectacular strike can travel from any corner of the game to the sport's biggest stage. Daniel Zsori's 2019 winner came in the Hungarian league for Debrecen; Mohd Faiz Subri's 2016 goal, a swerving free kick defying physics, was scored in Malaysia. The award's willingness to look beyond the elite competitions, even when broadcast coverage is thin, is precisely what gives it a character no other football honour shares.

For all its quirks, the award has succeeded in its core purpose: keeping the spectacular goal at the centre of football's conversation. In an era increasingly focused on data, expected goals and tactical systems, the

Puskas Award is an annual reminder that football remains, at its heart, a game capable of producing moments of pure artistry that no statistic can capture. Each December, the shortlist prompts millions of fans to relive the year's most breathtaking strikes, and the winner joins a roll of honour defined not by fame or trophies but by a single instant of genius. It is, in that sense, the most romantic of all the sport's prizes. No other award asks so little of a career and so much of a single kick.

Looking ahead, the men-only format raises a quiet question about what the award will become. With women's goals now honoured separately through the Marta Award, the Puskas competition will draw from a narrower pool, though one still spanning every men's league on earth. Whether the change sharpens the contest or removes some of the variety that made the award special remains to be seen, since several of the most memorable nominations in its open era came from the women's game. What seems certain is that the award's essential character, rewarding a single moment of brilliance from anywhere in the world, will endure, and that some unheralded player will continue to earn a place alongside the icons each year. The next wonder goal, wherever it is scored, is already waiting to be found.

Several winning goals have become cultural touchstones beyond football. James Rodriguez's 2014 volley, scored at the World Cup and watched by a global television audience, helped earn him a move to Real Madrid within weeks. Wendell Lira's 2015 win turned a little-known Brazilian striker into a brief global celebrity; he retired from football soon after and became a professional video gamer, an arc unimaginable for any other award winner. Marcin Oleksy's 2022 triumph brought worldwide attention to amputee football. These stories illustrate how a single goal can change a life, and why the award holds a special place in the sport's affections. Few honours in any sport carry such human stories.

FIFA Puskas Award star winners vs lesser known donutWinners: Stars vs Lesser-KnownFIFA Puskas Award star winners vs lesser known donut 7Stars9Lesser-known

Editions Awarded

A Decade and a Half of Editions

The cumulative count of editions shows the award's steady history. From its first presentation in 2009, the Puskas Award has been given every year, reaching four editions by 2012, seven by 2015, ten by 2018, thirteen by 2021 and sixteen by 2024. In a decade and a half it has produced sixteen winners and sixteen unforgettable goals, with the 2024 split into separate men's and women's awards marking its biggest structural change. The schedule of FIFA's wider calendar of ceremonies has grown steadily over the years. With the 2025 winner still to be announced at the time of writing, the run of sixteen different winners stands

as one of the most egalitarian records in the sport.

cumulative FIFA Puskas Award editions 2009 2024 lineCumulative Editions Awardedcumulative FIFA Puskas Award editions 2009 2024 line 16By 2024

One small exception to the no-repeat rule deserves a note: while no individual has won twice, a single club has supplied back-to-back winners. Tottenham Hotspur provided the winning goal in consecutive years through Son Heung-min in 2020 and Erik Lamela's rabona against Arsenal in 2021, the only time one club has appeared in successive editions. Every other winning goal came from a different club, reinforcing the award's resistance to dynasties of any kind. That openness mirrors the unpredictability that makes a single spectacular strike, rather than a season of consistency, the basis for this honour.

FIFA Puskas Award club back to back Tottenham barClub Wins: Consecutive vs One-offFIFA Puskas Award club back to back Tottenham bar 2Tottenham1Each other

16Different WinnersNo repeats, 2009-2024. Source: FIFA 2026. 12Winning NationsEvery continent. Source: FIFA 2026. 7Messi NominationsNever won. Source: FIFA 2026. 2024Latest WinnerAlejandro Garnacho. Source: FIFA 2026.

Taken together, the Puskas Award's winners list stands apart from every other honour in football. Sixteen editions have produced sixteen different winners from twelve nations across every continent, a spread no player or team award comes close to matching. The roll includes global icons like Ronaldo, Neymar and Ibrahimovic alongside an amputee footballer, a second-division striker and players from leagues rarely seen on the world stage, all united by a single moment of extraordinary skill. The award's quirks, Messi's seven nominations without a win, Tottenham's back-to-back triumphs, the 2024 split into men's and women's prizes, only add to its character. The open questions for the years ahead are whether any player will ever win it twice, whether the new men-only format changes the kind of goal that triumphs, and which unheralded player will next produce the moment of magic that earns football's most democratic prize.

It is worth dwelling on what the absence of repeat winners says about the modern game. In an era when the same elite clubs and players win nearly every team and individual honour, the Puskas Award stands almost alone in resisting concentration. A wonder goal can be scored by a teenager or a veteran, a superstar or an amateur, in a World Cup final or a second-division fixture watched by a few thousand people. That genuine unpredictability, increasingly rare in a sport shaped by money and data, is the award's quiet rebellion: a reminder that football's most memorable moments cannot be bought, planned or guaranteed, and that the next one might come from anywhere at all. In that sense the award honours not just the goal but the enduring romance of the game itself. That, more than any record, is what keeps it

beloved.

FAQ

Frequently Asked Questions: FIFA Puskás Award Winners

Alejandro Garnacho of Manchester United won the 2024 FIFA Puskas Award for his overhead-kick goal against Everton in the Premier League. The 2025 award had not yet been presented at the time of writing, with the nominees announced in December 2025. Source: FIFA 2026.

Cristiano Ronaldo won the inaugural FIFA Puskas Award in 2009, for a long-range strike scored for Manchester United against Porto in the Champions League. He remains the only player to have won the award and also been named The Best FIFA Men's Player. Source: FIFA 2026.

No. In its first 16 editions from 2009 to 2024, the Puskas Award went to a different player every year, with no repeat winners. This contrasts sharply with the player-of-the-year awards, which a few stars have dominated. Source: FIFA 2026.

No. Despite being nominated more times than any other player, seven in total, Lionel Messi has never won the Puskas Award. His best finish was second place in 2019. Cristiano Ronaldo, by contrast, won the inaugural 2009 edition. Source: FIFA 2026.

Marcin Oleksy of Poland made history in 2022 as the first amputee footballer to win the Puskas Award, for a stunning volley scored in the Polish amputee league. His win underlined the award's openness to goals from any level of the game. Source: FIFA 2026.

The award honours the most beautiful goal of the year, judged on aesthetic quality regardless of competition, nationality or, until 2024, gender. The goal must be captured on film and not the product of luck or a deflection. Since 2018, a public vote selects three finalists from whom a FIFA panel chooses the winner. Source: FIFA 2026.

From 2009 to 2023 the award was open to goals by both men and women. In 2024, FIFA created a separate Marta Award for the women's goal of the year, and the Puskas Award became exclusively for men's goals. No woman had won the Puskas Award in its open era. Source: FIFA 2026.

Brazil leads with two winners, Neymar in 2011 and Guilherme Madruga in 2023. Ten other nations have one winner each, including Portugal, Turkey, Sweden, Colombia, Hungary, South Korea and Poland, reflecting the award's truly global reach. Source: FIFA 2026.

Spectacular long-range volleys and overhead or bicycle kicks dominate the winners' list. Famous examples include Zlatan Ibrahimovic's 2013 overhead kick from 30 metres and James Rodriguez's 2014 World Cup volley, both regarded among the finest goals the award has honoured. Source: FIFA 2026.

Yes. The winners are official FIFA records covering every edition from 2009 to 2024, confirmed across FIFA and reputable football media. Alejandro Garnacho won the 2024 award; the 2025 winner had not been announced at the time of writing. Source: FIFA 2026.

Sources

Topend Sports - FIFA Puskas Award Winners List - The complete winners list from 2009 to 2024 and award history used throughout this report.

FIFA official records (2009-2024) - Source for the year-by-year winners, the goals and the 2024 result.

Reputable football media (ESPN, Soccerway, OneFootball) - Used to confirm the winning goals, the nation and competition breakdowns and the voting history.

Counts cover the FIFA Puskas Award from 2009 to 2024. From 2024 a separate Marta Award covers women's goals. Goal-type and competition groupings are editorial classifications. The 2025 winner had not been announced at the time of writing. Not investment advice.

STATISTICS REPORT

Winners of the FIFA Best women's player award 2016-2026

Updated Jun 16, 2026 · businesstats.com/fifa-best-womens-award-winners

3 BONMATI'S WINS (RECORD)	7 DIFFERENT WINNERS	10 EDITIONS, 2016-2025
5 BARCELONA SEASONS	5 SPANISH WINS (MOST)	4 MIDFIELDER WINS

Overview

A Decade of The Best FIFA Women's Player Winners

When FIFA launched The Best FIFA Women's Player award in 2016, the women's game was entering a period of rapid growth, and the award's early years reflected a sport still without a single dominant force. Carli Lloyd of the United States won the first edition, followed by the Netherlands' Lieke Martens in 2017, Brazil's Marta in 2018, Lloyd's compatriot Megan Rapinoe in 2019, and England's Lucy Bronze in 2020. Five players, four nations, five seasons. The growth of the women's game that these stars drove is reflected in the prize funds charted in our Women's World Cup prize money analysis, where the same decade transformed the sport's economics. The award's history runs almost exactly parallel to that financial transformation.

From 2021, the award found a new centre of gravity. Barcelona's Alexia Putellas won in 2021 and 2022, and her clubmate Aitana Bonmati then claimed three in a row from 2023 to 2025, the first player to win the award in three consecutive years and the most decorated overall with three titles. Spanish players, all from Barcelona, have now taken five straight editions. The companion men's award follows a similar pattern of concentrated dominance, as our winners of The Best FIFA Men's Player award analysis shows, where a handful of names define the honour. The governing body behind both awards is profiled in our FIFA statistics and facts overview. Two clubs, in truth, tell most of the recent story: one in Spain, and its rivals trying to catch up.

most The Best FIFA Women's Player award wins Bonmati Putellas barMost Best FIFA Women's Player Winsmost The Best FIFA Women's Player award wins Bonmati Putellas bar 3Bonmati

Note: official winners, 2016-2025; the 2026 award has not yet been presented.

The ranking captures a sport whose individual honours have narrowed sharply. In the award's first five years no player won twice; in its second five, just two players, both from one club, took every edition. Bonmati's three consecutive wins coincided with Spain's 2023 World Cup triumph and Barcelona's run of Champions League titles, a convergence of club and country success that few players have ever matched. The records of the women's game's longest-serving stars, several of whom feature among these winners, are tracked in our most Women's World Cup appearances analysis. The award has, in effect, charted the rise of Spain to the summit of the women's game. The individual award and the national team's ascent moved in lockstep.

The award's origins mirror those of the men's prize. For years FIFA had jointly run the Ballon d'Or with France Football, but the partnership ended in 2016, and each body launched its own honours. The Best FIFA Women's Player inherited FIFA's global voting structure, with national team coaches and captains from every member association joining media and, from late 2016, fans, each group carrying a quarter of the vote. It succeeded the FIFA Women's World Player of the Year, run from 2001 to 2015 and dominated by Brazil's Marta, who won it a record six times. The new award thus carried forward a tradition of recognising the world's best while broadening the electorate that chose her.

The contrast with the early years is striking. Marta, the women's game's all-time leading scorer and a six-time winner of the predecessor award, took just one edition of The Best, in 2018, near the end of her peak, while younger stars such as Bonmati have dominated its recent history. That generational shift mirrors the broader story of the women's game, whose 2023 World Cup, examined in our Women's World Cup title winners analysis, marked Spain's arrival as the sport's leading nation. This report works through the full winners list, the breakdowns by nation, club, age and position, and the two distinct eras the award has passed through. Each chart isolates one dimension of who has won and why.

The early winners each marked a milestone for their nations and the sport. Carli Lloyd's back-to-back recognition followed her hat-trick in the 2015 World Cup final, the United States' golden era in full flow. Lieke Martens's 2017 win, after the Netherlands' European Championship triumph on home soil, signalled the rise of the European game. Marta's 2018 award honoured the greatest scorer the women's game had produced, and Megan Rapinoe's 2019 win came after she led the United States to a second consecutive World Cup while becoming a global figure beyond football. Each victory captured a distinct chapter in the

sport's rapid expansion. Five winners, five different stories, one rising sport.

Full Winners Table

Every Winner, Year by Year

The Best FIFA Women's Player Winners, 2016-2025Click any column to sort

YEAR	WINNER	COUNTRY	CLUB
2016	**Carli Lloyd**	USA	Houston Dash
2017	**Lieke Martens**	Netherlands	Barcelona
2018	**Marta**	Brazil	Orlando Pride
2019	**Megan Rapinoe**	USA	OL Reign
2020	**Lucy Bronze**	England	Lyon
2021	**Alexia Putellas**	Spain	Barcelona
2022	**Alexia Putellas**	Spain	Barcelona
2023	**Aitana Bonmati**	Spain	Barcelona
2024	**Aitana Bonmati**	Spain	Barcelona
2025	**Aitana Bonmati**	Spain	Barcelona

The year-by-year list lays bare the award's two phases. The first five rows show a different winner each season, drawn from four nations and five clubs across three continents, a genuinely open competition reflecting a sport without a settled hierarchy. The final five rows tell the opposite story: a single club, Barcelona, and a single nation, Spain, sweeping every edition through two players. Bonmati's three consecutive wins are highlighted, an unprecedented run for the award. The transition between the eras was abrupt, with Putellas's 2021 victory marking the start of a Spanish dominance that has not yet been interrupted, and which coincided almost exactly with Spain's emergence as a World Cup-winning nation.

By Nation

Winners by Nation

Grouped by country, the award has become heavily concentrated. Spain leads with five wins, all since 2021 and all through Barcelona's Putellas and Bonmati, ahead of the United States with two, via Lloyd and Rapinoe. The Netherlands, Brazil and England complete the list with one apiece, through Martens, Marta and Bronze. The spread of five nations across ten editions masks the sharp recent narrowing, with one country taking the last five awards in succession. The same Spanish ascendancy appears in the team game, as our FIFA world ranking of women's national soccer teams analysis shows, where Spain sits at or near the top. The award's national distribution has, in effect, become a proxy for the rise of Spanish women's football. No other nation has strung together anything close to five in a row.

The Best FIFA Women's Player winners by nation Spain barAward Wins, by NationThe Best FIFA Women's Player winners by nation Spain bar 5Spain

By Club

Winners by Club

By club, the concentration is even starker. Barcelona has produced five winning seasons, Putellas's two and Bonmati's three, more than any club in either the men's or women's award. Lyon and Houston Dash account for one each, through Bronze and Lloyd, with the early winners spread across clubs in the United States, Sweden and Europe before Barcelona's rise. The club's dominance of the women's award mirrors its sustained success in the UEFA Women's Champions League and reflects the broader concentration of elite talent visible in our most FIFA Club World Cup titles by club analysis of the men's game. Barcelona's ability to assemble and retain the world's best players turned individual recognition into an almost in-house affair from 2021. The club's depth meant its players often competed mainly against each other for the prize.

Putellas's two wins launched the Barcelona dynasty. The midfielder claimed the 2021 award after a treble-winning season crowned by the club's first Women's Champions League title, and retained it in 2022 despite a serious knee injury that ruled her out of that summer's European Championship, a measure of how dominant her body of work had been. Her victories established the template that Bonmati would extend: a Barcelona midfielder, central to both club and national success, recognised as the world's best. Together the two players have given Spain and their club a stranglehold on the award that shows no sign of loosening. Barcelona's midfield, in effect, became the award's permanent address.

The Best FIFA Women's Player winners by club Barcelona barWinning Seasons, by ClubThe Best FIFA Women's Player winners by club Barcelona bar 5Barcelona

Bonmati's Three

Inside Bonmati's Record Three Wins

Aitana Bonmati's three consecutive titles set a new standard for the award. Her 2023 win followed Spain's first Women's World Cup triumph, where she won the Golden Ball as the tournament's best player; her 2024 repeat came after another Barcelona treble and the inaugural Women's Nations League; and her 2025 victory completed the first hat-trick in the award's history. No other player, in the men's or women's edition, has won three years running. The World Cup success underpinning her first title is detailed in our Women's World Cup prize money by finish analysis, where Spain's 2023 victory reshaped the sport's honours. Bonmati's run made her the defining individual figure of the women's game's breakthrough years. Her dominance defined the moment the sport reached a new global peak.

Bonmati's three wins reframed what dominance looks like in the women's game. Where the men's award has never seen a player win three years running, Bonmati achieved it at the very moment women's football reached unprecedented global visibility, her victories broadcast to record audiences and celebrated far beyond the sport's traditional heartlands. Her style, all close control, intelligent movement and incisive passing from central midfield, also shifted the archetype of a world-best player away from the goalscorer toward the creator. That a deep-lying playmaker could win three consecutive global awards says much about how the women's game, and its voters, value the craft of midfield play more readily than the men's equivalent has tended to.

Aitana Bonmati three Best FIFA wins consecutive barBonmati's Three Consecutive WinsAitana Bonmati three Best FIFA wins consecutive bar 2023First2025Third

Single vs Repeat

Single-Win and Repeat Winners

Splitting the seven winners by frequency captures the award's transformation. Five players won exactly once, Lloyd, Martens, Marta, Rapinoe and Bronze, all in the open first era, while two, Putellas and Bonmati, won multiple times in the Spanish era that followed. The repeat winners account for five of the ten editions despite numbering just two players, a concentration unmatched in the award's early years. The single-win recipients represent a more varied period when no player could string together dominant seasons, partly

because the women's game lacked the year-round professional structures that now sustain peak performance. Those structures, funded by the rising revenues in our FIFA Women's World Cup total prize fund analysis, helped make sustained individual dominance possible. Money, in short, helped turn fleeting brilliance into lasting dynasties.

The professionalisation of the women's game underpins every trend in the award's history. The early winners largely came up through a sport still semi-professional in many countries, where even world-class players balanced football with other commitments, and where national-team success at a World Cup or Olympics was often the decisive factor in the vote. The recent winners are products of fully professional club systems, with year-round training, sports science and competitive Champions League football sharpening their performances. That shift, funded by the rising revenues transforming the women's game, explains both the younger age of recent winners and the new possibility of sustained, multi-year dominance that the early era never produced. Professional structures, more than any single player, reshaped the award.

Lucy Bronze's 2020 award was historic in its own right. The England full-back became one of very few defenders ever to win a major individual football honour, recognised for her commanding performances at Lyon, then the dominant force in European women's football. Her win, in a year disrupted by the pandemic, underlined how the women's award has been willing to reward roles that the men's prize almost never has. It also marked the last edition before the Spanish era began, a final flourish of the open period in which a defender, a winger and a veteran striker could all realistically contend for the same prize in consecutive years.

Best FIFA Women's Player single vs repeat winners donutSingle vs Repeat WinnersBest FIFA Women's Player single vs repeat winners donut 5Won once2Won 2+ times

Winners' Ages

The Ages of the Winners

Plotting each winner's age reveals a shift toward younger champions. The early winners skewed older, from Carli Lloyd at 34 in 2016 to Megan Rapinoe at 34 in 2019, reflecting an era when experience and World Cup heroics drove the vote. Lieke Martens broke that pattern at 24 in 2017, and the recent Spanish winners have been younger too, with Putellas 27 at her first win and Bonmati 27 by her 2025 title. The trend toward winners in their mid-to-late twenties reflects the professionalisation of the women's game, which now develops elite players earlier, much as the longevity records in our players with the most Women's

World Cup goals analysis show careers lengthening at both ends. The award increasingly rewards players entering rather than leaving their prime. The shift mirrors the professionalisation of the women's game itself.

The Best FIFA Women's Player winners age at victory lineWinner's Age at VictoryThe Best FIFA Women's Player winners age at victory line 34Lloyd & Rapinoe

By Position

A Balanced Spread of Positions

Unlike the men's award, which forwards have dominated, the women's prize has spread evenly across positions. Four winning seasons went to forwards, Lloyd, Marta and Rapinoe, four to midfielders, all of Putellas's and Bonmati's wins, and two to defenders through Lucy Bronze, one of the few defenders to win any major individual football award. The balance reflects how the women's game has celebrated playmakers and defenders alongside goalscorers, a contrast with the attacking bias seen in our leading scorers at the FIFA World Cup analysis of the men's game. Bonmati and Putellas, both central midfielders, helped redefine the profile of a world-best player toward control and creativity rather than pure goalscoring. The women's award has, in that sense, been more positionally democratic than the men's.

The divergence between The Best and the Women's Ballon d'Or has been smaller than in the men's game, largely because the same players have dominated both. Putellas won the Ballon d'Or in 2021 and 2022 alongside her FIFA awards, and Bonmati took the France Football prize in 2023, 2024 and 2025 to match her FIFA hat-trick. The alignment reflects how clear-cut the recent hierarchy has been: when one player so thoroughly outperforms the field, different electorates tend to reach the same conclusion. Only in the more open early years did the two awards, where both existed, occasionally honour different players, a reminder that disagreement is the product of genuine competition at the top. Agreement, paradoxically, is the mark of a settled hierarchy.

The geography of the award reflects the shifting balance of the women's game. The early winners came from the sport's established powers, the United States, with its long-dominant national team, and the European nations rising to challenge it. The recent monopoly of Spain through Barcelona tracks the broader transfer of power toward the European club game, where the best players from around the world now concentrate. Just as the men's award has rewarded players at Europe's elite clubs almost exclusively, the women's prize has followed talent to wherever the strongest professional structures exist, which for the past five years has meant Catalonia above all. The next shift in the award's geography will signal the next

shift in the sport itself. Talent, in this award, has always followed the strongest leagues. Geography and quality move together in the women's game. Where the best leagues grow, the next winners will emerge.

Best FIFA Women's Player winners by position donutWinning Seasons, by PositionBest FIFA Women's Player winners by position donut 4Midfielders2Defenders

The Two Eras

The Open Era and the Spanish Era

The award divides almost perfectly into two five-year halves. The open era, from 2016 to 2020, produced five different winners from four nations and five clubs, a reflection of a sport with no settled hierarchy and several competing national powers. The Spanish era, from 2021 to 2025, saw Barcelona's Putellas and Bonmati win all five editions, mirroring Spain's simultaneous rise to World Cup and European glory. The shift tracks the broader balance of power reflected in our Women's World Cup top scorers of all time analysis. Whether the Spanish era continues or a new challenger emerges is the central question hanging over the award's next decade, much as the men's prize awaits a successor to its defining names. Both awards now wait to see who follows the current dynasties.

Looking ahead to the award's second decade, the central question is whether anyone can break Spain's grip. Bonmati and Putellas remain at their peak, and Barcelona's continued dominance of European competition keeps supplying contenders, but rising investment in England's Women's Super League, the United States' NWSL and elsewhere is closing the gap. A 48-team men's World Cup in 2026 and the expanding women's calendar give emerging stars more high-profile stages on which to build a case. Whether the next winner comes from outside Spain, and whether any player can match Bonmati's three consecutive titles, will be the defining storylines of the award's coming years, much as the men's prize awaits the first multiple winner of its post-superstar generation. For now, the safest bet remains another year of Barcelona dominance. The question is when, not whether, that dominance eventually ends. Every dynasty in football, however total, has ultimately given way to a successor.

Best FIFA Women's Player winners by nation distribution barWins by Nation, All EditionsBest FIFA Women's Player winners by nation distribution bar 5Spain

Best FIFA Women's Player open era vs Spanish era winners barDifferent Winners, by EraBest FIFA Women's Player open era vs Spanish era winners bar 5Open era2Spanish era

Editions Awarded

A Decade of Editions

The cumulative count of editions frames how young this award still is. From its first presentation in 2016, The Best FIFA Women's Player has been awarded every year, reaching three editions by 2018, five by 2020, seven by 2022, nine by 2024 and ten by 2025. In a single decade it has become the women's game's most prestigious individual honour alongside the Women's Ballon d'Or, introduced in 2018. The schedule of FIFA's broader calendar of events and ceremonies continues to expand each year. With the 2026 award still to be presented at the time of writing, the current tally of seven different winners across ten editions stands as the complete record of the award's first decade. Ten editions in, the honour is firmly established at the summit of the women's game.

cumulative The Best FIFA Women's Player editions 2016 2025 lineCumulative Editions Awardedcumulative The Best FIFA Women's Player editions 2016 2025 line 10By 2025

3Bonmati's WinsRecord, 2023-2025. Source: FIFA 2026. 7Different WinnersFrom five nations. Source: FIFA 2026. 5Barcelona SeasonsSince 2021. Source: FIFA 2026. 2025Latest WinnerAitana Bonmati. Source: FIFA 2026.

Taken together, the winners' list tells the story of women's football's breakthrough decade through its individual honours. The open era of 2016 to 2020 spread the award across the United States, the Netherlands, Brazil and England, honouring the pioneers of a still-developing sport, before Barcelona and Spain transformed it into a near-monopoly. Aitana Bonmati's three consecutive wins, the first such run in the award's history, lead a roll of seven winners and crown a Spanish dominance built on World Cup and Champions League success. Midfielders and defenders have shared the honour more evenly than in the men's game, and the winners have grown younger as the sport has professionalised. The open questions for the award's second decade are whether any nation can break Spain's grip, whether a player can match or surpass Bonmati's three, and whether the rapid growth of the women's game produces a new generation of contenders from beyond the current elite.

For all the data, the winners' list ultimately tells a simple story of a sport coming into its own. In a single decade, seven players were named the best in the women's game, and the names, from Lloyd and Marta to Putellas and Bonmati, trace the sport's journey from a still-developing competition to a fully professional global spectacle. That the recent honours have concentrated in Spain reflects not a narrowing of the game but the emergence of a genuinely dominant team and club, the kind every maturing sport eventually produces. The award has, in its first decade, recorded both the breadth of the early years and the brilliance of the Barcelona era, a fitting chronicle of women's football's most transformative decade. The next

decade will be written by names not yet on the list.

FAQ

Frequently Asked Questions: Best FIFA Women's Player Winners

Aitana Bonmati of Barcelona and Spain has won The Best FIFA Women's Player award three times, in 2023, 2024 and 2025, the most of any player. She is the only woman to win it three years in a row. Alexia Putellas, also of Barcelona, follows with two wins. Source: FIFA 2026.

Aitana Bonmati won The Best FIFA Women's Player award for 2025, announced in December 2025, completing a hat-trick of consecutive titles. The Barcelona midfielder had also been central to Spain's run of major honours over the period. Source: FIFA 2026.

The award was introduced in 2016, when FIFA ended its joint Ballon d'Or partnership with France Football. Carli Lloyd of the United States won the first edition. From 2001 to 2015 the equivalent honour was the FIFA Women's World Player of the Year, dominated by Brazil's Marta. Source: FIFA 2026.

The winner is chosen by four voting groups, each carrying 25% of the vote: national team coaches, national team captains, media representatives, and registered fans voting online. Sporting performance and conduct on and off the pitch are both considered. Source: FIFA 2026.

Barcelona has produced five winning seasons, through Alexia Putellas in 2021 and 2022 and Aitana Bonmati in 2023, 2024 and 2025. The club's dominance of the women's game over the period made it the clear leader. Lucy Bronze won the 2020 award while at Lyon. Source: FIFA 2026.

Yes, in recent years. Spanish players have won five of the ten editions, all through Barcelona's Putellas and Bonmati, since 2021. Before that, the award was spread among the United States, the Netherlands, Brazil and England, reflecting a more open early era. Source: FIFA 2026.

The first five editions went to five different players: Carli Lloyd of the United States in 2016, Lieke Martens of the Netherlands in 2017, Brazil's Marta in 2018, Megan Rapinoe of the United States in 2019, and England's Lucy Bronze in 2020. Spanish dominance began only in 2021. Source: FIFA 2026.

They are separate awards run by different bodies: The Best is awarded by FIFA, while the Women's Ballon d'Or, introduced in 2018, is run by France Football. They share many winners, including Putellas and Bonmati, but use different voting periods and electorates and occasionally diverge. Source: FIFA 2026.

The award has been spread fairly evenly across positions. Four winning seasons went to forwards, four to midfielders, including all of Bonmati's and Putellas's wins, and two to defenders through Lucy Bronze. This balance contrasts with the men's award, which forwards have dominated. Source: FIFA 2026.

Yes. The winners are official FIFA records covering every edition from 2016 to 2025, confirmed across FIFA and reputable football media. The 2025 award went to Aitana Bonmati; the 2026 award has not yet been presented at the time of writing. Source: FIFA 2026.

Sources

Sports Illustrated - The Best FIFA Football Awards: Full List of Past Winners - The complete winners list from 2016 to 2025 used throughout this report.

FIFA official records (2016-2025) - Source for the year-by-year winners, the clubs represented and the 2025 result.

Reputable football media (FC Barcelona, Sportskeeda, Wikipedia) - Used to confirm the voting method, the nation, club and position breakdowns and the divergences with the Women's Ballon d'Or.

Counts cover The Best FIFA Women's Player award from 2016 to 2025 and exclude the earlier FIFA Women's World Player of the Year (2001-2015). The 2026 award had not been presented at the time of writing. Not investment advice.

STATISTICS REPORT

Winners of the FIFA Best men's player award 2016-2026

Updated Jun 16, 2026 · businesstats.com/fifa-best-mens-award-winners

3 MESSI'S WINS (RECORD)	6 DIFFERENT WINNERS	10 EDITIONS, 2016-2025
3 REAL MADRID SEASONS	24 YOUNGEST WINNER (VINI)	8 FORWARDS OF 10 WINS

Overview

A Decade of The Best FIFA Men's Player Winners

When FIFA launched The Best FIFA Men's Player award in 2016, after ending its joint Ballon d'Or partnership with France Football, it inherited a sport still defined by two players. Cristiano Ronaldo won the first two editions, in 2016 and 2017, before Luka Modric broke the Messi-Ronaldo duopoly in 2018. Lionel Messi then took the 2019 award and went on to win three in total, the most of any player, adding victories in 2022 and 2023. The clubs that employed these winners feature heavily in our most FIFA Club World Cup titles by club analysis, where the same European powers recur, a reflection of how individual and team success cluster at the top of the game. The award has always rewarded the players at football's commercial and competitive summit.

The award's later years brought fresh names. Robert Lewandowski claimed back-to-back honours in 2020 and 2021 for his record-breaking scoring at Bayern Munich; Real Madrid's Vinicius Junior won in 2024 as the youngest recipient at 24; and Ousmane Dembele of Paris Saint-Germain took the 2025 prize. In all, six different players have won the ten editions to 2025, drawn from six nations. The governing body behind the award, its members and its finances, is profiled in our FIFA statistics and facts overview, the same organisation whose tournaments these players have illuminated. Six winners in ten years is a tighter field than the era's depth of talent might suggest.

most The Best FIFA Men's Player award wins Messi Ronaldo barMost Best FIFA Men's Player Winsmost The Best FIFA Men's Player award wins Messi Ronaldo bar 3Messi

Note: official winners, 2016-2025; the 2026 award has not yet been presented.

The ranking still bears the imprint of the Messi-Ronaldo era that preceded it. Between them the two superstars won four of the first seven editions, and only Modric's 2018 victory interrupted their hold until Lewandowski's pandemic-season dominance. Messi's three wins, spread across spells at Barcelona, Paris Saint-Germain and Inter Miami, make him the only player to claim the award on three different continents' club football, a feat that mirrors the longevity captured in our players with the most FIFA World Cup matches analysis. The award has, in effect, documented the long twilight of football's defining rivalry alongside the rise of its successors. The transition, when it came, was swift.

More recent winners signal a generational shift. Vinicius Junior and Ousmane Dembele, both born in the 2000s, represent the first post-Messi-Ronaldo recipients, and their victories coincided with the two superstars finally ceding the game's individual spotlight. The 2022 award carried particular weight, decided after Messi captained Argentina to the World Cup title examined in our number of World Cup titles won by country since 1930 analysis, the first edition to fall within a men's World Cup voting window. This report works through the full winners list, the breakdowns by nation, club, age and position, the contrast with the Ballon d'Or, and the patterns of a decade-defining award. Each chart isolates one dimension of who has won and why.

The award's origins explain some of its character. For two decades FIFA had jointly run the Ballon d'Or with the magazine France Football, but the partnership ended in 2016, and each body launched its own player-of-the-year prize. The Best FIFA Men's Player inherited FIFA's global voting infrastructure, including national team coaches and captains from every member association, giving it a uniquely international electorate. That breadth distinguishes it from the more journalist-driven Ballon d'Or, and it helps explain why the two awards, despite sharing most winners, occasionally diverge. The split also revived memories of FIFA's earlier World Player of the Year, run separately from 1991 to 2009, which the new award effectively succeeded. The lineage of FIFA's individual honours stretches back more than three decades.

Ronaldo's two opening wins captured a player at the absolute peak of his powers. The 2016 award followed a season in which he won the Champions League with Real Madrid and the European Championship with Portugal, the latter a first major international trophy for his country. The 2017 repeat came after another Champions League triumph and a La Liga title, cementing a period of dominance that few players have matched. By the time Modric interrupted the Messi-Ronaldo monopoly in 2018, the two had shared the game's top individual honours for the better part of a decade, a duopoly the new award inherited rather than created.

Lewandowski's back-to-back wins told a different story, that of a pure goalscorer finally receiving his due. The Pole had been overlooked during the Messi-Ronaldo years despite prolific scoring, and his 2020 award, after a treble-winning season at Bayern Munich crowned by a Champions League title, was widely seen as overdue recognition. His 2021 repeat followed a Bundesliga campaign in which he broke Gerd Muller's longstanding single-season scoring record. That the award arrived only once the established superstars had momentarily faltered underlined how high the bar had been set.

Full Winners Table

Every Winner, Year by Year

The Best FIFA Men's Player Winners, 2016-2025Click any column to sort

YEAR	WINNER	COUNTRY	CLUB
2016	**Cristiano Ronaldo**	Portugal	Real Madrid
2017	**Cristiano Ronaldo**	Portugal	Real Madrid
2018	**Luka Modric**	Croatia	Real Madrid
2019	**Lionel Messi**	Argentina	Barcelona
2020	**Robert Lewandowski**	Poland	Bayern Munich
2021	**Robert Lewandowski**	Poland	Bayern Munich
2022	**Lionel Messi**	Argentina	Paris Saint-Germain
2023	**Lionel Messi**	Argentina	Inter Miami
2024	**Vinicius Junior**	Brazil	Real Madrid
2025	**Ousmane Dembele**	France	Paris Saint-Germain

The year-by-year list reveals the award's distinct phases. The opening trio of editions stayed with Real Madrid, through Ronaldo and Modric, mirroring the club's Champions League dominance of the era. The middle years split between Messi and Lewandowski, two contrasting embodiments of attacking excellence. The closing seasons mark a clean break, with Vinicius and Dembele representing a new generation and, in Dembele's case, the first French winner. Messi's three victories are highlighted across three different clubs, an unusual spread that underlines how his individual brilliance travelled with him from Spain to France to the United States, even as the teams around him changed completely. No other recipient comes

close to that geographic range.

By Nation

Winners by Nation

Grouped by country, the award has a clear leader. Argentina tops the list with three wins, all Messi's, ahead of Portugal and Poland with two each through Ronaldo and Lewandowski. Croatia, Brazil and France complete the list with one apiece, via Modric, Vinicius and Dembele. Six nations in ten editions is a relatively concentrated spread, reflecting how the award has clustered around a small number of generational talents rather than rotating widely. The same pattern of national dominance appears in the team game, as our win probability of FIFA World Cup teams analysis shows, where a handful of footballing powers dominate the odds. Notably, three of the six winning nations have also won the men's World Cup.

The Best FIFA Men's Player winners by nation Argentina barAward Wins, by NationThe Best FIFA Men's Player winners by nation Argentina bar 3Argentina

By Club

Winners by Club

Counting the club each winner represented at the time, Real Madrid leads with three winning seasons: Ronaldo's two and Vinicius Junior's one. Bayern Munich and Paris Saint-Germain follow with two each, the latter through Messi in 2022 and Dembele in 2025, while Barcelona and Inter Miami account for one apiece, both Messi's. The spread shows how the award follows individual brilliance rather than any single club dynasty, though Europe's elite clubs naturally dominate. Inter Miami's presence is the outlier, marking Messi's 2023 win as the first for a player outside a major European league. The financial weight of these clubs is reflected in the revenue flows charted in our revenue of the football association FIFA analysis of the wider game. Wealth and individual recognition, the data suggests, travel together. The richest clubs reliably employ the award's contenders. That alignment of money and merit shows no sign of weakening. Football's financial pyramid and its honours pyramid are, increasingly, the same shape.

The Best FIFA Men's Player winners by club Real Madrid barWinning Seasons, by ClubThe Best FIFA Men's Player winners by club Real Madrid bar 3Real Madrid

Messi's Three

Inside Messi's Record Three Wins

Lionel Messi's three victories are unique in their variety. He won the 2019 award at Barcelona after a season of 50-plus goals, the 2022 edition at Paris Saint-Germain in the immediate aftermath of captaining Argentina to the World Cup, and the 2023 prize while at Inter Miami in Major League Soccer, the first winner based outside Europe's major leagues. No other player has won the award representing three different clubs, let alone on two continents. His 2022 win, in particular, cemented a career-defining year that also features in our prize money distribution at the Qatar World Cup analysis, where Argentina's triumph reshaped the sport's individual honours. Messi's spread of wins captures both his longevity and the global arc of his late career. Three clubs, two continents, one player: the spread is unprecedented. No future winner is likely to match that particular record soon. Geography, as much as ability, made Messi's three wins singular. The record may stand untouched for a generation.

Lionel Messi three Best FIFA wins by club year barMessi's Three Wins, by ClubLionel Messi three Best FIFA wins by club year bar 2019Barcelona2023Inter Miami

Single vs Repeat

Single-Win and Repeat Winners

Splitting the six winners by frequency shows an even divide. Three players have won the award more than once, Messi three times and Ronaldo and Lewandowski twice each, while three have won exactly once: Modric, Vinicius Junior and Dembele. The repeat winners between them account for seven of the ten editions, a sign of how the award concentrated around dominant individuals for much of its first decade. The single-win recipients tend to mark turning points, Modric ending the duopoly in 2018, Vinicius opening the post-Ronaldo-Messi era in 2024. The career arcs behind such peaks echo the team-strength themes in our world ranking of national soccer teams analysis. Whether the next decade sees similar concentration or a wider spread is among the award's open questions. The pattern of the first decade favoured the few over the many. Concentration, not rotation, has been the rule. The single-win recipients stand out precisely because they are exceptions. Each marked a moment when the established order briefly gave way.

Best FIFA Men's Player single vs repeat winners donutSingle vs Repeat WinnersBest FIFA Men's Player single vs repeat winners donut 3Won once3Won 2+ times

Winners' Ages

The Ages of the Winners

Plotting each winner's age at the time of victory reveals the award's bias toward experience. Most recipients were in their early thirties, from Ronaldo at 31 in 2016 to Messi at 36 for his 2023 win, the oldest in the award's history. Vinicius Junior broke the pattern as the youngest winner at 24 in 2024, and Dembele followed at 28, hinting at a generational handover. The cluster of thirty-something winners reflects how the award rewards sustained, peak-level achievement rather than youthful promise, much as the records in our all-time standings of national soccer teams at the World Cup analysis favour established excellence. The recent dip in winners' ages may signal the arrival of a younger cohort at the summit of the game.

Vinicius Junior's 2024 win marked the clearest generational break. At 24, the Brazilian became the youngest winner, rewarded for a season in which he was decisive in Real Madrid's Champions League triumph, and his victory came in the same year he was controversially overlooked for the Ballon d'Or, won by Manchester City's Rodri. The divergence sparked a Real Madrid boycott of the rival ceremony and a wider debate about how the two awards weigh different qualities. For The Best, the choice signalled a willingness to crown the post-Ronaldo-Messi generation, confirmed when Dembele took the 2025 prize.

Ousmane Dembele's 2025 award capped one of football's more unexpected career arcs. Long regarded as a player of immense talent but inconsistent output, the Frenchman produced the most complete season of his career at Paris Saint-Germain, central to the club's long-awaited Champions League breakthrough. His victory made him the first French winner of The Best, and the second consecutive recipient born in the 2000s, confirming the generational handover that Vinicius had begun. That two such different players, a Real Madrid winger and a PSG forward, took the most recent awards suggested the post-superstar era would be more open and less predictable than the decade of duopoly that preceded it.

The Best FIFA Men's Player winners age at victory lineWinner's Age at VictoryThe Best FIFA Men's Player winners age at victory line 36Messi 2023

By Position

Forwards Dominate the Award

By playing position, the award tilts heavily toward attackers. Eight of the ten winning seasons went to forwards, Ronaldo, Messi, Lewandowski, Vinicius and Dembele, with only Modric's 2018 midfield triumph breaking the pattern, and even that owed much to his role in Croatia's run to the World Cup final. No defender or goalkeeper has ever won, a reflection of how individual awards reward visible, goal-scoring contributions over the subtler work of defence. The same attacking bias shapes the scoring records

analysed in our FIFA World Cup winners prize money coverage, where forwards dominate the headlines. The award's structure, voted on partly by fans, naturally favours the players whose impact is easiest to see. Goals, not tackles, win individual prizes.

The voting system itself shapes the outcomes in subtle ways. By giving fans a full quarter of the vote alongside coaches, captains and media, FIFA built in a bias toward globally popular, high-profile players, which helps explain the dominance of forwards and household names. Captains and coaches, voting from every member association, add an international breadth that can reward World Cup performances heavily, as the 2022 result showed. Media votes lean toward sustained club excellence across a season. The blend produces winners who combine team success, individual statistics and global visibility, a formula that has favoured the era's biggest stars and made surprise winners rare.

Best FIFA Men's Player winners by position forwards donutWinning Seasons, by PositionBest FIFA Men's Player winners by position forwards donut 8Forwards2Midfielders

Best vs Ballon d'Or

The Best Versus the Ballon d'Or

Because FIFA and France Football split in 2016, two competing player-of-the-year awards now coexist, and they do not always agree. In most years the same player won both, but the awards have diverged notably, most strikingly in 2024 when Vinicius Junior took The Best while Spain's Rodri won the Ballon d'Or, prompting a Real Madrid boycott of the latter ceremony. The two honours use different voting periods and electorates, FIFA's split equally between coaches, captains, media and fans. The institutional structures that govern such recognition sit within the wider football economy that frames the modern game. For most of the decade, though, the two awards have reinforced rather than contradicted each other, sharing the era's dominant names. Divergence, when it comes, tends to make headlines.

Comparing the award's first decade with the FIFA World Player of the Year that preceded it is instructive. That earlier honour, run from 1991 to 2009, was dominated by a rotating cast including Ronaldo, Zinedine Zidane, Ronaldinho and the young Messi, and it too favoured attacking players from elite European clubs. The continuity suggests the criteria for footballing greatness, as measured by FIFA's electorate, have remained remarkably stable across three decades, even as the specific names changed. What has shifted is the proliferation of competing awards, which now divide the recognition that earlier generations of stars held more or less uncontested.

The Best FIFA vs Ballon d'Or agreement winners barBest FIFA and Ballon d'Or OverlapThe Best FIFA vs Ballon d'Or agreement winners bar 6Same-year wins

Editions Awarded

A Decade of Editions

The cumulative count of editions frames how young this award still is. From its first presentation in 2016, The Best FIFA Men's Player has been awarded every year, reaching three editions by 2018, five by 2020, seven by 2022, nine by 2024 and ten by 2025. In just a decade it has become the sport's most prestigious individual honour alongside the Ballon d'Or. The schedule of FIFA's broader calendar of events and ceremonies is detailed in our matches at FIFA World Cups by city and country analysis. With the 2026 award still to be presented at the time of writing, the current tally of six different winners across ten editions stands as the complete record of the award's first decade. A tenth edition in a decade is a remarkable consistency for so young an honour. Each December ceremony has added another name to the list. The roll of honour grows by one with every passing season. In a decade it has become an indispensable part of the football calendar.

cumulative The Best FIFA Men's Player editions 2016 2025 lineCumulative Editions Awardedcumulative The Best FIFA Men's Player editions 2016 2025 line 10By 2025

One structural fact underlines how concentrated the award has been at the top of the European game. Eight of the ten winning seasons came while the player was at a club in one of Europe's major leagues, and only Messi's 2023 season at Inter Miami and, arguably, the wider context of his late career fall outside that pattern. The dominance of European club football in the award mirrors the scoring hierarchy tracked in our leading scorers at the FIFA World Cup analysis, where the same elite recurs. Whether a player based wholly outside Europe can win the award again, as Messi did, may depend on how quickly leagues elsewhere close the competitive gap. For now, the European game remains the award's near-exclusive stage.

The award also reflects the changing geography of elite football. For its first seven years every winner played in Europe's traditional big-five leagues, but Messi's 2023 move to Inter Miami, and his subsequent award, signalled that talent and recognition were beginning to disperse, however slowly. The expansion of competitions like the Club World Cup, the rise of well-funded leagues in Saudi Arabia and the United States, and the growing global television market all point toward a future in which the award's winners may come from a wider range of leagues. For now, though, Europe's concentration of wealth and competition

keeps the vast majority of contenders, and winners, within its borders.

Best FIFA Men's Player winners European vs other league two barWinning Seasons, by League BaseBest FIFA Men's Player winners European vs other league two bar 8European2Other

3Messi's WinsRecord, 2019-2023. Source: FIFA 2026. 6Different WinnersFrom six nations. Source: FIFA 2026. 8Forward WinsOf 10 editions. Source: FIFA 2026. 2025Latest WinnerOusmane Dembele. Source: FIFA 2026.

Taken together, the winners' list tells the story of football's individual honours through a decade of transition. Lionel Messi's three victories, spread across three clubs on two continents, lead a roll of six winners that still bears the deep imprint of his rivalry with Cristiano Ronaldo, who took the award's first two editions. Robert Lewandowski's back-to-back wins, Luka Modric's duopoly-breaking 2018, and the recent victories of Vinicius Junior and Ousmane Dembele chart the slow handover from one footballing generation to the next. Forwards have dominated, the early-thirties peak has defined most winners, and Europe's elite clubs have supplied all but one. The open questions for the award's second decade are whether any player can approach Messi's three, whether the post-Ronaldo-Messi generation will produce its own multiple winner, and whether the diverging verdicts of The Best and the Ballon d'Or, as in 2024, become more common as the game's individual honours multiply.

Looking ahead to the award's second decade, several questions stand out. No active player appears positioned to challenge Messi's three wins in the near term, since the post-superstar generation has so far produced only single winners. The expanded international calendar, with a 48-team World Cup in 2026 and the enlarged Club World Cup, gives emerging stars more high-profile stages on which to build a case. And the growing divergence between The Best and the Ballon d'Or, sharpest in 2024, raises the prospect of the two awards regularly crowning different players, complicating the simple notion of a single world's-best footballer. The next ten editions will test whether the concentration of the first decade was a product of the Messi-Ronaldo era or a permanent feature of how football honours its greatest individuals. Either way, the first decade has set a high bar for the names that follow.

For all the data and debate, the award ultimately tells a simple story. In a decade, six players rose above the rest of world football to be named its single best, and the names on that short list, Messi, Ronaldo, Lewandowski, Modric, Vinicius and Dembele, read as a fair summary of the era's defining talents. That the list is short, and weighted toward a handful of nations and clubs, reflects not a flaw in the voting but the genuine concentration of the very highest level of the game. The award has, in its first decade, done its job: it has recorded who stood at the absolute summit, year by year.

FAQ

Frequently Asked Questions: Best FIFA Men's Player Winners

Lionel Messi has won The Best FIFA Men's Player award three times, in 2019, 2022 and 2023, more than any other player. Cristiano Ronaldo and Robert Lewandowski follow with two wins each. The award has been presented annually since 2016. Source: FIFA 2026.

Ousmane Dembele of Paris Saint-Germain won The Best FIFA Men's Player award for 2025, announced in December 2025, after a season in which he helped PSG to the Champions League. He was the sixth different winner since the award began. Source: FIFA 2026.

The award was introduced in 2016, when FIFA ended its partnership with France Football and split from the jointly run FIFA Ballon d'Or. Cristiano Ronaldo won the first edition. The earlier FIFA World Player of the Year ran from 1991 to 2009 as a separate honour. Source: FIFA 2026.

The winner is chosen by four voting groups, each carrying 25% of the vote: national team coaches, national team captains, media representatives, and registered fans voting online. A player's conduct on and off the field is also considered alongside sporting performance. Source: FIFA 2026.

Real Madrid has produced the most winning seasons, with three: Cristiano Ronaldo in 2016 and 2017 and Vinicius Junior in 2024. Bayern Munich and Paris Saint-Germain follow with two each. Messi won the 2023 award while at Inter Miami in Major League Soccer. Source: FIFA 2026.

Yes. Lionel Messi won the 2023 award while playing for Inter Miami in Major League Soccer, the first winner based outside a major European league. Every other winner has been at a European club at the time of victory. Source: FIFA 2026.

They are separate awards run by different bodies: The Best is awarded by FIFA, while the Ballon d'Or is run by France Football. They share many winners but use different voting periods and electorates, and have occasionally diverged, as in 2024 when Vinicius Junior won The Best but Rodri took the Ballon d'Or. Source: FIFA 2026.

Yes. The 2022 edition was the first to include a men's World Cup within its voting period, and Lionel Messi won after captaining Argentina to the title in Qatar. The change tied the award more closely to the international game's biggest tournament. Source: FIFA 2026.

Vinicius Junior was the youngest winner, at 24 when he won the 2024 award, while Lionel Messi was the oldest, at 36 for his 2023 victory. Most winners have been in their early thirties, reflecting the peak

achievements of established stars. Source: FIFA 2026.

Yes. The winners are official FIFA records covering every edition from 2016 to 2025, confirmed across FIFA and reputable football media. The 2025 award went to Ousmane Dembele; the 2026 award has not yet been presented at the time of writing. Source: FIFA 2026.

Sources

The Football Faithful - Every Winner of The Best FIFA Men's Player - The complete winners list from 2016 to 2025 and the voting structure used throughout this report.

FIFA official records (2016-2025) - Source for the year-by-year winners, the clubs represented and the 2025 result.

Reputable football media (BBC Sport, Reuters) - Used to confirm the voting method, the nation and club breakdowns and the divergences with the Ballon d'Or.

Counts cover The Best FIFA Men's Player award from 2016 to 2025 and exclude the earlier FIFA World Player of the Year (1991-2009). The 2026 award had not been presented at the time of writing. Not investment advice.

STATISTICS REPORT

Highest-ranked women's national soccer teams worldwide 2026

Updated Jun 16, 2026 · businesstats.com/fifa-world-ranking-of-womens-national-soccer-teams

2,083 SPAIN POINTS (NO.1)	**28.4** USA GAP TO SPAIN	**197** RANKED TEAMS
11 UEFA TEAMS IN TOP 20	**+3** JAPAN'S CLIMB TO 5TH	**2027** NEXT WORLD CUP (BRAZIL)

Overview

Leading women's national soccer teams worldwide, by FIFA ranking

Women's international football enters mid-2026 with a familiar name on top and an unusually congested field behind it. Spain, the reigning World Cup champions, lead the FIFA Women's World Ranking with 2,083.09 points in the April 2026 edition, a position they have held since August 2025. The United States, winners of the most world titles and the reigning Olympic champions, sit second just 28.44 points back, with England third after their victory over Spain in World Cup qualifying. The full record of who has actually lifted the trophy is set out in our Women's World Cup title winners analysis, and the ranking shows how closely the historic powers still cluster at the top. Eight of the nine World Cups ever played have been won by teams currently ranked in the top five.

The April 2026 edition covers 197 ranked teams, after the British Virgin Islands dropped out following four years without a fixture. Germany hold fourth, while Japan are the big movers, climbing three places to fifth after sweeping the AFC Women's Asian Cup. Brazil, France, Sweden, Canada and the Netherlands complete a top 10 in which every team has realistic World Cup ambitions. The equivalent table for the men's game is tracked in our world ranking of national soccer teams analysis, and comparing the two reveals how differently power is distributed across the men's and women's international games. The women's table rewards recent form sharply, which is why a single continental tournament can reorder the elite. That volatility is part of what makes the current race so compelling to follow. Supporters of half a dozen nations can plausibly claim their team is the best in the world. Few rankings in world sport are

debated as fiercely right now.

highest ranked women's national soccer teams 2026 FIFA points barFIFA Women's World Ranking Top 10, April 2026highest ranked women's national soccer teams 2026 FIFA points bar 2,083Spain (No.1)

Note: official FIFA ranking points, 21 April 2026 edition; next update 16 June 2026.

The points tell a story of fine margins at the very top. Barely 70 points separate Spain in first from Japan in fifth, and the gap between Spain and the United States is the kind that a single major result can erase. FIFA's points system rewards beating strong opponents in competitive matches, so the qualifying campaigns for the 2027 World Cup in Brazil, already under way, will keep reshuffling the order. England's away win over Spain in qualifying lifted the Lionesses above Germany, a reminder that the road to the finals, mapped for the men's game in our 2026 FIFA World Cup analysis, doubles as the battleground for ranking points. Every qualifier between now and mid-2027 is, in effect, a ranking match as well. The stakes attached to each fixture have rarely been higher outside a World Cup itself.

Beneath the headline order, the ranking captures a sport in transition. The long era of unchallenged American supremacy has given way to a multi-polar contest in which Spain, England, Germany and Japan all hold genuine claims to the top. European nations dominate the upper reaches on the strength of a decade of investment, Asia's champions are climbing, and traditional powers such as Sweden and Norway remain in the hunt. This report works through the top 20 in detail: the points, the gaps, the confederations, the movers, and how the current order compares with both ranking history and the record of World Cup success. The picture that emerges is of a genuine multi-team title race heading into Brazil 2027. No previous Women's World Cup has begun with the top of the ranking so finely balanced. Whoever tops the June 2026 edition will carry only the slimmest of cushions into the qualifying run-in.

Full Top 20 Table

FIFA Women's World Ranking: The Top 20

FIFA Women's World Ranking Top 20, 21 April 2026Click any column to sort

RANK	TEAM	POINTS	CONFEDERATION
1	**Spain**	2,083.09	UEFA
2	**United States**	2,054.65	CONCACAF
3	**England**	2,038.72	UEFA

4	**Germany**	2,021.78	UEFA
5	**Japan**	2,011.27	AFC
6	**Brazil**	1,980.00	CONMEBOL
7	**France**	1,975.60	UEFA
8	**Sweden**	1,961.22	UEFA
9	**Canada**	1,934.88	CONCACAF
10	**Netherlands**	1,929.32	UEFA
11	**North Korea**	1,910.63	AFC
12	**Denmark**	1,885.52	UEFA
13	**Norway**	1,881.42	UEFA
14	**Italy**	1,877.26	UEFA
15	**Australia**	1,838.17	AFC
16	**China**	1,817.53	AFC
17	**Iceland**	1,795.94	UEFA
18	**Belgium**	1,784.21	UEFA
19	**South Korea**	1,779.81	AFC
20	**Colombia**	1,774.76	CONMEBOL

The full top 20 underlines Europe's depth. Eleven of the twenty places belong to UEFA nations, from Spain at the summit to Belgium at 18th, with Asia supplying five teams and the Americas four. The points column shows how tightly packed the elite are: barely 150 points cover the entire top 10, and just over 300 points separate first from twentieth. North Korea, who slipped out of the top 10 to 11th, head a chasing group that includes Scandinavian stalwarts Denmark and Norway, a resurgent Italy, and 2023 World Cup co-hosts Australia. Colombia's presence at 20th, alongside Brazil in sixth, gives South America two representatives among the elite for the first sustained spell in the ranking's history. The table also shows how steep the climb is for nations outside the elite, with each place worth only a handful of points.

Spain's hold on first place rests on the deepest squad in the women's game. Built around the core that won the 2023 World Cup, La Roja have combined tournament pedigree with consistent results in qualifying and

friendlies. Their recent stumble, the home defeat to England, cost points but not the top spot, because the cushion built through 2025 was large enough to absorb it. The United States, meanwhile, have rebuilt rapidly, blending emerging talent with experienced internationals, and their Olympic gold confirmed the recovery from a disappointing 2023 World Cup. The pair have traded the number one position twice since 2023, and a third exchange before the 2027 World Cup is entirely plausible given a deficit of fewer than 30 points.

Gap to Spain

How Far Behind Spain Each Contender Sits

Measuring each top-10 team's deficit to Spain reveals just how open the summit race is. The United States trail by only 28.44 points, England by 44.4 and Germany by 61.3, gaps small enough to close within a single international window given the right results. Japan, at 71.8 points back, have already shown how quickly ground can be made, having gained three places in one edition. Beyond fifth, the deficits grow: Brazil and France sit roughly 100 points adrift, with Canada and the Netherlands around 150. The way these fine margins translate into tournament outcomes is explored in our win probability of FIFA World Cup teams analysis. With qualifying matches carrying high ranking weight, every result on the road to Brazil 2027 moves these gaps. History suggests the order will look different again by the time the tournament kicks off.

The closeness at the top is no accident; it reflects how the ranking algorithm works. FIFA's women's ranking uses a system in which teams exchange points after every match, with the amount depending on the result, the importance of the fixture and the relative strength of the opponents. Beating a higher-ranked side in a competitive match yields a large gain, while losing to a weaker one costs dearly. Because the leading teams now play each other regularly, in continental championships, World Cup qualifiers, the Olympics and high-profile friendlies, points circulate constantly among them, keeping the gaps narrow. A team that avoids strong opponents cannot rise far, which is why the calendar of elite fixtures itself shapes the modern table.

points gap to Spain FIFA women's ranking top 10 2026 barPoints Behind No.1 Spain, Top 10points gap to Spain FIFA women's ranking top 10 2026 bar 28.4USA (closest)

By Confederation

Top 20 Teams by Confederation

Grouped by confederation, the top 20 shows a clear hierarchy of regions. UEFA's eleven representatives make Europe the dominant force in depth as well as at the summit, the product of professionalised leagues and heavy federation investment over the past decade. The AFC's five teams, led by Japan and North Korea, make Asia the clear second power, while CONCACAF's pair, the United States and Canada, and CONMEBOL's Brazil and Colombia complete the elite. Africa and Oceania have no top-20 representative, though Nigeria and New Zealand lead their regions further down. How these continental blocs feed into World Cup qualification is mapped in our FIFA World Cup teams by confederation analysis. The regional split of the rankings largely mirrors where money and professional structures have arrived first in the women's game.

England's rise to third captures the broader European surge. The Lionesses are reigning European champions, were finalists at the last World Cup, and their qualifying victory over Spain showed they can beat the very best in competitive conditions. Germany, now fourth, remain the most decorated European nation in the women's game and have stayed near the podium of the ranking almost continuously since its creation. France, seventh, possess one of the deepest pools of club talent in Europe through their strong domestic league, yet continue to search for the tournament breakthrough their resources suggest. Between them, these nations ensure that Europe supplies not just the number one team but most of its plausible challengers as well.

women's ranking top 20 by confederation UEFA AFC 2026 barTop-20 Teams by Confederationwomen's ranking top 20 by confederation UEFA AFC 2026 bar 11UEFA5AFC

Teams 11-20

The Chasing Pack: Teams Ranked 11 to 20

The second tier of the ranking is where the next World Cup surprises are likely to come from. North Korea, ranked 11th after dropping out of the top 10, remain Asia's second force, while Denmark, Norway and Italy keep three more European nations within striking distance of the elite. Australia, 15th, are rebuilding after co-hosting the 2023 World Cup, and China, 16th, carry the legacy of a team that reached the very first World Cup final in 1991. Iceland, Belgium, South Korea and Colombia round out the twenty. The all-time tournament records these nations are chasing are tallied in our all-time standings of national soccer teams at the World Cup analysis of the men's game. For most of this group, the immediate prize is qualification for Brazil 2027.

Japan's climb to fifth is the most significant Asian development in years. The 2011 world champions have rebuilt around a technically gifted generation, and their unbeaten run through the AFC Women's Asian Cup, followed by competitive results against the United States, signalled that the gap to the very best has closed. North Korea, just outside the top 10, remain formidable when they play, though a sparse fixture list limits their ranking ceiling. Australia and China, both in the top 16, carry Asia's depth, while South Korea complete the confederation's five top-20 entries. With the Asian Cup doubling as World Cup qualification, the region's leading teams arrive on the road to Brazil 2027 with both form and ranking momentum.

FIFA women's ranking teams 11 to 20 points 2026 barTeams Ranked 11-20, by PointsFIFA women's ranking teams 11 to 20 points 2026 bar 1,911North Korea (11th)

Top-10 Movers

Who Rose and Fell in the Latest Edition

The April 2026 edition reshuffled the leading order more than most. Japan's three-place jump to fifth was the biggest climb in the top 10, the reward for a perfect AFC Women's Asian Cup campaign capped by strong results against the United States. England edged up one place to third after beating Spain in qualifying, swapping positions with Germany. Canada and the Netherlands each rose one spot, the Dutch returning to the top 10 for the first time since March 2025. Going the other way, Sweden fell three places to eighth after a draw and a defeat in their opening World Cup qualifiers, and North Korea dropped two to 11th. The individual stars driving such swings are profiled in our leading scorers at the FIFA World Cup analysis.

FIFA women's ranking top 10 rank changes April 2026 barRank Changes in the Top 10, Dec 2025 to Apr 2026FIFA women's ranking top 10 rank changes April 2026 bar +3Japan

Note: change in ranking places versus the 11 December 2025 edition. Negative bars are falls.History at No.1

Who Has Held Number One Since 2003

Spain's reign at the top remains a historical novelty. Since the FIFA Women's World Ranking began in 2003, the United States have spent roughly 17 years at number one, an era of dominance without parallel in international football, with Germany the only other long-term leader at around five years. Spain first reached the summit in December 2023, months after winning the World Cup, and reclaimed it in August 2025, while Sweden's brief 2025 spell made them the fourth team ever to lead. The titles that underpinned the American era are counted in our number of World Cup titles won by country analysis of the men's game. That four teams have now topped the table, three of them since 2023, is the clearest sign of how

competitive the summit has become.

years at number one FIFA women's ranking USA Germany Spain barApproximate Years at No.1 Since 2003years at number one FIFA women's ranking USA Germany Spain bar ~17USA~5Germany

World Cup Titles

Ranking Position vs World Cup Titles

Setting the current ranking against World Cup success shows how the old and new orders overlap. Four of the current top five have won the World Cup: the United States four times, Germany twice, and Spain and Japan once each, meaning eight of the nine titles ever awarded belong to teams still ranked in the top five. England, third in the ranking, are the highest-placed nation never to have won it, though they are reigning European champions and 2023 finalists. Brazil, sixth, carry South America's hopes of a first title on home soil in 2027. The Asian depth behind Japan is documented in our players with the most FIFA World Cup matches analysis of tournament history. The lesson of the table is that ranking strength and trophy-winning pedigree still travel together at the very top.

World Cup titles among top ranked women's teams 2026 barWorld Cup Titles Among the Current Top 10World Cup titles among top ranked women's teams 2026 bar 4USA

Top-10 Split

The Top 10 by Confederation

Narrowing the confederation lens to the top 10 sharpens Europe's advantage further. Six of the ten leading teams are European: Spain, England, Germany, France, Sweden and the Netherlands. CONCACAF contributes two in the United States and Canada, while Japan and Brazil carry the flags of Asia and South America alone. This 60% European share of the elite is a striking shift from the early decades of the women's game, when the United States, China and Norway set the pace. The commercial forces funding Europe's rise are traced in our revenue of the football association FIFA analysis, which shows the money now flowing through the global game. If current investment patterns hold, the European share of the top 10 may grow further before Brazil 2027.

The absence of African and Oceanian teams from the top 20 highlights the next frontier of the women's game. Nigeria, Africa's perennial standard-bearers, sit closest to the elite band after reaching the knockout stages of the 2023 World Cup, while Zambia and Morocco have made rapid recent progress. New Zealand

lead Oceania but face a thin competitive calendar since Australia joined the Asian confederation. For these regions, the challenge is structural: fewer high-ranked opponents to play, smaller professional bases and less investment. FIFA's development funding and the expansion of the World Cup are designed in part to close this gap, but the ranking suggests the distance to the established powers remains substantial for now.

top 10 women's teams by confederation share donut 2026Top-10 Share by Confederationtop 10 women's teams by confederation share donut 2026 6UEFA teams

Points Curve

The Points Curve Across the Top 20

Plotting all twenty point totals as a single curve shows the shape of elite women's football. The line falls gently through the top five, drops a visible step between Japan on 2,011 points and Brazil on 1,980, and then declines steadily to Colombia's 1,774.76. The total spread from first to twentieth is just over 308 points, narrow enough that a strong qualifying campaign can move a team several places in a single year. The gentle slope near the top contrasts with the men's ranking, where the leaders are similarly bunched but the depth behind them is far greater. Goal records across tournament history, compiled in our number of goals scored at FIFA World Cups analysis, hint at the attacking quality concentrated in this band of teams.

FIFA women's ranking points curve top 20 2026 linePoints by Rank, Top 20FIFA women's ranking points curve top 20 2026 line 3081st-20th spread

Biggest Moves

The Biggest Moves of the April 2026 Edition

Beyond the elite, the April 2026 edition produced some dramatic swings. American Samoa made the single biggest move of any nation, soaring 17 places after a successful run of fixtures, while Suriname suffered the steepest fall, dropping 14 spots. Within the top 10, Japan's three-place rise and Sweden's three-place fall were the headline shifts. Such volatility is built into the system: teams that play little exchange few points, so a burst of matches, good or bad, can move a smaller nation dramatically. The organisation that administers the ranking, and the finances behind its global competitions, are profiled in our FIFA statistics and facts overview. With the June 2026 edition due after the next international window, several of these positions are already set to change again.

For the teams at the top, the ranking carries practical consequences beyond prestige. FIFA uses ranking positions to seed World Cup qualifying and the final tournament draw, so finishing 2026 inside the top handful of places can mean an easier route through the group stage in Brazil. The ranking also frames commercial narratives, as broadcasters, sponsors and federations all trade on the status of a top-five team. That gives every friendly window a competitive edge, with coaches balancing experimentation against the points cost of a bad result. With the June 2026 edition due after the next window and qualification reaching its decisive phase, the margins documented here will be contested match by match through the year ahead.

Sweden's slide to eighth carries a warning for every established power. The Scandinavians, the most consistent podium finishers in World Cup history without ever winning the trophy, dropped three places in a single edition after one defeat and one draw in qualifying, the steepest fall in the top 10. Norway, the 1995 world champions, sit 13th, and Denmark 12th, leaving the Nordic bloc that once defined the women's game now fighting to stay within reach of the elite. Their experience shows how unforgiving the modern table is: with so many strong teams exchanging points, even brief dips in form translate quickly into lost places, and recovering them requires beating the very opponents who have moved ahead.

biggest moves FIFA women's ranking April 2026 climbers fallers barBiggest Rank Changes, April 2026 Editionbiggest moves FIFA women's ranking April 2026 climbers fallers bar +17American Samoa-14Suriname

2,083Spain PointsNo.1 since August 2025. Source: FIFA 2026. 28.4USA's DeficitSmallest gap to No.1. Source: FIFA 2026. 11UEFA in Top 20Europe's depth leads. Source: FIFA 2026. 197Ranked TeamsApril 2026 edition. Source: FIFA 2026.

Taken together, the April 2026 ranking describes a women's game at its most competitive. Spain lead, but by a margin the United States could erase in a single window; England, Germany and Japan all sit within touching distance; and Europe's depth fills more than half the top 20. The era when one nation towered over the rest has given way to a contest among half a dozen genuine contenders, with Asia rising and South America holding two places among the elite. The next staging posts are clear: the June 2026 ranking update, the continuing qualifiers, and ultimately the 2027 World Cup in Brazil, where the order assembled here will be put to its sternest test. For now, the numbers say the race to be the world's best women's national team is closer than it has ever been.

FAQ

Frequently Asked Questions: Highest-Ranked Women's Teams 2026

Spain are the highest-ranked women's national team in the world as of the April 2026 FIFA Women's World Ranking, with 2,083.09 points. The reigning World Cup champions have held the number one position since August 2025, ahead of the United States in second on 2,054.65 points. Source: FIFA 2026.

Very close. The United States trail Spain by just 28.44 points in the April 2026 edition, 2,054.65 against 2,083.09. The Americans, the reigning Olympic champions, have remained second despite winning twice in their recent friendly series against Japan, with Spain holding top spot on the road to the 2027 World Cup. Source: FIFA 2026.

The April 2026 top 10 is: Spain, United States, England, Germany, Japan, Brazil, France, Sweden, Canada and the Netherlands. Japan were the biggest climbers, rising three places to fifth after winning the AFC Women's Asian Cup, while the Netherlands returned to the top 10 for the first time since March 2025. Source: FIFA 2026.

The April 2026 edition includes 197 ranked teams. The British Virgin Islands dropped out after going four years without a fixture, the first exit from the standings since August 2023. The ranking covers every internationally active women's national team and is updated several times a year. Source: FIFA 2026.

FIFA ranks teams according to a points value that measures their actual strength, based on match results. Points exchanged depend on the result, the importance of the match, the strength of the opponent and whether the game is home, away or neutral. The system has been published since 2003 and is updated after international windows. Source: FIFA 2026.

Europe. UEFA supplies 11 of the top 20 teams in the April 2026 ranking, including Spain, England, Germany, France and Sweden. Asia's AFC has five teams in the top 20, while CONCACAF and CONMEBOL have two each. The European depth reflects heavy recent investment in the women's game across the continent. Source: FIFA 2026.

For most of the ranking's history, yes. The United States held the number one position for roughly 17 of the years since the ranking began in 2003, with Germany the only other long-term leader. Spain first reached the top in December 2023 and have held it since August 2025, while Sweden led briefly in 2025. Source: FIFA 2026.

Japan rose three places to fifth after winning all six of their matches at the AFC Women's Asian Cup, the Asian qualifying competition for the 2027 World Cup, including a strong showing in their friendly series against the United States. They were the biggest climbers in the top 10 in the April 2026 edition. Source:

FIFA 2026.

The next edition of the FIFA Women's World Ranking is scheduled for 16 June 2026. The ranking is published several times a year after international windows, and positions will continue to shift through qualification for the 2027 Women's World Cup in Brazil. Source: FIFA 2026.

Yes. The figures are taken from the official FIFA Women's World Ranking published on 21 April 2026, the latest edition at the time of writing, and confirmed across FIFA's own announcement and reputable football media. Rankings change with each new edition, so positions may shift after future international windows. Source: FIFA 2026.

Sources

FIFA - Women's World Ranking, April 2026 Edition - The official announcement of the 21 April 2026 ranking used throughout this report, including the top-10 order and headline moves.

FIFA Women's World Ranking records - Source for the full top-20 points, rank changes against the December 2025 edition, and the 197-team pool.

Reputable football media (ESPN, Goal) - Used to confirm the ranking order, points totals and the context behind the main rises and falls.

Points are official FIFA values from the 21 April 2026 edition, the latest at the time of writing; the next update is scheduled for 16 June 2026. Years-at-number-one figures are approximate. Rankings change with each edition. Not investment advice.

STATISTICS REPORT

FIFA total expenses 2015-2026

Updated Jun 16, 2026 · businesstats.com/expenses-of-the-football-association-fifa

$3.40B 2022 SPENDING (RECORD)	**$6.30B** 2019-22 CYCLE TOTAL	**$2.58B** DEVELOPMENT (2019-22)
$2.54B COMPETITIONS (2019-22)	**$10B** 2023-26 BUDGET	**83%** OF REVENUE SPENT

Overview

Where FIFA's Money Goes Across the World Cup Cycle

As a non-profit association, FIFA exists to reinvest its income rather than to keep it, and its expenses reflect that mission. Football's world governing body spends the overwhelming majority of what it earns, sending billions of dollars back into the game through development grants, competitions and the staging of the World Cup. Because that income arrives in a four-year rhythm, so too does much of the spending, peaking sharply in the tournament year. The flip side of these costs, the surplus left over, is examined in our FIFA net income analysis, which shows how the two lines combine.

The scale of FIFA's spending has grown with every cycle. Total expenses reached about $5.29 billion across the 2015-2018 cycle, a confirmed $6.30 billion in 2019-2022, and are budgeted at roughly $10 billion for the current 2023-2026 cycle. This rising cost base is funded directly by the record revenue detailed in our revenue of the football association FIFA analysis. As income has climbed, FIFA has expanded what it gives back, with the biggest increases flowing to football development and an enlarged set of competitions, including the new Club World Cup.

FIFA total expenses by year 2015 2026 spending World Cup barFIFA Total Expenses by Year, 2015-2026FIFA total expenses by year 2015 2026 spending World Cup bar $3.40B2022 (record)

Note: total expenses in US dollars, millions; 2026 is a projection. World Cup years peak.

The by-year picture shows the same cyclicality that defines FIFA's finances. Spending sits at around $0.7 billion to $1.2 billion in the quiet years, then jumps in the World Cup year, reaching a record $3.40 billion in 2022 as the Qatar tournament was staged. The bulk of the World Cup year cost covers tournament

operations and prize money, the latter broken down in our FIFA World Cup prize money analysis. The 2026 tournament year is projected to set a new record at around $6 billion, reflecting the expanded 48-team format and 104 matches across three host countries. The expanded format means even the projected $6 billion figure could prove conservative if costs run high.

Unlike revenue, which is concentrated almost entirely in the tournament year, FIFA's expenses are spread a little more evenly across the cycle, because development funding and operating costs continue regardless of when the World Cup falls. This is why the quiet years still show meaningful spending even when income is low. The result is a cost base that is large and growing in every category, from the money spent staging the event itself, covered in our FIFA World Cup investment and spending analysis, to the grants sent to member associations. Read across the full period, FIFA's expenses tell the story of an organisation steadily scaling up its reinvestment in the global game. Read across the full period, every category of spending has trended firmly upward.

Full Data Table

FIFA Total Expenses by Year

FIFA Total Expenses, 2015-2026 (USD million)Click any column to sort

YEAR	TOTAL EXPENSES ($M)	LARGEST DRIVER	NOTE
2015	**1,180**	Operations & legal	Scandal-era costs
2016	**920**	Operations & legal	Legal bills peak
2017	**930**	Operations	Pre-World Cup year
2018	**2,258**	World Cup Russia	Tournament + prize money
2019	**700**	Development	New cycle begins
2020	**1,100**	COVID relief	Pandemic support
2021	**1,100**	Development	Pre-World Cup
2022	**3,404**	World Cup Qatar	Largest single year
2023	**1,100**	Development	New cycle begins
2024	**1,100**	Development	Pre-tournament
2025	**1,800**	Club World Cup	New competition costs

2026*	**6,000**	World Cup	Largest ever, projected

The table makes the cyclical surge unmistakable. In each World Cup year, expenses leap several times above the surrounding years, from roughly $1 billion to well over $3 billion, as FIFA pays out prize money and meets the enormous cost of staging the tournament. The 2018 and 2022 rows tower over the rest, and the 2026 projection is expected to be larger still. The 2020 line is notable for being elevated despite no World Cup, reflecting more than $300 million of pandemic relief, while 2025 stands out among non-tournament years because of the cost of staging the newly expanded Club World Cup. Each cycle's first years are dominated by development funding rather than competition costs. No single year better captures the cycle than 2022, when one tournament drove spending past $3 billion.

Expenses by Cycle

Total Expenses by Four-Year Cycle

Viewed by cycle, FIFA's expenses rise steadily and predictably. The 2015-2018 cycle cost about $5.29 billion, the 2019-2022 cycle a confirmed $6.30 billion, and the 2023-2026 cycle is budgeted at roughly $10 billion. Each step up reflects both rising revenue and a deliberate decision to give more back to football. The budgeting framework behind these totals is set out in our FIFA World Cup investment budget analysis. The near-60% jump projected between the last cycle and the current one is the largest in FIFA's history, driven by the expanded World Cup, the new Club World Cup and continued growth in development funding to member associations worldwide. The pattern of bigger budgets has held through three consecutive cycles without interruption.

FIFA's decision to budget and report on a four-year basis is central to understanding its expenses. Because the World Cup generates the income that funds almost everything else, FIFA plans its entire spending programme around the tournament cycle rather than the calendar year. Development grants, competition budgets and operating costs are all approved as multi-year commitments, then drawn down as projects progress. This is why a single year's spending figure can be misleading: a quiet year may show low costs simply because major commitments have not yet been disbursed, while a tournament year absorbs the concentrated cost of staging the event. Only at the cycle level do FIFA's expenses become genuinely comparable from one period to the next.

FIFA total expenses by four year cycle 2015 2026 barFIFA Total Expenses, by CycleFIFA total expenses by four year cycle 2015 2026 bar $6.30B2019-22$10B2023-26*

World Cup Year Spending

The World Cup Year Dominates Spending

The single biggest driver of FIFA's expenses is the World Cup itself. Spending in the tournament year reached about $2.26 billion in 2018 and a record $3.40 billion in 2022, and is projected to hit around $6 billion in 2026. FIFA's 2022 disbursements were dominated by the Qatar tournament, which alone absorbed close to $1.7 billion in direct event costs. The logistics of staging matches across multiple cities, explored in our FIFA World Cup host cities and countries analysis, explain much of this cost. As the tournament grows to 48 teams and 104 matches in 2026, the World Cup year is set to account for an even larger share of total cycle spending than before. Hosting across three nations in 2026 introduces logistical costs no previous World Cup has faced.

The money FIFA spends on the World Cup itself covers an enormous range of activities. Beyond the prize money paid to competing teams, it funds stadium readiness contributions, team travel and accommodation, referee programmes, broadcast production, security coordination, technology such as goal-line and video review systems, and the vast operational machinery needed to run dozens of matches across multiple venues. For Qatar 2022, FIFA's direct tournament investment approached $1.7 billion, and the 2026 edition, with 104 matches across the United States, Canada and Mexico, will require a far larger operation still. These costs are why the tournament year always dwarfs the others, and why each successive World Cup raises the spending bar.

FIFA World Cup year expenses 2018 2022 2026 spending barFIFA Spending in World Cup YearsFIFA World Cup year expenses 2018 2022 2026 spending bar $6.0B2026 (proj.)

Development Spending

Football Development: The Fastest-Growing Cost

Development and education is now one of FIFA's two largest expense categories, and its fastest-growing. Spending rose from $1,670 million in the 2015-2018 cycle to $2,577 million in 2019-2022, an increase of 54%, and is projected to climb again in the current cycle. The money flows to FIFA's 211 member associations and six confederations through the FIFA Forward programme, funding infrastructure, youth competitions and national teams. The rewards that reach the teams competing at the very top, by contrast, are detailed in our FIFA World Cup winners prize money analysis. Rising development spending is the clearest evidence that FIFA is recycling its growing income into the grassroots and emerging regions of the

global game. The scale of this redistribution sets FIFA apart from the major commercial sports leagues.

FIFA's development spending reaches far beyond the elite game. Through the FIFA Forward programme, every one of the 211 member associations is entitled to funding for infrastructure, equipment, youth and women's competitions, coaching education and day-to-day operating costs, while the six confederations receive their own annual allocations. The aim is to raise standards in countries that lack the commercial base to fund football themselves, spreading the game into new regions and broadening the pool of competitive nations. Critics argue that oversight of how the money is used has not always kept pace with its growth, and that some associations lack the capacity to spend it well. FIFA counters that transparency and auditing have improved with each cycle, and that the long-term payoff is a stronger global game.

FIFA development education spending by cycle FIFA Forward barDevelopment & Education Spending, by CycleFIFA development education spending by cycle FIFA Forward bar $1.67B2015-18$2.58B2019-22

Competitions Spending

Competitions and Events Spending

Alongside development, competitions and events form FIFA's other major cost. Spending in this category was about $2.0 billion in the 2015-2018 cycle, $2,542 million in 2019-2022, and is projected to rise toward $4.5 billion in 2023-2026 as the calendar expands. The category covers the men's World Cup, the Women's World Cup, youth and futsal tournaments, and the newly enlarged Club World Cup. The prize distribution at the most recent men's tournament is broken down in our prize money distribution at the Qatar World Cup analysis. The projected near-doubling of competition spending in the current cycle reflects FIFA's strategy of adding new events and expanding existing ones to grow both the game and its revenue base. Each new competition added to the calendar raises this figure further.

The competitions side of FIFA's budget is set to grow faster than any other in the current cycle. The expansion of the men's World Cup to 48 teams, the enlargement of the Club World Cup into a 32-team summer tournament, and the continued growth of the Women's World Cup all add substantial new costs. Each new or expanded event requires prize money, operational spending and, often, subsidies to make it commercially viable in its early editions. FIFA's bet is that these competitions will eventually generate enough revenue to more than cover their costs, as the men's World Cup does. The first staging of the enlarged Club World Cup in 2025, however, showed how heavy the upfront investment can be before that payoff arrives.

There is a logic to FIFA accepting higher costs from new competitions. Every event that draws broadcasters, sponsors and crowds also generates income, and FIFA's long-term aim is for its expanded calendar to lift revenue faster than expenses. The men's World Cup already does this comfortably, turning a large cost into an even larger surplus. The open question is whether newer or smaller events, from the Club World Cup to youth and women's tournaments, can follow the same path or will remain net costs subsidised by the flagship event. FIFA's willingness to invest heavily upfront reflects a bet that today's spending builds tomorrow's commercial value, much as early investment in the men's World Cup did decades ago. If that bet pays off, the higher spending of the current cycle will look, in hindsight, like a foundation rather than a burden.

FIFA competitions events spending by cycle 2015 2026 barCompetitions & Events Spending, by CycleFIFA competitions events spending by cycle 2015 2026 bar $4.5B2023-26 (proj.)

Prize Money

Prize Money: A Headline World Cup Cost

Within competition spending, World Cup prize money is the most visible line item. FIFA paid $400 million to teams at the 2018 Russia World Cup, $440 million at Qatar 2022, and has approved a record $655 million for the 2026 tournament, around 50% higher than 2022. The full prize pot, including the funds set aside for clubs that release players, is detailed in our FIFA World Cup prize pot analysis. Prize money goes to national federations rather than directly to players, and its steady rise reflects both the growing commercial value of the tournament and FIFA's wish to reward the teams that drive its biggest source of income. The growth in prize money has consistently outpaced inflation over the period.

FIFA World Cup prize money to teams 2018 2022 2026 barWorld Cup Prize Money to TeamsFIFA World Cup prize money to teams 2018 2022 2026 bar $655M2026 (record)

Spending vs Revenue

How Much of Its Revenue FIFA Spends

Because FIFA is a non-profit, the share of revenue it spends is unusually high. Expenses equalled about 82% of revenue in the 2015-2018 cycle and 83% in 2019-2022, with the 2023-2026 cycle budgeted to spend around 77% of its record income. In its own reporting, FIFA noted that it reinvested more than 89% of net revenue after sales costs back into football by the end of the 2019-2022 cycle. The wider scale of the organisation behind these flows is profiled in our FIFA statistics and facts overview. A spending ratio

this high confirms that FIFA functions as a redistribution engine for football, retaining only enough surplus to maintain healthy reserves between cycles. Few organisations of any kind return so large a share of their income to their core mission.

The very high share of revenue that FIFA spends is a direct consequence of its legal status. Registered as a non-profit association under Swiss law, FIFA is not permitted to distribute profits to owners, because it has none in the commercial sense. Its members are the national football associations, and its purpose is defined as the development and promotion of football worldwide. Any surplus left after expenses is held as reserves to ensure the organisation can weather a weak cycle or an unforeseen shock, as the pandemic demonstrated. This structure explains why FIFA's accounts look so different from a listed company's, and why its expense ratio, rather than its profit margin, is the more meaningful measure of how it operates.

FIFA expenses as percent of revenue by cycle 2015 2026 barExpenses as a Share of Revenue, by CycleFIFA expenses as percent of revenue by cycle 2015 2026 bar 83%2019-2277%2023-26*

Administration

Administrative and Commercial Costs

The smallest of FIFA's main expense groups covers its administrative and commercial activities, the cost of actually running the organisation. In the 2019-2022 cycle this came to $1,036 million, notably lower than the previous cycle thanks to cost-containment measures, even as football spending rose. This category includes personnel, technology, facilities and the commercial operations that generate revenue, including the hospitality and rights activities detailed in our FIFA World Cup rights, hotel and catering analysis. Keeping administrative costs flat while football investment grows has been a deliberate goal, allowing FIFA to direct a larger share of each rising cycle's budget toward the game rather than its own overheads. Holding overheads steady while football spending rises has been a defining goal of recent leadership.

Keeping administrative costs under control has been a recurring theme in FIFA's recent financial reporting. In the wake of the corruption scandal that dominated 2015 and 2016, the organisation faced pressure to demonstrate that more of its money was reaching football and less was being absorbed by its own bureaucracy. Subsequent cost-containment measures held administrative and commercial spending broadly flat even as football investment rose, a shift FIFA has highlighted as evidence of improved governance. Whether this discipline can be maintained as the organisation expands its calendar of competitions and its global footprint is one of the open questions hanging over the current cycle, in which total spending is set to rise by more than half.

Greater financial scrutiny has accompanied FIFA's growth. Since the 2015 crisis, the organisation has published more detailed financial reports, submitted them to external audit, and broken its spending into clearer categories, partly to rebuild trust with sponsors, governments and the public. Independent observers still debate how effectively development money is monitored once it leaves FIFA's accounts, and calls for tighter oversight of member associations persist. Even so, the transparency of FIFA's headline figures, the cycle totals, category splits and reserve movements, is markedly better than it was a decade ago. For an organisation that handles billions of dollars on behalf of world football, that openness is itself a form of accountability, however imperfect.

FIFA administrative commercial expenses by cycle barAdministrative & Commercial Costs, by CycleFIFA administrative commercial expenses by cycle bar $1.04B2019-22

Expense Breakdown

FIFA Expense Breakdown by Category

Putting the categories together reveals how evenly FIFA's two great priorities are balanced. In the 2019-2022 cycle, football development and education accounted for about 41% of all spending, competitions and events for 40%, administrative and commercial activities for 16%, and other costs for the remaining 3%. The near-equal weighting of development and competitions is striking, and reflects FIFA's twin mandate to both stage world-class events and grow the game everywhere. The men's World Cup that anchors the competition side is profiled in our 2026 FIFA World Cup analysis. This breakdown shows that, for every dollar FIFA spends on its showpiece tournaments, it now spends roughly the same on developing football around the world. That balance, rather than any single category dominating, is the hallmark of FIFA's modern budget.

FIFA expense breakdown by category development competitions donutFIFA Expenses by Category, 2019-2022FIFA expense breakdown by category development competitions donut 41%Development

Cumulative Spending

Cumulative Spending Since 2015

Adding each year's spending together shows the sheer weight of money FIFA has channelled into football over the period. Cumulative expenses since 2015 are projected to pass $21 billion once the 2026 World Cup is staged, having already topped $15 billion by the end of 2025. The line climbs in steps, jumping in each World Cup year and rising steadily in between as development funding continues. This total

represents more than a decade of reinvestment, the bulk of it funded by two World Cups and soon a third. Seen this way, FIFA's expenses are not a drain on the organisation but its central purpose: converting the commercial power of the World Cup into sustained investment in the global game. Viewed over a decade, the cumulative figure is FIFA's clearest legacy in numbers.

Stepping back, FIFA's expenses tell a story of an organisation transformed over a single decade. A body that spent around $5 billion across the 2015-2018 cycle, in the shadow of scandal, is now planning to spend twice that in 2023-2026, with football development and competitions sharing the load almost equally. The cumulative total channelled into the game since 2015 will soon exceed $21 billion, the overwhelming majority of it funded by the men's World Cup. For all the debate about how wisely the money is spent, the scale of reinvestment is not in question. The central challenge for FIFA now is to ensure that its rising spending continues to translate into a stronger, broader and more competitive global game, rather than simply a larger organisation.

FIFA cumulative spending 2015 2026 lineCumulative FIFA Spending Since 2015FIFA cumulative spending 2015 2026 line $21BBy 2026 (proj.)

$6.30B2019-22 ExpensesConfirmed cycle total. Source: FIFA 2026. $2.58BDevelopmentUp 54% on prior cycle. Source: FIFA 2026. $3.40B2022 SpendingQatar World Cup year. Source: FIFA 2026. 83%of Revenue SpentIn the 2019-22 cycle. Source: FIFA 2026.

Taken together, the figures describe an organisation that spends almost everything it earns, and spends more with every passing cycle. FIFA's total expenses have grown from $5.29 billion in 2015-2018 to $6.30 billion in 2019-2022 and a projected $10 billion in 2023-2026, with football development and competitions sharing the lion's share roughly equally. Spending peaks dramatically in each World Cup year, driven by tournament operations and prize money, and the 2026 edition is set to produce the largest single-year outlay in FIFA's history. For a body whose stated purpose is to grow the game, the key questions ahead are whether the expanded calendar of competitions delivers value for the rising spend, whether development money reaches the associations and players it is meant to help, and how far FIFA can keep increasing its reinvestment without straining the reserves that cushion it between World Cups. On current plans, the spending will only keep climbing toward the 2030 centenary World Cup.

FAQ

Frequently Asked Questions: FIFA Total Expenses 2015-2026

FIFA's total expenses run on a four-year cycle. They reached about $5.29 billion in the 2015-2018 cycle, a confirmed $6.30 billion in 2019-2022, and are budgeted at roughly $10 billion for the 2023-2026 cycle. Spending rises sharply in the World Cup year, when staging the tournament and paying prize money concentrate costs. Source: FIFA 2026.

FIFA's two largest expense categories are football development and competitions. In the 2019-2022 cycle, FIFA spent $2,577 million on development and education and $2,542 million on competitions and events, with a further $1,036 million on administrative and commercial activities. Together, development and competitions accounted for more than 80% of all spending. Source: FIFA 2026.

Most of FIFA's costs for staging the World Cup, including tournament operations, prize money and broadcast production, fall in the tournament year. FIFA's disbursements reached $3,404 million in 2022, of which 59% went to organising the Qatar World Cup and other events. The same pattern repeats every four years. Source: FIFA 2026.

FIFA's development and education spending has grown sharply. It rose from $1,670 million in the 2015-2018 cycle to $2,577 million in 2019-2022, an increase of 54%, distributed to the 211 member associations and six confederations through the FIFA Forward programme. Development spending is one of FIFA's largest and fastest-growing costs. Source: FIFA 2026.

Prize money paid to teams is a major World Cup expense. FIFA paid $400 million at the 2018 Russia World Cup, $440 million at Qatar 2022, and has approved a record $655 million for the 2026 tournament, around 50% higher than 2022. These sums go to national federations rather than directly to players. Source: FIFA 2026.

FIFA spends most of what it earns. Expenses equalled about 82% of revenue in the 2015-2018 cycle and 83% in 2019-2022, with the 2023-2026 cycle budgeted to spend around 77% of its record revenue. As a non-profit, FIFA reinvests the bulk of its income into football rather than retaining it. Source: FIFA 2026.

FIFA invested about $1,696 million directly in staging the 2022 World Cup in Qatar, the single largest event cost of the 2019-2022 cycle. This covered tournament operations, venues, logistics and related costs, separate from the prize money paid to teams. Total 2022 disbursements across all activities were $3,404 million. Source: FIFA 2026.

Yes. FIFA invested $321 million in emergency funds through stage three of its COVID-19 Relief Plan during the 2019-2022 cycle, helping member associations and the wider football community absorb the financial

shock of the pandemic. This relief spending lifted expenses in the otherwise quiet years of 2020 and 2021. Source: FIFA 2026.

Yes. FIFA's cycle expenses have risen from $5.29 billion in 2015-2018 to $6.30 billion in 2019-2022 and a projected $10 billion in 2023-2026. The growth is driven mainly by larger development budgets, an expanded 48-team World Cup, and new competitions such as the enlarged Club World Cup, all funded by rising World Cup revenue. Source: FIFA 2026.

The cycle totals and category figures are drawn from FIFA's audited financial reports, prepared under international accounting standards. The 2019-2022 figures, including the $6,302 million total and the development and competition breakdowns, are confirmed. Annual figures are approximate, and the 2023-2026 totals are budget projections. Source: FIFA 2026.

Sources

FIFA Annual Report 2022 - Investments and Expenses, 2019-2022 - The primary source for FIFA's confirmed cycle expenses, including the development, competitions and administrative breakdowns.

FIFA audited financial and annual reports (2015-2025) - Source for total expenses, cycle figures and category splits prepared under international accounting standards.

FIFA budget documents - Source for the 2023-2026 spending projections and the 2026 World Cup prize money figure.

Cycle totals and category splits are official FIFA figures; annual figures are approximate. The 2023-2026 totals are budget projections based on FIFA's $13 billion revenue plan. FIFA is a non-profit. Not investment advice.

STATISTICS REPORT

FIFA - statistics & facts 2026

Updated Jun 9, 2026 · businesstats.com/fifa

$13B 2023-26 REVENUE (BUDGET)	**$7.57B** 2019-22 REVENUE	**211** MEMBER ASSOCIATIONS
1.5B WATCHED 2022 FINAL	**48** TEAMS IN 2026	**$655M** WC 2026 PRIZE POOL

Overview

FIFA's Revenue, World Cup and Global Reach in 2026

FIFA, the Federation Internationale de Football Association, is the world governing body of football and one of the richest organisations in global sport. Its money comes overwhelmingly from a single event, the World Cup, and so its finances are best understood in four-year cycles rather than single years. Revenue has climbed steadily from about $6.42 billion in the 2015-2018 cycle to a record $7.57 billion in 2019-2022, despite the pandemic, and FIFA has budgeted a record $13 billion for the current 2023-2026 cycle. The detailed makeup of that income is set out in our revenue of the football association FIFA analysis, which tracks how broadcasting and sponsorship dominate the books.

The engine of the current cycle is the expanded World Cup 2026, co-hosted by the United States, Canada and Mexico, the first tournament shared by three countries and the first with 48 teams and 104 matches. It is projected to generate close to $11 billion on its own and to be the most lucrative sporting event ever staged, as detailed in our 2026 FIFA World Cup analysis. The combination of more teams, more matches, larger North American stadiums and record broadcast and commercial deals has pushed FIFA's projections to levels that would have seemed implausible a decade ago, cementing the World Cup's status as the single biggest moneymaker in sport.

FIFA revenue by four-year cycle 2007 2026 World Cup billions bar growthFIFA Revenue by Four-Year Cycle, 2007-2026FIFA revenue by four-year cycle 2007 2026 World Cup billions bar growth $13B2023-26 budget

Note: revenue in US dollars, billions, per four-year World Cup cycle.

To grasp the scale, it helps to compare FIFA with the corporate world. A $13 billion four-year budget, concentrated heavily in the World Cup year, places FIFA's peak-year revenue alongside sizeable public companies, a comparison explored in our biggest companies in the world by market value analysis. Yet FIFA is structured as a non-profit association, reinvesting much of its income into the game through prize money, development grants and the running of competitions. Its wealth is therefore best read not as corporate profit but as the financial weight of football's central institution, sitting atop a pyramid of 211 national associations and billions of fans. Measured against the corporate giants, FIFA's peak-cycle income looks modest, yet its cultural footprint dwarfs almost any company on earth, a reach money alone cannot capture.

This report pulls together the headline statistics and facts on FIFA as of 2026: how its revenue has grown by cycle and by source, the size of its reserves, the audiences and prize money of the World Cup, the expansion to 48 teams, the rise of the Women's World Cup, the global spread of its member associations, and how much it spends developing the game. Together they describe an organisation whose financial power and global reach are without equal in sport, even as it faces ongoing debate over governance, spending and the relentless expansion of its flagship tournament. Each section that follows isolates one of these threads, so that the full picture of FIFA's scale emerges piece by piece rather than all at once. Read in sequence, they build from the raw revenue figures to the human, political and developmental dimensions of the world's richest sporting body.

Revenue by Cycle

FIFA Revenue by Cycle: Full Table

FIFA Revenue by Four-Year Cycle, 2007-2026Click any column to sort

CYCLE	REVENUE	HEADLINE TOURNAMENT
2007-2010	**$4.19 billion**	South Africa 2010
2011-2014	**$5.72 billion**	Brazil 2014
2015-2018	**$6.42 billion**	Russia 2018
2019-2022	**$7.57 billion**	Qatar 2022
2023-2026	**$13.0 billion**	North America 2026

The table shows revenue more than tripling across the period, from $4.19 billion in the 2007-2010 cycle to a budgeted $13.0 billion in 2023-2026. Each cycle has grown on the last, with the steepest jump coming in the current cycle, which is roughly double its predecessor. Two forces drive that leap: the expansion of the World Cup to 48 teams, and the addition of the new 32-team Club World Cup in 2025, which alone added about $2 billion to the projection. The figures confirm the basic logic of FIFA's business: a single month-long tournament every four years generates the overwhelming majority of the income that funds the global game for the rest of the cycle. In short, the World Cup is not merely FIFA's biggest event; it is, in financial terms, almost the whole of FIFA.

Revenue by Source

Where FIFA Money Comes From

FIFA's income is concentrated in a handful of large streams. Broadcasting rights are by far the biggest, budgeted at about $4.26 billion for the 2023-2026 cycle, followed by ticketing and hospitality at roughly $3.10 billion and marketing or sponsorship rights at about $2.69 billion, with the new Club World Cup and licensing making up the rest. The dominance of media rights mirrors the wider economics of premium content, a dynamic also visible in our Netflix revenue analysis, where the value of exclusive viewing has soared. For FIFA, the World Cup is the ultimate live content, and broadcasters and sponsors pay accordingly, competing for the right to reach the largest audiences on the planet across a single concentrated month of football. As streaming platforms increasingly enter the bidding, the value of live football rights looks set to climb further still in the cycles ahead.

It is worth stressing how lopsided FIFA's finances are within each cycle. In a typical non-World-Cup year, FIFA may record only a few hundred million dollars in revenue and even run an operating loss, as it spends on competitions and development without the tournament income to match. In 2024, for instance, FIFA reported revenue of around $483 million against far higher expenses, a deficit that looks alarming in isolation but is entirely normal for a mid-cycle year. Then, in the World Cup year, billions of dollars in broadcasting and sponsorship income land at once. This boom-and-bust rhythm is why FIFA, almost uniquely among large organisations, insists that its accounts be read across four years rather than twelve months.

FIFA revenue by source 2023 2026 broadcasting sponsorship ticketing billions barFIFA Revenue by Source, 2023-2026 CycleFIFA revenue by source 2023 2026 broadcasting sponsorship ticketing billions bar $4.26BBroadcasting

Financial Reserves

FIFA Financial Reserves

FIFA holds substantial reserves to weather shocks and meet World Cup obligations. Reserves rose from about $2.74 billion at the end of 2018 to a record $3.97 billion at the end of 2022, then drew down to around $2.95 billion by the end of 2024 as tournament costs were paid, a normal rhythm within each cycle, before rebuilding toward the next World Cup. Including cash, FIFA held about $4.76 billion at the end of 2024. This financial cushion, which let FIFA spend over $1 billion on pandemic relief while still growing its balance sheet, reflects the structural strength of the World Cup as a revenue engine, a resilience that stands out even against the wider backdrop of our global economy analysis. The reserves give FIFA rare financial independence among sporting bodies. Few governing bodies in any sport hold reserves on this scale relative to their size.

FIFA financial reserves 2018 2026 billions lineFIFA Financial Reserves, 2018-2026FIFA financial reserves 2018 2026 billions line $3.97BPeak 2022$2.95BEnd 2024

World Cup Viewership

World Cup Final Viewership

No event on earth draws an audience like the World Cup final. The 2022 final between Argentina and France was watched by close to 1.5 billion people, a record, up from about 1.12 billion for the 2018 final and roughly 0.9 billion in 2010. Across the whole tournament, FIFA estimated that around 5 billion people engaged with the event in some form, with 93.6 million social media posts and billions of online interactions, a scale of digital engagement that connects to the trends in our social media statistics and facts analysis. To put the audience in perspective, the Champions League final, itself a major event, averages around 400 million viewers. The World Cup's reach is simply in a category of its own, which is precisely why broadcasters pay so much for the rights. For advertisers and broadcasters, that is an audience without rival anywhere in the media landscape.

The way audiences consume the World Cup is also changing fast. While traditional television remains dominant, a growing share of viewing now happens on streaming platforms, social media and FIFA's own FIFA+ service, which live-streamed parts of the 2022 tournament. Short clips, highlights and social posts extend the tournament's reach far beyond those watching full matches, which is why FIFA increasingly measures total engagement, around 5 billion for 2022, rather than television viewers alone. This shift

toward digital and fragmented consumption matters commercially, because it changes how sponsors value exposure and how broadcasters package rights. For the 2026 tournament in North American time zones, FIFA is betting that this digital reach, combined with prime viewing hours for key markets, will drive record commercial returns.

FIFA World Cup final viewership 2010 2022 billions growth lineWorld Cup Final Viewership, 2010-2022FIFA World Cup final viewership 2010 2022 billions growth line 1.5B2022 final

Champion Prize Money

World Cup Champion Prize Money

The reward for winning the World Cup has grown dramatically. The champion's prize rose from a modest $2.2 million for Italy in 1982, the first edition FIFA disclosed, to $20 million by 2006, $42 million for Argentina in 2022, and a record $50 million for the 2026 winner, a more than twentyfold increase in nominal terms. The long climb in payouts, tracked in detail in our FIFA World Cup winners prize money analysis, mirrors the explosion in FIFA's broadcast and commercial income. Yet even at $50 million, the champion's prize is a small slice of the total pool and a tiny fraction of the tournament's revenue, underscoring that the World Cup is, for FIFA, far more a commercial engine than a costly prize to be handed out. The gap between what the champion earns and what FIFA earns from the event has, if anything, widened over the decades.

FIFA World Cup champion prize money 1982 2026 millions growth barWorld Cup Champion Prize Money, 1982-2026FIFA World Cup champion prize money 1982 2026 millions growth bar $2.2MIn 1982$50MIn 2026

Member Associations

FIFA Member Associations by Confederation

FIFA's 211 member associations make it larger than the United Nations, which has 193 member states, a striking measure of football's universal reach. They are grouped into six continental confederations: UEFA in Europe is the largest with 55 members, followed by CAF in Africa with 54, AFC in Asia with 47, CONCACAF in North and Central America with 41, OFC in Oceania with 11, and CONMEBOL in South America with just 10, despite South America's outsized footballing influence. This near-global membership, spanning almost every territory on earth, reflects how deeply the game has spread, a reach comparable to the population figures in our world population analysis. It is this universality that gives FIFA both its

commercial power and its political weight on the world stage. That universality is both FIFA's greatest asset and the source of much of the scrutiny it attracts.

FIFA's vast membership gives it a political character unusual for a sports body. Because every member association, from the largest to the smallest, has an equal vote at the FIFA Congress, the organisation functions somewhat like a global parliament of football, and its presidency is one of the most powerful positions in world sport. This one-nation-one-vote structure has shaped FIFA's strategy, including its drive to spread money and tournaments to every confederation, and it has also been at the centre of past governance controversies. The balance between the commercial interests of the big European nations, who supply most of the players and revenue, and the voting power of the many smaller associations is a constant tension running through FIFA's decisions.

FIFA member associations by confederation UEFA CAF AFC bar 211FIFA Member Associations, by ConfederationFIFA member associations by confederation UEFA CAF AFC bar 211 55UEFA

World Cup Expansion

The Expanding World Cup

The World Cup has steadily grown to accommodate football's spread. The men's tournament featured 24 teams from 1982 to 1994, expanded to 32 from 1998, and will leap to 48 teams and 104 matches for 2026, with the format likely to remain at 48 for 2030 and proposals floated for 64 at the 2030 centenary edition. Each expansion brings more nations into the showpiece and more matches to sell, directly boosting revenue, as quantified in our FIFA World Cup investment and spending analysis. Critics argue the growth dilutes quality and overburdens players and hosts, while FIFA frames it as making the tournament truly global. Either way, the expansion is the central lever behind the leap in cycle revenue, turning a larger tournament into a larger payday. Whether expansion continues toward 64 teams for 2030 remains one of the most contested questions in the sport.

The expansion of the World Cup is among the most debated topics in football. Supporters argue that adding teams gives more nations a genuine chance to reach the finals, spreads the game's growth and increases revenue that can be reinvested globally. Critics counter that a 48-team tournament, with 104 matches over more than a month, risks diluting the quality of the competition, exhausting players already stretched by packed club calendars, and straining host infrastructure. The proposal to expand further to 64 teams for the 2030 centenary edition has sharpened this debate. Whatever the sporting merits, the financial logic is clear: more teams and matches mean more tickets, more broadcast inventory and more

sponsorship, which is why expansion has consistently won out.

FIFA World Cup teams expansion 24 32 48 2026 barWorld Cup Teams by Era, 1982-2030FIFA World Cup teams expansion 24 32 48 2026 bar 48From 2026

Women's World Cup

The Rise of the Women's World Cup

FIFA's fastest-growing competition is the Women's World Cup. The 2023 edition in Australia and New Zealand expanded to 32 teams, drew record crowds and reached around 2 billion viewers, while its prize pool tripled to $110 million from about $30 million in 2019. Although these figures remain far below the men's tournament, the rate of growth is steep, and FIFA has pledged further increases toward pay equity. The commercial and cultural rise of the women's game reflects a broader shift in where sports investment is flowing, a theme that connects to the wealth concentration explored in our richest countries in the world analysis, as wealthy markets drive sponsorship. The women's tournament is increasingly central to FIFA's long-term growth strategy, not merely an afterthought. On current trajectories, the women's game is closing the gap with the men's faster than many expected even a few years ago.

The growth of the women's game extends well beyond the World Cup. Domestic women's leagues in Europe and North America have attracted record crowds and rising broadcast deals, and star players now command significant commercial profiles. FIFA has responded by ringfencing more funding for women's football within its development programmes and by committing to narrow the prize-money gap with the men's tournament over time. The challenge is that the women's game still generates a fraction of the men's revenue, so faster prize growth depends partly on FIFA subsidising it from overall income. The trajectory, though, is unmistakably upward, and FIFA increasingly presents the women's World Cup as a central pillar of its long-term commercial and developmental strategy rather than a secondary event.

FIFA Women's World Cup prize pool 2015 2027 millions growth lineWomen's World Cup Prize Pool, 2015-2027FIFA Women's World Cup prize pool 2015 2027 millions growth line $30MIn 2019$110MIn 2023

World Cup Prize Pool

Total World Cup Prize Pool

Beyond the champion's cheque, the total prize pool shared among all participating teams has surged. It rose from about $358 million in 2014 to $400 million in 2018 and $440 million at Qatar 2022, then leaps to a

record $655 million for 2026, roughly 50% higher, with total payments to teams reaching about $727 million once club compensation is included. The full distribution of these sums by finishing stage and edition, including the guaranteed minimums for every team, is set out in our FIFA World Cup prize money analysis. The expanded pool spreads more money to more nations, with even group-stage teams guaranteed at least $9 million in 2026, helping smaller federations fund their football while reinforcing the World Cup's role as a global redistribution engine. Spread across forty-eight nations in 2026, even modest per-team payments add up to a sum that reshapes the finances of smaller federations.

FIFA World Cup total prize pool 2014 2026 millions barTotal World Cup Prize Pool, 2014-2026FIFA World Cup total prize pool 2014 2026 millions bar $655M2026

Development Spending

FIFA Development Spending

A large share of FIFA's money is funnelled back into developing the game worldwide. Its FIFA Forward programme has grown from about $1.25 billion in its first phase to $1.75 billion, and now $2.25 billion under Forward 3.0 for the 2023-2026 cycle, with each of the 211 member associations eligible for around $8 million, a 29% increase on the previous cycle. This represents a nearly sevenfold rise in development spending compared with the period before 2016. The scale of this redistribution, moving money from rich football markets to poorer ones, is a financial flow comparable in ambition to the corporate investment patterns in our big tech companies revenue comparison analysis. For many small national associations, FIFA Forward funding is the single largest source of money they have, making the World Cup's revenue, in effect, the lifeblood of grassroots football across much of the world. For the smallest associations, this funding can be the difference between having a functioning national programme and having none at all.

With great wealth comes great scrutiny, and FIFA's finances and governance have long attracted criticism. The organisation has faced questions over the awarding of hosting rights, the treatment of workers in host nations, the environmental footprint of an ever-larger tournament, and the transparency of how its billions are spent. FIFA points to its development funding, its reserves and its expanded competitions as evidence that the money serves the global game. Critics argue that too much remains concentrated at the top and that commercial expansion is prioritised over the sport's integrity. These debates are unlikely to fade, precisely because the sums involved are so large; an organisation that controls the finances of the world's most popular sport will always operate under intense public and political examination.

FIFA Forward development spending by cycle billions barFIFA Forward Development Spending, by CycleFIFA Forward development spending by cycle billions bar $2.25BForward 3.0

$13B2023-26 RevenueBudgeted, double the prior cycle. Source: FIFA 2026. 211Member AssociationsMore than the United Nations. Source: FIFA 2026. 1.5BWatched 2022 FinalAround 5B engaged overall. Source: FIFA 2026. $2.25BDevelopment FundsFIFA Forward 3.0, 2023-2026. Source: FIFA 2026.

Taken together, the numbers describe an organisation of extraordinary financial and global scale. FIFA has budgeted a record $13 billion for the 2023-2026 cycle, holds billions in reserves, counts 211 member associations across six confederations, and stages a World Cup whose final alone draws close to 1.5 billion viewers. The expanded 48-team tournament in North America in 2026, with a record $655 million prize pool, is set to be the most lucrative sporting event in history, while the Women's World Cup grows rapidly and billions flow into development through FIFA Forward. For analysts, the key questions ahead are how far the World Cup can keep expanding without diluting its value, whether the surge in revenue translates into lasting investment in the global game, and how FIFA manages the governance and spending scrutiny that inevitably accompanies an institution this rich. On every financial and audience measure, FIFA remains in a class of its own among the world's sporting bodies.

FAQ

Frequently Asked Questions: FIFA Statistics and Facts

FIFA's finances run in four-year cycles built around the World Cup. The 2019-2022 cycle generated a record $7.57 billion, and FIFA has budgeted a record $13 billion for the 2023-2026 cycle, roughly double the previous one, boosted by the expanded 48-team World Cup 2026 and the new Club World Cup 2025. Most income arrives in the World Cup year itself. Source: FIFA 2026.

FIFA has 211 member associations, more than the 193 member states of the United Nations. They are organised into six confederations: UEFA in Europe with 55, CAF in Africa with 54, AFC in Asia with 47, CONCACAF in North and Central America with 41, OFC in Oceania with 11, and CONMEBOL in South America with 10. Source: FIFA 2026.

At the end of 2024, FIFA held about $4.76 billion in reserves and cash, with reserves alone of around $2.95 billion. Reserves peaked at a record $3.97 billion at the end of 2022, then fell as World Cup obligations were paid, a normal pattern within each cycle. The reserves cushion FIFA against shocks and fund its development programmes. Source: FIFA 2026.

Around 5 billion people engaged with the 2022 World Cup in Qatar across all platforms, and close to 1.5 billion watched the final between Argentina and France, a record. For comparison, the 2018 final drew about 1.12 billion. No other sporting event approaches these audiences, with the Champions League final averaging around 400 million. Source: FIFA 2026.

FIFA has approved a record prize pool of about $655 million for the 2026 World Cup, roughly 50% more than the $440 million at Qatar 2022. The champion will receive $50 million, the runner-up $33 million, and even teams eliminated in the group stage are guaranteed at least $9 million. With club compensation, the total payout reaches around $727 million. Source: FIFA 2026.

The 2026 World Cup, co-hosted by the United States, Canada and Mexico, expands to 48 teams and 104 matches across 16 cities, up from 32 teams and 64 matches. It is the first World Cup hosted by three countries and is projected to generate around $10.9 billion, making it by far the most lucrative tournament in history. Source: FIFA 2026.

The prize money paid to World Cup winners has grown enormously, from a modest $2.2 million for Italy in 1982, the first edition FIFA disclosed, to $20 million by 2006, $42 million for Argentina in 2022, and a record $50 million for the 2026 champion. That is more than a twentyfold increase in nominal terms over four decades. Source: FIFA 2026.

FIFA invests heavily in developing the game worldwide. Its FIFA Forward 3.0 programme allocates about $2.25 billion for the 2023-2026 cycle, with each of the 211 member associations eligible for around $8 million, a 29% increase on the previous cycle. This represents a nearly sevenfold rise in development spending compared with programmes before 2016. Source: FIFA 2026.

The Women's World Cup has grown rapidly. The 2023 edition in Australia and New Zealand expanded to 32 teams, drew record attendance and reached around 2 billion viewers, with a prize pool of $110 million, more than three times the 2019 figure. Although still far below the men's tournament, women's football is FIFA's fastest-growing competition. Source: FIFA 2026.

Yes. The figures come from FIFA's official annual reports and budget publications, supplemented by reputable sources such as Inside World Football, Nielsen and Statista for viewership and prize money. FIFA's finances are reported on a four-year cycle basis, and the 2026 figures reflect official budgets and projections. Source: FIFA 2026.

Sources

FIFA - 2023-2026 Cycle Budget and Annual Report - The core source for FIFA's revenue, reserves, development spending and World Cup budgets.

Inside World Football - Source for the upward budget revision to $13 billion and the end-2024 reserves and cash figure of about $4.76 billion.

Nielsen, beIN and FIFA - Source for the 2022 World Cup viewership of around 5 billion engaged and close to 1.5 billion for the final.

Statista and The Sporting News - Source for the World Cup champion and total prize money figures from 1982 to 2026.

FIFA reports finances on a four-year cycle, as most revenue arrives in the World Cup year. The 2023-2026 and 2026 World Cup figures are official budgets and projections that may change. Viewership, prize money, confederation and development figures are drawn from FIFA and reputable third parties and are rounded. Not investment advice.

STATISTICS REPORT

FIFA: revenue from marketing rights 2003-2026

Updated May 30, 2026 · businesstats.com/fifa-revenue-from-marketing-rights-worldwide

$1.8B 2019-2022 MARKETING RIGHTS - 24% OF TOTAL FIFA REVENUE	**$2.69B** 2023-2026 BUDGET - UP 50%, FIFA'S FASTEST-GROWING MAJOR STREAM	**$714M** 2003-2006 - WHERE THE MODERN MARKETING ERA BEGAN
$70-100M FIFA PARTNER ANNUAL FEE - COCA-COLA, ADIDAS, VISA	**3 tiers** PARTNERS, WORLD CUP SPONSORS, REGIONAL SUPPORTERS	**32** SPONSORSHIP PACKAGES SOLD OUT FOR QATAR 2022

Overview

FIFA revenue from marketing rights worldwide from 2003 to 2026

Marketing rights - FIFA's revenue from sponsorships and partnerships - is the organisation's second-largest income stream after television broadcasting. **It has grown steadily from $714 million in the 2003-2006 cycle to $1.8 billion in 2019-2022**, and is budgeted to reach a record $2.69 billion in the 2023-2026 cycle. Companies pay FIFA for the right to associate their brands with the World Cup and access FIFA's intellectual property, reaching the tournament's global audience of billions. This makes marketing rights one of the most commercially valuable sponsorship platforms in the world, rivalled only by the Olympic Games. The complete breakdown of all FIFA revenue streams is in our FIFA revenue by stream analysis.

FIFA structures its sponsorship programme in tiers. At the top are FIFA Partners - global sponsors like Coca-Cola, adidas, and Visa who pay an estimated $70-100 million annually each for the highest level of association. Below them are World Cup Sponsors (tournament-specific deals) and Regional Supporters (territory-specific deals). This tiered structure, introduced after the 2006 World Cup, allows FIFA to maximise sponsorship revenue across different levels of brand commitment - from global year-round association down to single-tournament or single-region deals. It was a deliberate commercial innovation that transformed FIFA's sponsorship income. The total FIFA revenue context is in our FIFA total revenue 2015-2026 analysis.

Like broadcasting, marketing rights revenue is recognised when FIFA events are broadcast, so it is concentrated in the World Cup year and best analysed across the full four-year cycle. FIFA itself states that

a year-on-year comparison is "not meaningful". The biggest growth is projected for 2023-2026, when marketing rights are budgeted to jump 50% - driven by the expanded 48-team World Cup, new women's football sponsorship deals, and new esports tiers. The investment and spending picture for the 2026 tournament is in our FIFA World Cup investment and spending analysis.

FIFA marketing rights revenue overview 2003 to 2026 cycle sponsorship second largest stream billions FIFA Marketing Rights at a Glance - 6 Cycles 2003-2026 (USD Millions) 2003-06: $714M. 2007-10: $1,072M. 2011-14: $1,400M. 2015-18: $1,660M. 2019-22: $1,795M. 2023-26 budget: $2,693M. FIFA's second-largest revenue stream. Source: FIFA official, Statista 2023. #2revenue stream

$1.8B (2019-22)Marketing Rights Revenue - 24% of Total, Beat Budget by $29MFIFA earned $1.8B from marketing rights in 2019-2022, 24% of total revenue and $29M above budget. All 32 sponsorship packages for Qatar 2022 were sold across global and regional tiers. Source: FIFA official publications 2022. $2.69B (2023-26)Budgeted Marketing Rights - Up 50%, the Biggest Cycle Jump EverFor 2023-2026, marketing rights are budgeted at $2.69B - a 50% increase ($927M more). Driven by the expanded 2026 World Cup, women's football deals, and new esports tiers. Source: FIFA official publications 2022 budget. $70-100MFIFA Partner Annual Fee - The Top Sponsorship TierTop-tier FIFA Partners (Coca-Cola, adidas, Visa, Hyundai/Kia) pay an estimated $70-100M annually each. The six FIFA Partners paid a combined ~$730M for the 2014 cycle. Source: FIFA official, Analytic Partners 2025. $714M (2003-06)Where It Began - Marketing Rights in the 2003-2006 CycleMarketing rights generated $714M in 2003-2006, before FIFA introduced its tiered sponsorship structure in 2006. Revenue has more than doubled since, reaching $1.8B by 2019-2022. Source: FIFA official, Statista 2023. Marketing Data Table

FIFA Marketing Rights Revenue by Cycle 2003-2026

FIFA Marketing Rights Revenue by 4-Year Cycle (FIFA Official, Statista) Click any column to sort

CYCLE	MARKETING RIGHTS REVENUE	WORLD CUP	CYCLE GROWTH
2003-2006	**$714M**	Germany 2006	-
2007-2010	**$1,072M**	South Africa 2010	+50%
2011-2014	**$1,400M**	Brazil 2014	+31%
2015-2018	**$1,660M**	Russia 2018	+19%
2019-2022	**$1,795M**	Qatar 2022	+8%

2023-2026 (budget)	**$2,693M**	USA/MEX/CAN 2026	+50%

The table shows consistent growth across every cycle since 2003, with marketing rights revenue rising from $714 million to a budgeted $2.69 billion - a near four-fold increase over two decades. The largest jumps came early (the 50% rise from 2003-2006 to 2007-2010 as the tiered structure took effect) and are projected again for 2023-2026 (another 50% rise). The middle cycles showed steadier single-digit to mid-teens growth. The full FIFA revenue stream comparison is in our FIFA revenue by stream analysis.

Revenue Growth

$714M to $2.69B - FIFA Marketing Rights Growth 2003-2026

FIFA marketing rights revenue growth 2003 2006 2010 2014 2018 2022 2026 cycle sponsorship billions FIFA Marketing Rights Revenue by Cycle 2003-2026 (USD Millions) 2003-06: $714M. 2007-10: $1,072M. 2011-14: $1,400M. 2015-18: $1,660M. 2019-22: $1,795M. 2023-26 budget: $2,693M. Near four-fold growth over two decades. Source: FIFA official publications, Statista 2023. $2.69B2023-26 budget

The growth trajectory shows two distinct acceleration phases. The first was 2003-2010, when FIFA introduced its tiered sponsorship structure after the 2006 World Cup and revenue jumped 50%. The middle period (2010-2022) saw steady but more modest growth as the sponsorship market matured. The second acceleration is projected for 2023-2026, driven by the expanded tournament and new sponsorship categories. The total cost of hosting these tournaments is in our total cost of hosting the World Cup analysis.

Sponsorship Tiers

FIFA's Three Sponsorship Tiers - Partners, Sponsors, and Supporters

Since 2006, FIFA has structured its marketing programme in three tiers, each offering a different level of association and price. The top tier, FIFA Partners, provides the highest level of brand association with both FIFA and all its events year-round - these are global giants like Coca-Cola, adidas, and Visa who pay an estimated $70-100 million annually. The second tier, World Cup Sponsors, provides rights to a specific tournament edition, typically costing $65-95 million. The third tier, Regional Supporters, offers territory-specific rights at lower cost.

FIFA sponsorship tiers Partners World Cup Sponsors Regional Supporters annual fee cost comparison FIFA Sponsorship Tiers - Estimated Annual Fee per Sponsor ($M) FIFA Partners (Tier 1): $70-100M/year - Coca-

Cola, adidas, Visa. World Cup Sponsors (Tier 2): $65-95M - Budweiser, McDonald's. Regional Supporters (Tier 3): lower, territory-specific. Source: FIFA official, arthnova 2026. 3tiers

This tiered structure allows FIFA to maximise revenue by offering different levels of commitment to different sponsors. A global brand seeking year-round association pays top dollar as a FIFA Partner, while a brand wanting only World Cup exposure or regional reach can enter at a lower tier. For Qatar 2022, FIFA successfully sold all 32 available sponsorship packages across all tiers - a complete sell-out that demonstrated the enduring commercial appeal of the World Cup. The global audience that makes these sponsorships valuable is reflected in our social media statistics and facts analysis.

FIFA Partners

Coca-Cola, adidas, Visa - Who Are FIFA's Top-Tier Partners?

FIFA's top-tier Partners are among the world's biggest brands, several with decades-long relationships with FIFA. adidas has been a FIFA Partner since 1970 and Coca-Cola since 1978 - two of the longest-running sponsorships in sports. Other Partners have included Visa, Hyundai/Kia, Wanda Group (the Chinese conglomerate), Qatar Airways, and QatarEnergy. These companies pay premium fees for the exclusive right to associate with FIFA across all its competitions year-round.

FIFA Partners Coca-Cola adidas Visa Hyundai Wanda Qatar Airways longest sponsorship history years FIFA Partners - How Long Each Has Sponsored FIFA adidas: since 1970 (55+ years). Coca-Cola: since 1978 (47+ years). Visa, Hyundai/Kia, Wanda, Qatar Airways, QatarEnergy: more recent. The longest sports sponsorships in the world. Source: FIFA official, Al Jazeera 2022. 1970adidas since 1978Coca-Cola since

The longevity of these partnerships reflects the unique value of FIFA association. Few sponsorship relationships in any industry last half a century, yet adidas and Coca-Cola have maintained their FIFA partnerships across generations of consumers, multiple World Cups, and even periods of FIFA controversy. For Coca-Cola and adidas, the World Cup has been a cornerstone of global marketing for nearly half a century. For 2026, FIFA has been signing new and renewed deals, with Coca-Cola, adidas, and Wanda among the top-tier Partners extended early. New sponsors continue to emerge too - Qatar 2022 added QatarEnergy as a top-tier Partner and Crypto.com as FIFA's first new American sponsor in over a decade. The internet companies increasingly entering FIFA sponsorship are in our internet companies revenue analysis.

Share of Revenue

24% of FIFA Revenue - Marketing Rights vs Other Streams

FIFA marketing rights share total revenue 24 percent broadcasting hospitality licensing 2019 2022 Marketing Rights vs Other FIFA Revenue Streams - 2019-2022 ($M) TV Broadcasting: $3,426M (45%). Marketing Rights: $1,795M (24%). Hospitality/Tickets: $949M (12.5%). Licensing: $769M (10%). Other: $629M (8.5%). Marketing is the solid second stream. Source: FIFA official publications 2022.
24%marketing share

Marketing rights at 24% is FIFA's solid second revenue stream, well behind TV broadcasting (45%) but comfortably ahead of hospitality/tickets (12.5%), licensing (10%), and other income (8.5%). Together, broadcasting and marketing account for roughly 69% of all FIFA revenue. This 24% share has been remarkably stable across cycles, even as the absolute dollar figure has grown. For 2023-2026, marketing rights are projected to maintain roughly this share while growing to $2.69 billion, as the overall FIFA revenue pie expands. The FIFA broadcasting revenue detail is in our FIFA broadcasting revenue analysis.

2023-2026 Surge

$2.69 Billion Budgeted - The 50% Marketing Rights Surge for 2023-2026

FIFA 2023 2026 marketing rights budget 2693 million increase 927 expanded World Cup women esports FIFA 2023-2026 Marketing Budget - $2.69B (+$927M vs Prior Cycle) 2019-2022 actual: $1,795M. 2023-2026 budget: $2,693M. Increase: $927M (+50%). Driven by expanded 48-team World Cup, new women's football sponsorship deals, and new esports tiers. Source: FIFA official publications 2022 budget.
+$927Mvs 2019-22

The $2.69 billion marketing budget for 2023-2026 represents a 50% increase - one of the biggest projected jumps in any FIFA revenue stream. Several factors drive this: the expanded 48-team 2026 World Cup with 104 matches offers sponsors far more exposure; FIFA has launched a dedicated women's football sponsorship strategy with separate deals; and new esports and digital sponsorship tiers open additional revenue. FIFA had already contracted 21% of the 2023-2026 marketing target by the end of 2022, well before the 2026 tournament - reflecting strong early commercial demand and the forward-selling nature of major sponsorship deals. The 2026 tournament overview is in our FIFA World Cup 2026 statistics and facts analysis.

Women & Esports

Women's Football and Esports - FIFA's New Marketing Frontiers

A key driver of FIFA's marketing rights growth for 2023-2026 is the development of new sponsorship categories beyond the traditional men's World Cup. FIFA has launched a dedicated women's football sponsorship strategy, signing separate deals for the FIFA Women's World Cup (held in Australia and New Zealand in 2023). This unbundling of women's football rights allows brands like Visa and Xero to sponsor women's football specifically, opening a new revenue stream that did not exist in earlier cycles.

FIFA marketing rights new categories women football esports digital sponsorship growth 2023 2026 FIFA Marketing Growth Drivers 2023-2026 - Where the +$927M Comes From Expanded men's World Cup (48 teams), new women's football deals, new esports/digital tiers, and premium US market together drive the 50% marketing rights increase to $2.69B. Source: FIFA official publications 2022 budget. +50%marketing growth

Esports and digital sponsorship represent another frontier. FIFA has continued enhancing its digital and esports landscape, opening new sponsorship tiers that appeal to technology and gaming brands. Combined with the expanded men's tournament and the premium US market for 2026, these new categories explain why FIFA is confident in the 50% marketing rights increase. The diversification beyond the traditional men's World Cup sponsorship reduces FIFA's reliance on a small group of legacy partners. The biggest social media platforms that amplify these new categories are in our biggest social media platforms by users analysis.

Why Sponsors Pay

Why Brands Pay Millions to Sponsor FIFA

The reason global brands pay $70-100 million annually to associate with FIFA comes down to reach and prestige. The World Cup is the most-watched sporting event on the planet - the 2022 tournament drew over 5 billion viewers globally, with the final alone attracting 1.5 billion. No other marketing platform offers a single brand simultaneous exposure to such a vast, engaged, global audience. For a brand like Coca-Cola or Visa seeking worldwide visibility, FIFA sponsorship delivers reach that would be almost impossible to replicate through conventional advertising.

FIFA World Cup global audience reach viewers billions sponsorship value 2022 final Super Bowl comparison Why Sponsors Pay - World Cup Global Reach vs Other Events (Viewers, Billions) World Cup 2022 total: 5B+ viewers. WC final: 1.5B. Olympics opening: ~1B. Super Bowl: ~0.12B. Champions League final: ~0.4B. The World Cup's unmatched reach justifies premium sponsor fees. Source: FIFA official,

arthnova 2026. 5B+WC 2022 viewers

Beyond raw audience numbers, FIFA sponsorship offers prestige and emotional association. Brands align themselves with the passion, drama, and global unity of the World Cup, transferring those positive associations to their products. This emotional connection is particularly valuable for consumer brands competing in crowded markets. The exclusivity of the top tiers - only a handful of FIFA Partners exist at any time - adds scarcity value that justifies the premium fees.

However, sponsorship value is not guaranteed. Analysts note that smaller, regional sponsors often struggle to recoup their investment due to scale limitations and competition from "ambush marketing" by non-sponsors. Nike, for instance, has historically run high-profile World Cup campaigns without being an official FIFA Partner, generating buzz that rivals official sponsors at lower cost. The most successful FIFA sponsorships tend to be the largest global brands with the scale to fully leverage the association. The global economy context for these sponsorship decisions is in our global economy analysis.

Marketing vs Broadcasting

Marketing Rights vs Broadcasting - FIFA's Two Commercial Pillars

Marketing rights and television broadcasting together form the commercial core of FIFA's revenue, accounting for around 69% of total income in the 2019-2022 cycle ($3.43B broadcasting + $1.8B marketing). Both are "rights-based" revenue - FIFA sells access to its intellectual property and the World Cup platform rather than selling physical products. And both are recognised when events are broadcast, concentrating in the World Cup year.

The two streams are also commercially linked. Marketing rights for "tangible" sponsorship are calculated based on broadcast hours - the more the World Cup is broadcast, the more sponsorship exposure is delivered, and the more those rights are worth. This is why FIFA describes its commercial operation as "Marketing & TV Broadcasting" - a single integrated function that commercialises the World Cup across both media and sponsorship channels. The detailed broadcasting revenue analysis is in our FIFA broadcasting revenue analysis.

FIFA marketing rights versus broadcasting two pillars commercial core 2019 2022 combined share Marketing + Broadcasting - FIFA's Combined Commercial Core Broadcasting: $3,426M (45%). Marketing: $1,795M (24%). Combined: $5,221M (69% of revenue). These two rights-based streams are the foundation of FIFA's commercial model. Source: FIFA official publications 2022. 69%combined share $5.2Bcombined total

While broadcasting is the larger of the two, marketing rights are growing faster heading into 2023-2026 (+50% vs broadcasting's +24%). This means marketing rights are gradually closing the gap with broadcasting as a share of FIFA's commercial revenue. The diversification into women's football and esports sponsorship is a key part of this acceleration, opening revenue sources that broadcasting has been slower to develop. The complete revenue stream picture is in our FIFA revenue by stream analysis.

Sponsorship History

The Evolution of FIFA Sponsorship - From 2003 to Today

FIFA's marketing rights model has evolved significantly since 2003. In the early 2000s, before the tiered structure, FIFA's sponsorship was a simpler arrangement with a smaller number of official partners. The $714 million generated in the 2003-2006 cycle reflected this less-developed commercial model. The turning point came after the 2006 World Cup in Germany, when FIFA introduced its three-tier sponsorship structure - a deliberate strategy to maximise revenue by offering different levels of association at different price points.

FIFA sponsorship history milestones 2006 tiered structure 2015 corruption scandal growth recovery FIFA Marketing Rights Through Key Milestones 2003-2026 ($M) 2003-06 $714M (pre-tiers). 2007-10 $1,072M (+50%, tiers introduced). 2011-14 $1,400M. 2015-18 $1,660M (despite 2015 corruption scandal). 2019-22 $1,795M. 2023-26 $2,693M (diversification). Source: FIFA official, Statista 2023. 2006tiers introduced 2015scandal survived

This restructuring paid off immediately. The 2007-2010 cycle saw marketing rights jump 50% to $1,072 million as the new tiered model attracted more sponsors at more price points. The 2010 South Africa World Cup, the first on the African continent, drew strong commercial interest despite the global financial crisis. By the 2011-2014 cycle, marketing rights had reached $1,400 million, with the six FIFA Partners alone paying an estimated $730 million combined for the 2014 Brazil tournament.

The mid-2010s brought challenges. The 2015 corruption scandal, which saw numerous FIFA officials indicted and led to President Sepp Blatter's resignation, made sponsors harder to sign and damaged FIFA's commercial reputation. Several major sponsors declined to renew. Yet marketing rights still grew to $1,660 million in 2015-2018, demonstrating the underlying resilience of World Cup commercial value even through reputational crisis. The investment budget context is in our FIFA World Cup investment budget analysis.

Today, FIFA's sponsorship is more diversified than ever, with new sponsor categories (cryptocurrency, technology), new geographic sources (Qatari and Chinese brands), and new properties (women's football,

esports). This diversification reduces FIFA's dependence on any single sponsor or sector and underpins the confident 50% growth projection for 2023-2026. The 2026 tournament that anchors this growth is in our FIFA World Cup 2026 statistics and facts analysis.

Ambush Marketing

Ambush Marketing - The Threat to FIFA Sponsorship Value

One persistent challenge to FIFA's marketing rights model is "ambush marketing" - when non-sponsor brands run campaigns that associate themselves with the World Cup without paying official sponsorship fees. The most famous example is Nike, which has repeatedly run major World Cup campaigns despite adidas being the official FIFA Partner. During the 2010 World Cup, Nike's ambush campaign reportedly generated more buzz than any official sponsor, raising questions about the value of paying premium fees for official status.

Ambush marketing matters because it directly undermines the exclusivity that justifies FIFA's high sponsorship fees. If a non-sponsor can achieve similar brand association at a fraction of the cost, the premium that official sponsors pay becomes harder to justify. FIFA and host nations have responded with strict regulations around stadiums and host cities, restricting non-sponsor advertising and protecting official partners' exclusive rights within designated zones.

FIFA sponsorship official versus ambush marketing brand value exclusivity protection sponsor tier Why Scale Matters - Sponsor Activation Budget by Tier (Illustrative) Large FIFA Partners can both pay fees and invest heavily in activation, defending against ambushers. Smaller regional sponsors struggle to fully leverage rights. The biggest global brands extract the most value from official status. Illustrative, based on industry analysis. Scaledrives value

Despite these efforts, ambush marketing remains a structural challenge, particularly for smaller official sponsors who lack the marketing budgets to fully activate their rights and defend against ambushers. This is one reason the most successful FIFA sponsorships tend to be the largest global brands - they have the scale to both pay the fees and invest heavily in activation that maximises the value of official status. The largest social media platforms where much of this marketing battle now plays out are in our biggest social media platforms by users analysis.

For FIFA, the challenge is to keep official sponsorship sufficiently valuable that brands continue to pay premium fees rather than pursuing ambush strategies. The expanded reach of the 2026 World Cup, the new women's football and esports properties, and ever-stricter brand protection rules are all part of FIFA's

strategy to maintain the value of official marketing rights and justify the projected $2.69 billion in 2023-2026 revenue. The full revenue context is in our FIFA total revenue analysis.

Key Statistics

FIFA Marketing Rights - Key Statistics 2003-2026

FIFA marketing rights revenue trend growth line 2003 2006 2010 2014 2018 2022 2026 cumulative FIFA Marketing Rights Revenue Trend 2003-2026 (USD Millions) Steady upward trend: $714M to $1,072M to $1,400M to $1,660M to $1,795M to $2,693M. Near four-fold growth over six cycles. Biggest jumps at the start (tiered structure) and end (expansion). Source: FIFA official publications, Statista 2023. 3.8x2003 to 2026

$1.8B2019-2022 Marketing Rights - 24% of FIFA's Total RevenueMarketing rights generated $1.8B (24%) in 2019-2022, $29M above budget. All 32 sponsorship packages for Qatar 2022 were sold. FIFA's solid second revenue stream after broadcasting. Source: FIFA official publications 2022. +50%2023-2026 Growth - The Fastest-Growing Major FIFA StreamMarketing rights are budgeted to grow 50% to $2.69B for 2023-2026 (+$927M). Driven by the expanded 48-team World Cup, women's football deals, and new esports tiers. Source: FIFA official publications. 55+ yearsadidas Partnership - One of the Longest in Sports Historyadidas has been a FIFA Partner since 1970 (55+ years) and Coca-Cola since 1978 (47+ years). These are among the longest-running sponsorships in world sport, reflecting the unique value of FIFA association. Source: FIFA official, Al Jazeera 2022. 3.8xTwo-Decade Growth - Marketing Rights from $714M to $2.69BFIFA's marketing rights revenue grew nearly four-fold from $714M (2003-2006) to a budgeted $2.69B (2023-2026), reflecting the rising commercial value of the World Cup. Source: FIFA official publications, Statista 2023. FAQ

Frequently Asked Questions - FIFA Marketing Rights

$1.8 billion in the 2019-2022 cycle (24% of total revenue), grown from $714 million in 2003-2006 - a near four-fold increase over two decades. For 2023-2026, marketing rights are budgeted at $2.69 billion, a 50% increase ($927M more). It is FIFA's second-largest revenue stream after television broadcasting. Source: FIFA official publications 2022.

Top-tier FIFA Partners pay an estimated $70-100 million annually each. Second-tier World Cup Sponsors pay around $65-95 million per tournament, and third-tier Regional Supporters pay less for territory-specific rights. The six FIFA Partners paid an estimated $730 million combined for the 2014 cycle. These are

industry estimates, as FIFA does not publish individual sponsor fees. Source: FIFA official, Analytic Partners.

Top-tier Partners include Coca-Cola (since 1978), adidas (since 1970), Visa, Hyundai/Kia, Wanda Group, Qatar Airways, and QatarEnergy. World Cup Sponsors include Budweiser, McDonald's, and Crypto.com. Source: FIFA official, Al Jazeera 2022.

Budgeted to grow 50% to $2.69 billion, driven by the expanded 48-team 2026 World Cup, a new women's football sponsorship strategy, new esports tiers, and the premium US market. The larger tournament offers sponsors greater global exposure. Source: FIFA official publications 2022.

FIFA's three tiers are: **(1) FIFA Partners** - top global sponsors with year-round association across all FIFA events ($70-100M/year); **(2) World Cup Sponsors** - deals tied to a specific tournament edition ($65-95M); **(3) Regional Supporters** - territory-specific deals at lower cost. This structure was introduced after the 2006 World Cup and immediately boosted revenue 50%. Source: FIFA official, Analytic Partners.

Since 1978 - over 47 years. adidas has been a FIFA Partner even longer, since 1970 (55+ years). These are among the longest-running sponsorships in world sport, reflecting the unique global marketing value of FIFA and the World Cup. Source: FIFA official, Al Jazeera 2022.

From **$714M (2003-06) to $1,072M (2007-10) to $1,400M (2011-14) to $1,660M (2015-18) to $1,795M (2019-22) to a budgeted $2,693M (2023-26)** - a near four-fold (3.8x) increase over two decades. The biggest jumps came at the start (the tiered structure) and the projected end (tournament expansion plus new categories). Source: FIFA official publications, Statista 2023.

Yes - all 32 available sponsorship packages were sold across global and regional tiers for Qatar 2022. New sponsors included QatarEnergy (top tier) and Crypto.com (FIFA's first new American sponsor in over a decade). Marketing rights beat budget by $29M. Source: FIFA official, Al Jazeera 2022.

Marketing rights are sponsorship deals where brands pay to associate with FIFA ($1.8B, 24%). **Broadcasting rights** are media deals where TV networks pay to show matches ($3.43B, 45%). Broadcasting is larger, but both are recognised when events are broadcast. Source: FIFA official publications 2022.

Yes. FIFA launched a dedicated women's football sponsorship strategy, signing separate deals for the FIFA Women's World Cup (Australia/New Zealand 2023). This unbundling lets brands sponsor women's football specifically, opening a new revenue stream that helps drive the 50% marketing growth for 2023-2026. Source: FIFA official, Al Jazeera 2022.

Sources

Statista - FIFA Revenue from Marketing Rights Worldwide 2003-2022 - Primary source for marketing rights by cycle. Original data from FIFA. Published February 2023, accessed 2026. +-0%.

FIFA Annual Report 2022 - Revenue from Marketing Rights - Source for sponsorship tier structure, value-in-kind revenue, cycle methodology. Published 2023. +-0%.

Analytic Partners - FIFA World Cup Sponsorship - Source for tiered structure (introduced 2006), FIFA Partners combined ~$730M for 2014, 50% growth 2006-2010. Published 2025.

Al Jazeera - FIFA Earns Record Revenue for Qatar World Cup - Source for sponsor names (QatarEnergy, Crypto.com), women's football strategy, 2026 partner extensions. Published November 2022.

Marketing rights revenue is recognised when FIFA events are broadcast, concentrated in the World Cup year. Figures shown are cycle totals. 2003-06 $714M, 2007-10 $1,072M, 2011-14 $1,400M, 2015-18 $1,660M, 2019-22 $1,795M, 2023-26 $2,693M budget. Sponsor fee estimates ($70-100M) are industry estimates, not official. 2023-26 is original budget. All figures USD. Not investment advice.

STATISTICS REPORT

FIFA broadcasting revenue 2015-2026

Updated May 30, 2026 · businesstats.com/revenue-from-television-broadcasting-rights-of-fifa

$3.43B 2019-2022 BROADCASTING REVENUE - RECORD, 45% OF TOTAL	**$4.26B** 2023-2026 BUDGET - UP $964M, FIFA'S BIGGEST STREAM	**$1.06B** EUROPE - LARGEST BROADCASTING MARKET WORLDWIDE
$400M+ FOX - PAID FOR US RIGHTS THROUGH 2022 WORLD CUP	**+10%** BROADCASTING GROWTH 2015-2018 TO 2019-2022	**49% to 39%** BROADCASTING SHARE OF TOTAL REVENUE, DECLINING

Overview

Broadcasting revenue of FIFA from 2015 to 2026

Television broadcasting rights are FIFA's financial engine - the single largest revenue stream in every cycle. **Broadcasting revenue grew from $3.13 billion in the 2015-2018 cycle to a record $3.43 billion in 2019-2022** (a 10% increase), and is budgeted to reach $4.26 billion in the 2023-2026 cycle. Broadcasters worldwide pay FIFA for the exclusive right to show World Cup matches in their territory, and they compete aggressively because the World Cup is genuinely must-watch live content with audiences in the billions. Unlike most television programming, which can be watched on demand, the World Cup is best experienced live - and this real-time, simultaneous global viewership is precisely what makes it so valuable to broadcasters who sell advertising around it. Broadcasting alone has consistently accounted for nearly half of all FIFA revenue, making it the foundation of FIFA's entire financial model. The complete breakdown of all FIFA revenue streams is in our FIFA revenue by stream analysis.

FIFA recognises broadcasting revenue when the actual broadcast takes place - which is overwhelmingly in the World Cup year. For this reason, FIFA itself states that a year-on-year comparison is "not meaningful" and that broadcasting revenue should be analysed across the full four-year cycle. A single calendar year of broadcasting revenue can range from near-zero in a non-tournament year to billions in a World Cup year, making annual figures deeply misleading without cycle context. Each cycle's broadcasting revenue is dominated by the single month of the World Cup, when broadcasters fulfil the contracts they signed years earlier. The total FIFA revenue context is in our FIFA total revenue 2015-2026 analysis.

A notable trend is that while broadcasting revenue grows in absolute terms every cycle, its share of FIFA's total revenue is declining: from 49% in 2015-2018 to 45% in 2019-2022, and a budgeted 39% in 2023-2026. This is not because broadcasting is shrinking - it is because other streams, particularly hospitality and ticket sales, are growing even faster. The full investment and spending picture for the 2026 tournament is in our FIFA World Cup investment and spending analysis.

FIFA broadcasting revenue overview cycle 2015 2018 2019 2022 2023 2026 largest stream billions FIFA Broadcasting Revenue at a Glance - 3 Cycles (USD Millions) 2015-2018: $3,127M. 2019-2022: $3,426M (+10%). 2023-2026 budget: $4,264M (+24%). FIFA's largest revenue stream every cycle. Source: FIFA official publications, Statista. #1biggest stream

$3.43B (2019-22)Record Broadcasting Revenue - 45% of Total, Up 10% on Prior CycleFIFA earned $3.43B from TV broadcasting in 2019-2022, up 10% on the 2015-2018 cycle. This was 45% of total revenue. Europe largest at $1.06B, Asia/N.Africa $1.03B. Source: FIFA official publications 2022. $4.26B (2023-26)Budgeted Broadcasting Revenue - Up $964M, Still the Biggest StreamFor 2023-2026, broadcasting is budgeted at $4.26B - an increase of $964M (+28%) on the prior cycle. It remains FIFA's largest single stream despite its share falling to 39%. Source: FIFA official publications 2022 budget. $1.06B (Europe)Largest Broadcasting Market - Europe Edges Asia and North AfricaEurope is FIFA's biggest broadcasting market at $1.06B in 2019-2022, narrowly ahead of Asia and North Africa ($1.03B). North America $519M, S/C America $352M. Source: FIFA official publications 2022. $400M+ (Fox)US Rights Deal - Fox Outbid ESPN for the 2022 World CupFox reportedly paid over $400M for exclusive US broadcasting rights through the 2022 World Cup. These multi-cycle deals give FIFA stable, predictable revenue years in advance. Source: World Football26, FIFA official. Broadcasting Data Table

FIFA Broadcasting Revenue by Cycle - 2015-2018, 2019-2022, 2023-2026

FIFA Television Broadcasting Revenue by 4-Year Cycle (FIFA Official, Statista) Click any column to sort

CYCLE	BROADCASTING REVENUE	SHARE OF TOTAL	WORLD CUP	GROWTH
2015-2018 Cycle Total	**$3,127M**	49%	Russia 2018	-
2019-2022 Cycle Total	**$3,426M**	45%	Qatar 2022	+10%
2023-2026 Cycle (budget)	**$4,264M**	39%	USA/MEX/CAN 2026	+24%

The table shows steady absolute growth in broadcasting revenue across all three cycles - from $3.13B to $3.43B to a budgeted $4.26B - even as its percentage share of FIFA's total revenue declines from 49% to

39%. The $964 million increase budgeted for 2023-2026 is the largest cycle-on-cycle jump in absolute terms, reflecting both the expanded 48-team 2026 World Cup and the premium value of North American broadcast markets. The full FIFA revenue stream comparison is in our FIFA revenue by stream analysis.

Revenue Growth

$3.13B to $4.26B - FIFA Broadcasting Revenue Growth Across Three Cycles

FIFA television broadcasting revenue growth 2015 2018 2019 2022 2023 2026 cycle billions increase FIFA Broadcasting Revenue by Cycle 2015-2026 (USD Millions) 2015-2018: $3,127M (49% of total). 2019-2022: $3,426M (45%, +10%). 2023-2026 budget: $4,264M (39%, +24%). Absolute growth every cycle, biggest jump into 2023-2026. Source: FIFA official publications, Statista. $4.26B2023-26 budget

Broadcasting revenue has grown consistently but at a moderating pace relative to FIFA's other streams. The 10% growth from 2015-2018 to 2019-2022 was solid but unspectacular - reflecting a mature broadcasting market where the biggest territorial deals were already at premium levels. The budgeted 24% jump into 2023-2026 is more aggressive, driven by the expanded tournament and the high value of US broadcast rights for a World Cup played in American time zones. The total cost of hosting these tournaments is in our total cost of hosting the World Cup analysis.

Share of Total Revenue

49% to 39% - Why Broadcasting's Share of FIFA Revenue Is Falling

FIFA broadcasting share percent total revenue declining 2015 2018 2019 2022 2023 2026 hospitality Broadcasting Revenue vs Total FIFA Revenue - Share Declining 2015-2018: $3,127M of $6,421M (49%). 2019-2022: $3,426M of $7,568M (45%). 2023-2026: $4,264M of $11,000M (39%). Broadcasting grows in dollars but shrinks in share as hospitality/tickets surge. Source: FIFA official publications. 45%2019-22 share 39%2023-26 share

The declining share of broadcasting in FIFA's revenue mix - from 49% to 45% to a budgeted 39% across three cycles - is one of the most important structural trends in FIFA finance. It does not signal any weakness in broadcasting - which continues to grow - but rather the explosive growth of other streams, especially hospitality and ticket sales (budgeted to surge from $949M to $3.1B in 2023-2026). FIFA is diversifying its revenue base, reducing its dependence on a single stream. The 2026 tournament format and overview is in our FIFA World Cup 2026 statistics and facts analysis.

By Region

Europe $1.06B, Asia $1.03B - FIFA Broadcasting Revenue by Region

FIFA broadcasting revenue by region Europe Asia North America South America 2019 2022 territory FIFA Broadcasting Revenue by Region - 2019-2022 Cycle ($3.43B) Europe: $1,061M (largest). Asia and North Africa: $1,025M. North America: $519M. S/C America: $352M. Other/host broadcasting: $469M. Europe and Asia together are over 60% of broadcasting revenue. Source: FIFA official publications 2022, WorldCupRadar. $1.06BEurope (top)

Europe and Asia and North Africa together account for over 60% of FIFA's broadcasting revenue, reflecting these regions' large populations, deep football cultures, and competitive broadcast markets. Europe's narrow lead ($1.06B vs $1.03B) over Asia and North Africa shows how rapidly Asian and Middle Eastern broadcast markets have grown - Qatar 2022, played in the Middle East, naturally boosted regional broadcasting interest. A decade earlier, Europe dominated this category by a far wider margin; the near-parity now reflects the globalisation of football's broadcast economy and the rising purchasing power of Asian media markets. North America at $519M is set to grow substantially for 2026 when the tournament is played in US time zones. The social media audiences that amplify these broadcasts globally are in our social media statistics and facts analysis.

Europe - Top Market

Why Europe Is FIFA's Biggest Broadcasting Market

Europe has long been FIFA's largest broadcasting market, contributing $1.06 billion in the 2019-2022 cycle. Several factors drive this: Europe has the deepest football culture in the world, with the sport embedded in national identity across the continent; high disposable incomes allow broadcasters to charge premium advertising rates and subscription fees; and the competitive European broadcast market, with multiple free-to-air and pay-TV networks, drives up rights fees as networks bid against each other for exclusive access.

FIFA broadcasting revenue Europe versus other regions dominance 2019 2022 share percentage market Europe vs Other Regions - Broadcasting Revenue Share 2019-2022 Europe: 31% ($1,061M). Asia and N.Africa: 30% ($1,025M). North America: 15% ($519M). S/C America: 10% ($352M). Other: 14% ($469M). Europe and Asia are nearly tied for the lead. Source: FIFA official publications 2022. 31%Europe share 30%Asia/N.Africa

Notably, the gap between Europe and Asia has narrowed dramatically. In earlier cycles, Europe dominated broadcasting revenue by a wide margin; by 2019-2022, Asia and North Africa had nearly caught up at $1.03 billion. This reflects the rapid growth of broadcast markets in Asia and the Middle East, driven by rising incomes, growing football fandom, and the Qatar 2022 World Cup being played in the region. For 2026, North America is expected to rise sharply given the home-market advantage. The global economy context for these regional markets is in our global economy analysis.

Major Broadcasting Deals

$400M+ from Fox - FIFA's Biggest Broadcasting Deals

FIFA sells broadcasting rights territory by territory, and the largest single deals are with broadcasters in wealthy, populous markets. In the United States, Fox reportedly paid over $400 million for exclusive English-language rights to the 2018 and 2022 World Cups, outbidding ESPN. Telemundo holds the Spanish-language US rights, which are particularly valuable given the large and passionate Hispanic football audience in the United States. In the United Kingdom, the BBC and ITV share rights under public-interest "listed events" rules that keep the World Cup on free-to-air television, ensuring the tournament remains accessible to all viewers rather than locked behind pay-TV subscriptions. Different countries have different regulatory approaches to whether the World Cup must be available free-to-air.

These deals are typically multi-cycle, giving FIFA revenue visibility years in advance. FIFA's TV contracts were set through the 2026 World Cup well before the tournament, and the organisation has already contracted 43% of broadcasting rights for the following 2027-2030 cycle. This forward-selling model is central to FIFA's financial stability - by the end of 2021, FIFA had already contracted $6.11 billion of its 2019-2022 target revenue, well before the Qatar World Cup was played. This advance contracting reduces FIFA's financial risk and allows it to plan development spending and tournament investments with confidence years ahead. The internet companies and streaming platforms increasingly entering this market are in our internet companies revenue analysis.

FIFA World Cup broadcasting revenue historical growth 2010 2014 2018 2022 2026 South Africa Brazil Russia Qatar FIFA Broadcasting Revenue Growth - Historical Trend by World Cup ($M) 2010-2014 cycles broadcasting grew steadily. 2015-2018: $3,127M. 2019-2022: $3,426M. 2023-2026 budget: $4,264M. The expanded 2026 World Cup and US market drive the projected jump. Source: FIFA official publications, Statista. +36%2015 to 2026

The expansion of the 2026 World Cup to 48 teams and 104 matches (up from 32 teams and 64 matches) creates substantially more broadcast content - more matches to sell, more advertising inventory, and longer tournament coverage spanning a greater number of days. More matches also means more opportunities for broadcasters in different time zones to show games at convenient local times, increasing the overall value of the rights. Combined with the premium US broadcast market and favourable time zones for global audiences, this drives the budgeted broadcasting revenue jump to $4.26 billion. The detailed winner odds for teams competing in this expanded tournament are in our World Cup 2026 winner probability analysis.

2023-2026 - $4.26B

$4.26 Billion Budgeted for 2023-2026 - Broadcasting's Biggest Cycle Ever

FIFA 2023 2026 broadcasting revenue budget 4264 million increase 964 expanded World Cup 48 teams FIFA 2023-2026 Broadcasting Budget - $4.26B (+$964M vs Prior Cycle) 2019-2022 actual: $3,426M. 2023-2026 budget: $4,264M. Increase: $964M (+28%). Driven by 48-team format (104 matches), US market premium, favourable time zones. Broadcasting remains FIFA biggest stream. Source: FIFA official publications 2022 budget. +$964Mvs 2019-22

The $4.26 billion broadcasting budget for 2023-2026 represents the single biggest increase in any FIFA revenue stream in absolute terms (+$964M). To put this in context, that increase alone is larger than FIFA's entire licensing revenue stream for the cycle ($669M). However, FIFA has a track record of conservative budgeting - it delivered 18% above its broadcasting budget in 2019-2022 - so the actual figure could be higher. With FIFA's total cycle revenue revised up to $13 billion (from the original $11 billion budget), broadcasting revenue may also exceed the $4.26 billion budget. The tourism impact of the millions of fans watching and attending is in our FIFA World Cup 2026 tourism impact analysis.

Future Cycles

43% Already Sold - FIFA Broadcasting Rights for 2027-2030

Remarkably, FIFA has already contracted 43% of its broadcasting rights for the 2027-2030 cycle - before the 2026 World Cup has even been played. This demonstrates the long-term confidence broadcasters have in the value of FIFA content and the forward-selling nature of the broadcasting market. FIFA expects the 2027-2030 cycle to reach $14 billion in total revenue, boosted by the commercial momentum of the 2026 tournament.

FIFA broadcasting future cycles 2023 2026 2027 2030 forecast contracted rights percent streaming FIFA Total Revenue Forecast - 2023-2026 vs 2027-2030 (USD Billions) 2019-2022: $7.57B. 2023-2026: $13B (revised). 2027-2030: $14B (FIFA expectation). 43% of 2027-2030 broadcasting rights already contracted before the 2026 World Cup. Source: FIFA official, theglobalstatistics 2026. 43%2027-30 sold

The future of FIFA broadcasting is also being shaped by the shift toward streaming. The 2025 Club World Cup was broadcast primarily through streaming platform DAZN in a deal worth around $1 billion, signalling FIFA's openness to non-traditional broadcasters. As streaming platforms like DAZN, Apple, and Amazon increasingly bid for live sports rights, FIFA's broadcasting revenue may grow through new types of deals beyond traditional television networks. The biggest social media and streaming platforms reshaping content distribution are in our biggest social media platforms by users analysis.

Why Broadcasting Dominates

Why Television Broadcasting Has Always Been FIFA's Biggest Stream

Television broadcasting has been FIFA's largest revenue source for decades, and the reasons are structural. The World Cup is the most-watched sporting event on Earth - the 2022 final drew an estimated 1.5 billion viewers globally. This concentration of attention on a single event, broadcast simultaneously across nearly every country, creates broadcasting value that no other sports property can match. Broadcasters pay premium prices because the World Cup reliably delivers the largest live audiences of any programming.

Live sport - and the World Cup above all - has become even more valuable in the streaming era. As general television viewing fragments across on-demand platforms, live sport remains one of the few categories that delivers huge simultaneous audiences in real time. This scarcity makes World Cup rights a must-have for broadcasters seeking to attract advertisers and subscribers. The result is fierce competition for exclusive territorial rights, driving up the fees FIFA can command.

FIFA broadcasting revenue versus other streams marketing licensing hospitality dominance comparison 2019 2022 Broadcasting vs All Other FIFA Streams - 2019-2022 ($M) TV Broadcasting: $3,426M. Marketing: $1,795M. Hospitality/Tickets: $949M. Licensing: $769M. Other: $629M. Broadcasting alone is nearly double the next-largest stream. Source: FIFA official publications 2022. 1.9xvs marketing

Broadcasting revenue at $3.43 billion is nearly double the second-largest stream (marketing rights at $1.8 billion) and larger than hospitality, licensing, and other revenue combined. This dominance has held for every recent cycle, and even though broadcasting's percentage share is declining, it remains comfortably

FIFA's number one income source. The complete stream-by-stream breakdown is in our FIFA revenue by stream analysis. The way this revenue is ultimately distributed to teams and clubs is in our FIFA World Cup investment and spending analysis.

In-House Media Sales

FIFA's In-House Media Sales Strategy - Cutting Out the Middleman

For the 2023-2026 cycle, FIFA made a significant strategic change: it established a fully insourced media sales force to commercialise its broadcasting and marketing rights directly, rather than relying on external sales agencies. FIFA described this as delivering "significant efficiencies" and better serving its commercial obligations. By selling rights directly, FIFA retains a larger share of the revenue that would previously have gone to intermediary agencies.

FIFA in-house media sales hospitality strategy revenue growth 2019 2022 2023 2026 broadcasting marketing FIFA In-House Strategy Impact - Broadcasting and Hospitality Growth Broadcasting: $3,426M (19-22) to $4,264M (23-26 budget). Hospitality: $949M to $3,097M. Both streams brought in-house to cut intermediaries and capture full value. Marketing: $1,795M to $2,693M. Source: FIFA official publications. +24%broadcasting +226%hospitality

This mirrors the strategy FIFA adopted in hospitality, where it moved away from outsourcing to partners (under a rights-fee model) toward running the programme internally. In both cases, the logic is the same: by controlling the sales process and cutting out middlemen, FIFA captures the full value of its rights. This in-house approach has contributed to the strong growth budgeted for both broadcasting ($4.26B) and hospitality ($3.1B) in the 2023-2026 cycle.

FIFA has also invested in enhancing its digital and esports landscape during the 2023-2026 cycle, recognising that the future of sports broadcasting increasingly involves direct-to-consumer streaming and digital platforms. This forward-looking investment positions FIFA to capture value as the broadcasting landscape continues to evolve away from traditional television. The 2025 Club World Cup's primary broadcast deal with streaming platform DAZN - worth around $1 billion - demonstrates FIFA's willingness to embrace non-traditional broadcasters. As streaming services compete with traditional networks for live sports rights, FIFA is positioning itself to benefit from both. The internet companies driving this streaming shift are in our internet companies revenue analysis. The total cost of hosting these broadcast tournaments is in our total cost of hosting the World Cup analysis.

Broadcasting in Context

How FIFA Broadcasting Revenue Compares to Other Sports

FIFA's broadcasting revenue, while enormous for a single quadrennial tournament, differs fundamentally from the year-round broadcasting deals of domestic leagues. The English Premier League, for example, earns several billion dollars annually from broadcasting across its 38-week season. The NFL's media deals are worth over $100 billion across multiple years. But these are continuous, season-long products with weekly content, whereas FIFA concentrates its broadcasting value into a single month every four years.

FIFA broadcasting revenue versus Premier League NFL NBA annual sports media rights comparison billions FIFA Broadcasting vs Other Sports Media Deals (Annual Equivalent, $B) NFL media: ~$12.5B/year. Premier League: ~$4B/year. FIFA broadcasting (annual avg, 2023-26): ~$1.07B/year. NBA media: ~$2.6B/year. FIFA concentrates value into the World Cup year vs year-round leagues. Source: industry reports, FIFA official 2026. +-10%. ~$1.07BFIFA annual avg

On a per-event basis, however, the World Cup is unmatched. The tournament's broadcasting revenue of $3.43 billion over roughly one month of football translates to extraordinary value per broadcast hour. No single sporting event commands the simultaneous global audience of the World Cup final, which is why broadcasters pay premium prices for exclusive rights despite the tournament occurring only once every four years. This concentration of value into a short window is a defining feature of FIFA's broadcasting model.

The comparison also highlights why FIFA has been diversifying beyond broadcasting. Domestic leagues with year-round content can rely on broadcasting as a stable, recurring revenue base. FIFA, with its quadrennial model, benefits from diversifying into hospitality, ticketing, and licensing to smooth its revenue and reduce dependence on the single broadcasting stream. This is why broadcasting's share is falling even as its absolute value rises. The most popular sports leagues and events context helps illustrate FIFA's unique position. The global economy backdrop for these broadcasting markets is in our global economy analysis.

Looking ahead, the entry of deep-pocketed streaming platforms into sports broadcasting could reshape FIFA's broadcasting revenue significantly. Companies like Apple, Amazon, and DAZN have demonstrated willingness to pay large sums for live sports rights as they compete for subscribers. If these platforms bid against traditional broadcasters for World Cup rights in future cycles, FIFA's broadcasting revenue could grow well beyond current projections. The biggest social media and streaming platforms reshaping this

landscape are in our biggest social media platforms by users analysis.

Key Statistics

FIFA Broadcasting Revenue - Key Statistics 2015-2026

FIFA broadcasting revenue total versus broadcasting trend 2015 2018 2019 2022 2023 2026 comparison FIFA Broadcasting Revenue vs Total Revenue - 3 Cycles ($M) Broadcasting: $3,127M to $3,426M to $4,264M. Total: $6,421M to $7,568M to $11,000M. Broadcasting grows but total grows faster, hence declining share. Source: FIFA official publications. $4.26B2023-26

$3.43B2019-2022 Broadcasting Revenue - FIFA's Largest Single StreamBroadcasting generated $3.43B (45%) in 2019-2022, up 10% on the prior cycle. Europe largest market ($1.06B), Asia/N.Africa close second ($1.03B). Recognised primarily in the World Cup year. Source: FIFA official publications 2022. +$964M2023-2026 Increase - Biggest Absolute Stream Jump in FIFA HistoryBroadcasting is budgeted to rise $964M (+28%) to $4.26B for 2023-2026 - the largest absolute increase of any FIFA revenue stream. Driven by the 48-team format and US broadcast market premium. Source: FIFA official publications. 49% to 39%Declining Share - Broadcasting Shrinks as a % Despite Dollar GrowthBroadcasting's share of FIFA revenue fell from 49% (2015-2018) to 45% (2019-2022) to a budgeted 39% (2023-2026). It still grows in dollars but other streams (hospitality, tickets) grow faster. Source: FIFA official publications. 43% sold2027-2030 Rights - Already Contracted Before 2026 World Cup PlayedFIFA has already contracted 43% of broadcasting rights for the 2027-2030 cycle before the 2026 tournament. FIFA expects that cycle to reach $14B total revenue, boosted by 2026 momentum. Source: FIFA official, theglobalstatistics 2026. FAQ

Frequently Asked Questions - FIFA Broadcasting Revenue

$3.43 billion in the 2019-2022 cycle (45% of total revenue), up 10% on $3.13 billion in 2015-2018. For 2023-2026, broadcasting is budgeted at $4.26 billion, an increase of $964 million (+28%). It is FIFA's largest revenue stream by a wide margin - nearly double the second-largest stream, marketing rights. Source: FIFA official publications 2022.

Europe at $1.06 billion in the 2019-2022 cycle, narrowly ahead of Asia and North Africa at $1.03 billion. North America contributed $519 million, South/Central America $352 million. Europe and Asia together make up over 60% of broadcasting revenue, reflecting their large populations, deep football cultures, and competitive broadcast markets. Source: FIFA official publications 2022.

Over $400 million for exclusive English-language US rights through the 2022 World Cup, outbidding ESPN. Telemundo holds the Spanish-language US rights. These long-term multi-cycle deals give FIFA stable, predictable revenue. Source: World Football26, FIFA official.

45% in 2019-2022 ($3.43B of $7.57B), down from 49% in 2015-2018. For 2023-2026, broadcasting's share is budgeted to fall to 39% as hospitality and ticket revenue surges - though broadcasting still grows in absolute dollars. Source: FIFA official publications.

Other streams are growing faster, not because broadcasting is shrinking. Hospitality and ticket sales are budgeted to surge from $949M to $3.1B in 2023-2026. Broadcasting still grows in dollars ($3.43B to $4.26B) but its share falls from 45% to 39%. Source: FIFA official publications.

$4.26 billion budgeted - an increase of $964 million (+28%) on the 2019-2022 cycle. This is the largest absolute increase of any FIFA revenue stream, driven by the expanded 48-team 2026 World Cup and premium US broadcast market. Source: FIFA official publications 2022 budget.

FIFA recognises broadcasting revenue **when the actual broadcast takes place** - overwhelmingly in the World Cup year - and the amount is contingent on the number of broadcasting hours. FIFA states a year-on-year comparison is "not meaningful" and that broadcasting revenue should be analysed across the full four-year cycle, since non-tournament years generate minimal broadcasting income. Source: FIFA official publications.

$3.13 billion in the 2015-2018 cycle (ending with Russia 2018), accounting for 49% of total revenue - the highest broadcasting share of any recent cycle. This grew 10% to $3.43 billion in 2019-2022. Source: FIFA official publications, Medium.

Increasingly yes. The 2025 Club World Cup was broadcast primarily through streaming platform DAZN in a deal worth around $1 billion. As streaming platforms like DAZN, Apple, and Amazon bid for live sports rights, FIFA's broadcasting revenue may grow through new deal types beyond traditional TV. Source: FIFA official, Inside World Football 2025.

Yes - 43% already contracted for 2027-2030 before the 2026 World Cup has even been played. FIFA expects the 2027-2030 cycle to reach $14 billion in total revenue, boosted by the commercial momentum of the 2026 tournament. Source: FIFA official, theglobalstatistics 2026.

Sources

FIFA Annual Report 2022 - 2019-2022 Revenue - Primary source for broadcasting revenue ($3.43B, 45%, +10%), regional breakdown (Europe $1.06B, Asia/N.Africa $1.03B). +-0%.

Statista - FIFA TV Broadcasting Rights Revenue by Region 2009-2021 - Source for regional broadcasting breakdown across cycles. Original data from FIFA. Updated 2022. +-0%.

FIFA Annual Report 2022 - 2023-2026 Cycle Budget - Source for 2023-2026 broadcasting budget ($4,264M, +$964M). Published 2022-2023. +-0%.

Medium - How Does FIFA Make Money - Source for 2015-2018 broadcasting detail ($3,127M, 49%), regional geographic breakdown. Published 2021.

FIFA recognises broadcasting revenue when the broadcast takes place, concentrated in the World Cup year. Figures shown are cycle totals. 2015-2018 = $3,127M (49%), 2019-2022 = $3,426M (45%), 2023-2026 = $4,264M budget (39%). Regional 2019-2022: Europe $1,061M, Asia/N.Africa $1,025M, N.America $519M, S/C America $352M. Regional figures +-5%. All figures USD. Not investment advice.

STATISTICS REPORT

FIFA revenue 2015-2026, by stream

Updated May 30, 2026 · businesstats.com/fifas-income-by-economic-sectors-in-2009

$3.43B TV BROADCASTING - BIGGEST STREAM, 45% OF 2019-2022 REVENUE	**$1.8B** MARKETING RIGHTS - 2ND BIGGEST, 24% OF REVENUE	**$949M** HOSPITALITY AND TICKETS - $686M TICKETS + $243M HOSPITALITY
$769M LICENSING RIGHTS - UP 28% DESPITE LOSING EA SPORTS DEAL	**$3.1B** 2023-2026 HOSPITALITY BUDGET - THE BIGGEST STREAM SHIFT	**5** MAIN REVENUE STREAMS REPORTED BY FIFA EACH CYCLE

Overview

Revenue of FIFA from 2015 to 2026, by stream

FIFA generates revenue through five main streams: television broadcasting rights, marketing rights (sponsorships), hospitality and ticket sales, licensing rights, and other income. **Television broadcasting is overwhelmingly the largest**, contributing $3.43 billion (45%) of the record $7.57 billion generated in the 2019-2022 cycle. The remaining streams - marketing ($1.8B), hospitality and tickets ($949M), licensing ($769M), and other ($629M) - together make up the other 55%. For the full picture of FIFA's total revenue, see our FIFA total revenue 2015-2026 analysis.

The relative importance of each stream has shifted over time. Television broadcasting has remained dominant but its share has actually declined slightly as other streams grow. The most dramatic change is in hospitality and ticket sales: from $712 million in the 2015-2018 cycle to $949 million in 2019-2022, and budgeted to surge to $3.1 billion in 2023-2026. This reflects FIFA's strategic decision to run hospitality programmes internally rather than outsourcing them, capturing the full profit margin. The detailed hospitality and catering rights data is in our FIFA hospitality and catering rights analysis.

Because FIFA operates on a four-year cycle with the World Cup as the crowning event, revenue by stream is best analysed by cycle rather than individual year. Each stream peaks in the World Cup year, when broadcasting contracts are fulfilled, sponsorship activations occur, and tickets and hospitality are sold. The total investment and spending picture for the 2026 tournament that drives these streams is in our FIFA World Cup investment and spending analysis.

FIFA revenue stream overview TV broadcasting marketing hospitality licensing 2019 2022 comparison FIFA Revenue Streams Ranked - 2019-2022 Cycle ($M) TV Broadcasting: $3,426M. Marketing Rights: $1,795M. Hospitality/Tickets: $949M. Licensing: $769M. Other: $629M. TV dwarfs every other stream. Source: FIFA official publications 2022. $3.43BTV (biggest)

TV: $3.43BTelevision Broadcasting Rights - 45% of 2019-2022 Revenue, Up 10%Broadcasters worldwide pay for exclusive rights to show World Cup matches. Europe largest at $1.06B, Asia/N.Africa $1.03B. Fox paid $400M+ for US rights through 2022. Source: FIFA official publications 2022. Marketing: $1.8BMarketing Rights (Sponsorships) - 24% of Revenue, All Packages SoldFIFA Partners (Coca-Cola, adidas, Visa, Hyundai/Kia) pay $70-100M annually. All 32 sponsor packages sold for Qatar 2022. Projected $2.69B for 2023-2026. Source: FIFA official publications 2022. Hosp/Tickets: $949MHospitality and Ticket Sales - $686M Tickets + $243M HospitalityAlmost 3M tickets sold for Qatar 2022 at ~$280 avg, 96%+ stadium occupancy. Hospitality up 64% vs 2018 after moving in-house. Budgeted $3.1B for 2023-2026. Source: FIFA official publications 2022. Licensing: $769MLicensing Rights - Up 28% Despite Losing the EA Sports DealBrand royalties from licensees including Panini, Hublot, Louis Vuitton. Grew 28% vs 2015-2018 despite EA Sports ending its ~$150M/year naming deal after FIFA 23. Source: FIFA official, arthnova 2026. Stream Data Table

FIFA Revenue by Stream and Cycle - 2015-2018 vs 2019-2022 vs 2023-2026

FIFA Revenue by Stream and 4-Year Cycle (FIFA Official, Statista) Click any column to sort

REVENUE STREAM	2015-2018	2019-2022	2023-2026 (BUDGET)	2019-22 SHARE	CYCLE GROWTH
TV Broadcasting Rights	$3,127M	$3,426M	$4,263M	45%	+10%
Marketing Rights (Sponsorship)	$1,660M	$1,795M	$2,693M	24%	+8%
Hospitality & Ticket Sales	$712M	$949M	$3,097M	12.5%	+33%
Licensing Rights	$600M	$769M	$669M	10%	+28%
Other Revenue	$322M	$629M	$278M	8.5%	+95%
TOTAL	**$6,421M**	**$7,568M**	**$11,000M**	100%	+18%

The table reveals that while TV broadcasting remains the largest stream in absolute terms, the fastest-growing stream into 2023-2026 is hospitality and ticket sales - budgeted to more than triple from $949M to $3.1B. This single shift accounts for much of FIFA's projected cycle revenue growth. Marketing rights also

grow strongly (to $2.69B), while licensing is projected to dip slightly to $669M, reflecting the loss of the EA Sports video game naming deal. The full FIFA total revenue context is in our FIFA total revenue analysis.

2019-2022 Breakdown

TV 45%, Marketing 24%, Hospitality 12.5% - FIFA's 2019-2022 Revenue Mix

FIFA revenue by stream 2019 2022 cycle breakdown TV broadcasting marketing licensing hospitality percent FIFA Revenue by Stream - 2019-2022 Cycle ($7.57B Total) TV Broadcasting: $3,426M (45%). Marketing Rights: $1,795M (24%). Hospitality/Tickets: $949M (12.5%). Licensing: $769M (10%). Other: $629M (8.5%). TV is by far the dominant stream. Source: FIFA official publications 2022. 45%from TV

The dominance of TV broadcasting (45%) reflects the fundamental economics of the World Cup: it is must-watch live television with global audiences in the billions, and broadcasters compete fiercely for exclusive territorial rights. No other stream comes close - TV broadcasting alone ($3.43B) is nearly double the second-largest stream, marketing rights ($1.8B). The combined "rights-based" streams (TV + marketing + licensing) account for about 79% of FIFA revenue, confirming that FIFA's core business model is selling commercial rights around its tournaments rather than direct consumer sales. The global audience that underpins these broadcasting deals is reflected in our social media statistics and facts analysis.

Streams by Cycle

How Each FIFA Revenue Stream Has Grown Across Three Cycles 2015-2026

FIFA revenue stream growth comparison 2015 2018 2019 2022 2023 2026 cycle TV marketing hospitality grouped FIFA Revenue Streams Compared Across 3 Cycles (USD Millions) TV: $3,127M (15-18) to $3,426M (19-22) to $4,263M (23-26). Marketing: $1,660M to $1,795M to $2,693M. Hospitality: $712M to $949M to $3,097M (surge). Licensing: $600M to $769M to $669M. Source: FIFA official publications. 3xhospitality growth

2015-2018 2019-2022 2023-2026 (budget)

The grouped comparison shows hospitality and ticket sales as the standout growth stream - more than tripling across the three cycles from $712M to a budgeted $3.1B. No other stream shows anything close to this growth trajectory, making it the defining story of FIFA's evolving revenue mix. This is the single biggest structural change in FIFA's revenue mix. TV broadcasting grows steadily but modestly (a 36% increase

across the period), while marketing rights accelerate into 2023-2026 (+50% to $2.69B). Licensing is the only stream projected to decline, due to the EA Sports deal ending. The total cost of hosting these tournaments is in our total cost of hosting the World Cup analysis.

TV Broadcasting

$3.43 Billion from TV – FIFA's Broadcasting Rights by Region

FIFA TV broadcasting rights revenue region Europe Asia North America South America 2019 2022 FIFA TV Broadcasting Revenue by Region - 2019-2022 ($3.43B) Europe: $1,061M (largest). Asia and North Africa: $1,025M. North America: $519M. South/Central America: $352M. Other regions: $103M. US (Fox) alone paid $400M+ through 2022. Source: FIFA official publications 2022, WorldCupRadar. $1.06BEurope (top) 45%of total revenue

Europe is FIFA's largest broadcasting market at $1.06 billion, reflecting the continent's deep football culture, high disposable incomes, and competitive broadcast market where multiple networks bid for World Cup rights. Asia and North Africa together are a very close second at $1.03 billion, demonstrating football's genuinely global broadcast appeal beyond its traditional European heartland. In the United States, Fox reportedly paid over $400 million for exclusive rights through the 2022 tournament, outbidding ESPN. These long-term multi-cycle deals give FIFA stable, predictable revenue. FIFA's TV contracts were set through the 2026 World Cup, and the organisation has already contracted 43% of broadcasting rights for the following 2027-2030 cycle. The global economy context for these broadcasting markets is in our global economy analysis.

Marketing Rights

$1.8 Billion from Sponsorships – FIFA's Marketing Rights Partners and Tiers

Marketing rights - FIFA's sponsorship and partnership revenue - generated $1.8 billion in the 2019-2022 cycle, 24% of total revenue and exceeding budget by $29 million. FIFA structures its sponsorship programme in tiers: FIFA Partners (top-tier global sponsors like Coca-Cola, adidas, Visa, Hyundai/Kia, Wanda Group, Qatar Airways, and QatarEnergy) pay an estimated $70-100 million annually each. Below them are World Cup Sponsors (like Budweiser, McDonald's, and Crypto.com) and Regional Supporters.

FIFA marketing rights sponsorship revenue growth 2015 2018 2019 2022 2023 2026 budget projection FIFA Marketing Rights Revenue Growth - 2015-2018 to 2023-2026 ($M) 2015-2018: $1,660M. 2019-2022:

$1,795M (+8%). 2023-2026 budget: $2,693M (+50%). For Qatar 2022, all 32 available sponsorship packages were sold across global and regional tiers. Source: FIFA official publications, trackk.in 2026. $2.69B2023-26 budget

Marketing rights are projected to surge 50% to $2.69 billion in the 2023-2026 cycle, making sponsorships an increasingly important part of FIFA's revenue model. This growth comes despite - or perhaps because of - the controversies that have surrounded recent World Cups, demonstrating that the commercial value of associating a brand with the world's biggest sporting event remains undiminished. New sponsor categories, including cryptocurrency firms like Crypto.com at Qatar 2022, have expanded the pool of potential FIFA partners. The expanded 48-team 2026 World Cup, with more matches and a larger global footprint across the USA, Mexico, and Canada, offers sponsors greater exposure - justifying higher fees. Despite past corruption scandals that affected FIFA's reputation in the mid-2010s, commercial interest has remained strong, demonstrating the unmatched marketing value of the World Cup. The media brand value context is relevant to understanding sponsor appetite for FIFA properties.

Hospitality & Tickets

$949M to $3.1B - The Hospitality and Ticket Sales Surge

FIFA hospitality ticket sales revenue 2015 2018 2019 2022 2023 2026 surge in-house model growth FIFA Hospitality and Ticket Sales Revenue - The Fastest-Growing Stream 2015-2018: $712M. 2019-2022: $949M ($686M tickets + $243M hospitality). 2023-2026 budget: $3,097M. Hospitality up 64% in 2022 vs 2018 after moving in-house. ~3M tickets sold Qatar 2022 at ~$280 avg. Source: FIFA official publications, arthnova 2026. $3.1B2023-26 budget +226%vs 2019-22

Hospitality and ticket sales is FIFA's fastest-growing stream, budgeted to more than triple to $3.1 billion for 2023-2026. The key driver is FIFA's strategic shift away from outsourcing hospitality to partners (under a rights-fee model) toward running the programme internally - capturing the full profit margin rather than just a fee. Hospitality revenue alone jumped 64% in 2022 versus 2018 after this change. The larger stadiums and higher ticket prices of the 2026 World Cup in North America are expected to push this stream even higher - some economists predict total ticketing and hospitality could approach $9 billion. The tourism impact of these ticket-buying fans is in our FIFA World Cup 2026 tourism impact analysis.

Licensing

$769M from Licensing - Up 28% Despite Losing the EA Sports Deal

FIFA licensing rights revenue 2015 2018 2019 2022 2023 2026 EA Sports Panini merchandise royalties FIFA Licensing Rights Revenue - 2015-2018 to 2023-2026 ($M) 2015-2018: $600M. 2019-2022: $769M (+28%). 2023-2026 budget: $669M (-13%, EA Sports deal lost). Licensees: Panini (stickers/cards), Hublot, Louis Vuitton, Taittinger. EA paid ~$150M/year until FIFA 23. Source: FIFA official, arthnova 2026. $769M2019-22 peak

Licensing rights - royalties FIFA earns from companies using its brand on merchandise - grew 28% to $769 million in 2019-2022, a notable achievement given that FIFA lost its long-running EA Sports video game partnership (worth approximately $150 million annually) when that deal expired after FIFA 23 in 2023. FIFA ran its largest-ever licensing and retail programme at Qatar 2022, launching the permanent FIFA Store at Doha airport and the fifastore.com e-commerce platform. For 2023-2026, licensing is budgeted to dip to $669 million, reflecting the EA Sports loss, though FIFA's enhanced 365-day digital marketplace strategy aims to offset this. The internet companies revenue context is relevant to FIFA's digital licensing ambitions.

2023-2026 Shift

The 2023-2026 Revenue Mix Shift - Hospitality Overtakes Marketing

FIFA 2023 2026 revenue stream budget mix hospitality marketing TV broadcasting shift projection FIFA 2023-2026 Budgeted Revenue Mix ($11B Original Budget) TV Broadcasting: $4,263M (39%). Hospitality/Tickets: $3,097M (28%). Marketing: $2,693M (24%). Licensing: $669M (6%). Other: $278M (3%). Hospitality leaps to 2nd place, overtaking marketing. Source: FIFA official publications 2022 budget. 28%hospitality share

The 2023-2026 budget reveals a fundamental shift in FIFA's revenue mix. While TV broadcasting remains the largest stream, its share drops from 45% to 39% as hospitality and ticket sales leap to second place (28%), overtaking marketing rights (24%). This is the first time a non-broadcasting, non-marketing stream has become so prominent in FIFA's revenue. The shift reflects both the in-house hospitality model and the revenue potential of the expanded 48-team 2026 World Cup in large North American stadiums. The 2026 tournament format and overview is in our FIFA World Cup 2026 statistics and facts analysis.

Note that this $11 billion budget breakdown was the original 2022 projection; FIFA revised the total cycle revenue up to $13 billion in 2024, and some economists forecast $15 billion or more. The stream-by-stream split of the revised $13 billion budget has not been published in the same detail, but FIFA has indicated the upside comes disproportionately from ticketing and hospitality, suggesting that stream could ultimately

represent an even larger share than the 28% shown in the original budget. The additional revenue is expected to come disproportionately from ticketing and hospitality, which could push that stream's share even higher than the budgeted 28%. The detailed winner odds for teams competing in this record-revenue tournament are in our World Cup 2026 winner probability analysis.

Revenue Per Match

$90 Million Per Match – How FIFA Revenue Breaks Down by World Cup Game

One striking way to understand FIFA's revenue streams is on a per-match basis. The Qatar 2022 World Cup generated approximately $5.77 billion across 64 matches - around $90 million per match. With the 2026 World Cup expanding to 104 matches (up from 64), the per-match economics shift: even if total revenue rises to $13 billion, that spreads across more games. However, the marquee matches (final, semi-finals) command far higher broadcasting and hospitality value than group-stage games.

FIFA revenue per match World Cup 2022 2026 broadcasting hospitality ticket value comparison FIFA World Cup Revenue Per Match - 2022 vs 2026 Estimate 2022: $5.77B over 64 matches = ~$90M/match. 2026: $13B cycle (incl Club WC) - World Cup portion over 104 matches. Ticket/hospitality per match 2022: ~$14.5M. 2026 budget implies ~$30M/match ticket revenue. Source: Fortune, FIFA official 2026. +-15%. $90Mper match 2022 104matches 2026

The per-match revenue of approximately $90 million far exceeds any domestic league. By comparison, even the most valuable single sporting events - the Super Bowl, the Champions League final - generate less per match in direct revenue to their governing bodies. This per-match value explains why broadcasters and sponsors pay premium prices for World Cup association: the concentration of global attention on a handful of matches creates unmatched commercial value. The biggest social media platforms that amplify these matches globally are in our social media statistics and facts analysis. The detailed tournament structure is in our FIFA World Cup 2026 statistics and facts analysis.

The shift toward hospitality and ticket revenue in the 2023-2026 cycle also changes the per-match economics. Where broadcasting revenue is largely fixed by multi-year contracts regardless of individual match outcomes, hospitality and ticket revenue scales with stadium capacity and demand. The large North American stadiums of 2026 - some holding over 80,000 spectators - offer substantially more matchday revenue potential per game than Qatar's smaller venues. This is a key reason FIFA's hospitality and ticket budget surged to $3.1 billion. The host city and stadium details are relevant to understanding this matchday

revenue potential.

Why TV Dominates

Why Television Broadcasting Is FIFA's Financial Engine

Television broadcasting rights have been FIFA's largest revenue stream for decades, and understanding why reveals the core of FIFA's business model. The World Cup is the most-watched sporting event on the planet - the 2022 final alone drew an estimated 1.5 billion viewers globally. This massive, concentrated audience makes World Cup broadcasting rights extraordinarily valuable to networks, who can sell premium advertising around the matches and use the content to attract subscribers.

FIFA TV broadcasting why dominant compared other streams World Cup final viewers audience billions Why TV Dominates - Broadcasting vs Every Other Stream Combined (2019-2022) TV Broadcasting: $3,426M. All other streams combined: $4,142M (marketing + hospitality + licensing + other). TV is nearly double the next single stream. World Cup 2022 final: ~1.5 billion viewers globally. Source: FIFA official publications 2022. 1.5Bfinal viewers

Broadcasters compete aggressively for exclusive territorial rights because the World Cup is genuinely must-watch live content in an era when most television viewing has fragmented across streaming platforms and on-demand services. Live sport - and the World Cup above all - remains one of the few programming categories that reliably delivers huge simultaneous audiences. This scarcity value is why Fox paid over $400 million for US rights through 2022, and why European broadcasters collectively paid over $1 billion for the same cycle.

FIFA has increasingly moved toward selling rights directly and bringing media sales in-house to capture more value. For the 2023-2026 cycle, FIFA established a fully insourced media sales force to deliver efficiencies and better serve its commercial obligations. This mirrors the strategy used in hospitality - cutting out intermediaries to retain a larger share of revenue. The internet companies and streaming platforms increasingly bidding for sports rights are reshaping this market, as seen with the DAZN deal for the 2025 Club World Cup.

The structure of broadcasting deals also gives FIFA financial stability. Multi-cycle contracts mean FIFA knows much of its broadcasting revenue years in advance - it had already contracted $6.11 billion of its 2019-2022 target by the end of 2021, and has contracted 43% of 2027-2030 broadcasting rights before the 2026 tournament has even started. This forward visibility allows FIFA to budget development spending and tournament investments with confidence. The global economy backdrop for these broadcasting

markets is in our global economy analysis.

Other Revenue

FIFA's "Other" Revenue Stream – The $629 Million You Don't Hear About

Beyond the four headline streams, FIFA earns substantial "other" revenue - $629 million in the 2019-2022 cycle, actually larger than the licensing stream. This category includes income from the FIFA Quality Programme (which certifies footballs, pitches, and equipment), the Olympic Football Tournaments, the sale of video and archive rights, the FIFA Museum in Zurich, and financial penalties imposed on associations and clubs for rule breaches and disciplinary matters.

FIFA other revenue stream breakdown Quality Programme Olympic football video rights museum penalties 2019 2022 FIFA "Other" Revenue Growth and Components 2015-2026 ($M) 2015-2018: $322M. 2019-2022: $629M (+95%, fastest growth). 2023-2026 budget: $278M. Components: FIFA Quality Programme, Olympic Football Tournaments, video/archive rights, FIFA Museum, disciplinary penalties. Source: FIFA official publications. $629M2019-22 peak +95%fastest growth

The "other" stream grew 95% from $322 million in 2015-2018 to $629 million in 2019-2022 - the fastest percentage growth of any stream in that period. Much of this growth came from FIFA's expanding portfolio of activities and improved monetisation of its intellectual property and archive content. However, for the 2023-2026 budget, "other" revenue is projected to fall back to $278 million, reflecting the variable and somewhat unpredictable nature of this category.

Interestingly, this "other" stream is set to be dwarfed in 2023-2026 by the surging hospitality and ticket revenue, illustrating how FIFA's revenue mix is consolidating around a few major streams (TV, hospitality, marketing) while smaller streams like "other" and licensing become proportionally less significant. The media brand value of FIFA's properties underpins much of this miscellaneous income. The internet companies revenue landscape that FIFA increasingly competes within for digital rights is in our internet companies revenue analysis.

It is worth noting that FIFA, as a non-profit, reinvests all of this revenue - across every stream - back into football. The record streams of the 2019-2022 cycle funded a $1.75 billion FIFA Forward 2.0 development programme, World Cup prize money, the Club Benefit Programme, and over $1 billion in COVID-19 relief. The way these streams translate into payments to teams and clubs is in our FIFA World Cup investment and spending analysis.

Key Statistics

FIFA Revenue by Stream - Key Statistics 2015-2026

FIFA revenue stream share evolution 2015 2018 2019 2022 2023 2026 TV marketing hospitality trend FIFA Revenue Stream Share Evolution Across 3 Cycles (%) TV share: 49% (15-18) to 45% (19-22) to 39% (23-26). Hospitality share: 11% to 12.5% to 28%. Marketing: 26% to 24% to 24%. TV declining as a share while hospitality surges. Source: FIFA official publications. 39%TV share 2026

45% TVTV Broadcasting - FIFA's Dominant Stream at $3.43 Billion (2019-2022)Television broadcasting rights generated $3.43B (45%) in 2019-2022, up 10% on the prior cycle. Europe largest market ($1.06B). Set to grow to $4.26B in 2023-2026 but decline in share to 39% as hospitality surges. Source: FIFA official publications 2022. +226% HospHospitality and Tickets - Fastest Growing, $949M to Budgeted $3.1BHospitality and ticket sales is budgeted to more than triple from $949M (2019-2022) to $3.1B (2023-2026) - a +226% increase. Driven by the in-house model and larger 2026 stadiums. Source: FIFA official publications. $70-100MFIFA Partner Sponsorship - Annual Fee Paid by Top-Tier SponsorsFIFA Partners (Coca-Cola, adidas, Visa, Hyundai/Kia) pay an estimated $70-100M annually each. All 32 sponsorship packages sold for Qatar 2022. Marketing rights total budgeted at $2.69B for 2023-2026. Source: arthnova, FIFA official 2026. -$150M/yrEA Sports Loss - The Video Game Naming Deal That Ended After FIFA 23EA Sports paid FIFA approximately $150M annually for the FIFA video game naming rights until the deal ended after FIFA 23 in 2023. Despite this loss, licensing still grew 28% to $769M in 2019-2022. Source: arthnova 2026. FAQ

Frequently Asked Questions - FIFA Revenue by Stream

Television broadcasting rights - $3.43 billion (45%) of the 2019-2022 cycle total. Broadcasters worldwide pay for exclusive rights to show World Cup matches in their territory, competing fiercely because the World Cup is must-watch live content with billions of viewers. Marketing rights (sponsorships) are second at $1.8 billion (24%), followed by hospitality/tickets ($949M) and licensing ($769M). Source: FIFA official publications 2022.

$3.43 billion in the 2019-2022 cycle (45% of total), up 10% on the prior cycle. Europe was the largest market at $1.06 billion. Fox paid over $400 million for US rights through 2022. Budgeted to grow to $4.26B in 2023-2026. Source: FIFA official publications 2022.

$1.8 billion in marketing rights in 2019-2022 (24% of revenue). FIFA Partners like Coca-Cola, adidas, and Visa pay $70-100 million annually each. All 32 sponsorship packages were sold for Qatar 2022. Projected $2.69 billion for 2023-2026. Source: FIFA official publications 2022.

$949 million in 2019-2022 - $686M from tickets and $243M from hospitality. Almost 3 million tickets were sold for Qatar 2022. This stream is budgeted to surge to $3.1 billion for 2023-2026 as FIFA runs hospitality in-house. Source: FIFA official publications 2022.

$769 million in 2019-2022 (10% of revenue), up 28% despite losing the EA Sports video game deal (~$150M/year). Licensees include Panini, Hublot, and Louis Vuitton. Budgeted to dip to $669M for 2023-2026. Source: FIFA official publications, arthnova 2026.

Hospitality and ticket sales - budgeted to more than triple from $949M (2019-2022) to $3.1B (2023-2026), a +226% increase. The growth comes from FIFA running hospitality in-house and the larger 2026 World Cup stadiums. Source: FIFA official publications.

EA Sports and FIFA **ended their long-running partnership after FIFA 23 in 2023**. EA had paid approximately $150 million annually for the FIFA video game naming rights. EA now produces the game as "EA Sports FC", while FIFA seeks new gaming partners. This is why licensing revenue is budgeted to dip in 2023-2026. Source: arthnova 2026.

FIFA's five revenue streams are: **(1) TV broadcasting rights, (2) marketing rights (sponsorships), (3) hospitality and ticket sales, (4) licensing rights, and (5) other income** (FIFA Quality Programme, Olympic football, video and archive rights, FIFA Museum, penalties). TV broadcasting is the largest at 45% ($3.43B), and the combined rights-based streams (TV + marketing + licensing) make up about 79% of total FIFA revenue. Source: FIFA official publications.

The biggest shift is **hospitality and tickets overtaking marketing** to become the second-largest stream (28% vs 24%). TV broadcasting remains largest but its share drops from 45% to 39%. This reflects the in-house hospitality model and larger 2026 stadiums. Source: FIFA official publications.

In 2019-2022: **TV $3.43B (45%), marketing $1.8B (24%), hospitality/tickets $949M (12.5%), licensing $769M (10%), other $629M (8.5%)** - totalling the record $7.57B. The combined rights-based streams (TV + marketing + licensing) make up about 79% of FIFA revenue, confirming that selling commercial rights around tournaments is FIFA's core business. Source: FIFA official publications 2022.

Sources

FIFA Annual Report 2022 - 2019-2022 Revenue by Stream - Primary source for stream breakdown: TV $3.43B (45%), marketing $1.8B, licensing $769M, regional TV data. +-0%.

Statista - Revenue of FIFA by Stream 2015-2023 - Source for stream-by-stream comparison across cycles. Original data from FIFA. Updated 2024-2026. +-0%.

Arthnova - How FIFA Makes $7 Billion (January 2026) - Source for licensing detail ($769M, +28%, EA Sports loss), hospitality breakdown ($243M, +64%), ticket sales detail. Published January 3, 2026.

Trackk - FIFA Business Model (January 2026) - Source for marketing rights ($1,795M to $2,693M projection), licensing projection ($669M), ticketing/hospitality split ($686M + $243M). Published January 17, 2026.

FIFA reports revenue by 4-year cycle as most income arrives in the World Cup year. Stream figures are cycle totals. 2015-2018 = $6,421M, 2019-2022 = $7,568M, 2023-2026 = $11,000M original budget (revised to $13,000M in 2024). Stream splits +-2%. 2023-2026 stream figures are original budget projections. All figures USD. Not investment advice.

STATISTICS REPORT

FIFA revenue 2015-2026

Updated May 30, 2026 · businesstats.com/revenue-of-the-football-association-fifa

$7.57B 2019-2022 CYCLE REVENUE - RECORD HIGH, DESPITE COVID-19	**$5.77B** 2022 ANNUAL REVENUE - RECORD SINGLE YEAR, QATAR WORLD CUP	**$13B** 2023-2026 CYCLE PROJECTION - DOUBLE THE PREVIOUS CYCLE
45% TV BROADCASTING - FIFA'S LARGEST REVENUE SOURCE	**$267M** 2020 REVENUE - LOWEST YEAR, PANDEMIC IMPACT	**+18%** CYCLE GROWTH 2015-2018 TO 2019-2022 ($6.42B TO $7.57B)

Overview

STATISTICS REPORT

National Football League (NFL) statistics and facts

Updated May 21, 2026 · businesstats.com/national-football-league

$24.1B NFL REVENUE 2025 — WORLD'S #1 SPORTS LEAGUE	**127.7M** SUPER BOWL LIX VIEWERS 2025 — US ALL-TIME TV RECORD	**$10.1B** DALLAS COWBOYS — WORLD'S MOST VALUABLE SPORTS FRANCHISE
89,214 TOM BRADY ALL-TIME CAREER PASSING YARDS RECORD	**$279.2M** NFL SALARY CAP PER TEAM 2025	**68,612** AVERAGE GAME ATTENDANCE 2024 SEASON

Overview

NFL statistics and facts the full picture for 2026

The National Football League is the most commercially successful sports organisation in the world. From its founding in 1920, the NFL has grown into a 32-team, $24-billion-per-year enterprise that dominates American entertainment every autumn and winter — and increasingly reaches global audiences. NFL games routinely occupy 50 to 70 of the top 100 most-watched US television broadcasts each year. The Super Bowl is the single most watched annual television event in history. And with the FIFA World Cup 2026 hosted at five NFL stadiums — MetLife (New York), AT&T Stadium (Dallas), SoFi Stadium (Los Angeles), Levi's Stadium (San Francisco), and NRG Stadium (Houston) — the NFL's global infrastructure reach has never been more visible to the world's billions of soccer fans. The global economy context for the NFL's commercial position is in our global economy analysis.

The data on this page covers all major NFL statistical categories: league financials and revenue, franchise valuations, television viewership, Super Bowl history, fan demographics, stadium attendance, all-time league records, and player salary data. Together these form the most comprehensive single-page NFL statistics reference available. The world population context for the markets the NFL serves is in our world population analysis.

League Financials

NFL Revenue 2017 to 2025 $14.0B to $24.1B, Growing 72% in Eight Years

NFL total revenue 2017 to 2025 — billion USD — annual NFL Total Revenue 2017–2025 (Billion USD) 2017: $14.0B. 2018: $15.2B. 2019: $15.6B. 2020: $12.2B (COVID). 2021: $17.2B. 2022: $18.6B. 2023: $20.0B. 2024: $22.4B. 2025: $24.1B. Sources: NFL, Forbes, Statista. ±3-5%. $24.1B2025 — all-time high

Annual NFL revenue (billion USD) 2020 — COVID-19, no fans in stadiums

NFL revenue has grown at an approximate 7.0% compound annual growth rate (CAGR) from 2017 to 2025 — remarkable for a mature sports organisation. The 2020 collapse to $12.2 billion reflects the total elimination of gate revenue (approximately 20-25% of normal revenue) during COVID-19 lockdowns. The 2021 rebound to $17.2 billion — the largest single-year gain in NFL history — combined fan return with the initial contributions of the new $113 billion television rights deal. The revenue breakdown by source illustrates the NFL's diversified model: national TV rights approximately 47%, gate/stadium revenue approximately 22%, sponsorships approximately 10%, merchandise approximately 7%, and digital/streaming/international approximately 9%. The NFL TV broadcasting rights annual value has been the primary driver of league revenue growth, with the 2021 deal locking in $11.3 billion per year through 2033. The internet companies revenue context for streaming partners is in our internet companies revenue analysis.

The NFL revenue share by type reveals a league that is substantially more TV-dependent than other major sports. Approximately 47% of NFL revenue comes from national television rights — compared to approximately 30-35% for the NBA and 25-30% for English Premier League clubs. This high TV-dependency is a strength (TV revenue is predictable, contracted, and grows with every rights renewal cycle) but also a concentration risk. The NFL's TV rights are contracted through 2033, providing revenue certainty for the next seven years. The league/team sponsorship revenue from naming rights, jersey patches, and stadium partnerships has been growing rapidly — reaching approximately $2.5-3 billion annually — as the NFL has expanded the categories of sponsors it accepts, including sports betting companies following the legalisation of sports gambling in most US states. The AI market context for technology sponsors entering the NFL is in our AI market size worldwide analysis.

NFL revenue by source type — 2024 season — percentage share of total revenue NFL Revenue by Source — 2024 (% of Total Revenue) National TV rights: 47%. Gate/stadium revenue: 22%. Sponsorship/naming rights: 10%. Digital/streaming/intl: 9%. Merchandise/licensing: 7%. Other: 5%. Total 2024 revenue: approximately $22.4 billion. Sources: NFL, Statista, Sports Business Journal. ±3-5%. 47%TV rights share 22%Gate revenue share

Franchise Valuations

Dallas Cowboys $10.1B Top 10 NFL Franchise Values (Forbes 2025)

NFL franchise valuations top 10 teams Forbes 2025 estimate — billion USD Top 10 NFL Franchise Valuations — Forbes 2025 (Billion USD) Cowboys $10.1B. Patriots $8.4B. Rams $7.8B. Raiders $7.2B. Bears $7.2B. Giants $7.1B. 49ers $6.8B. Jets $6.6B. Eagles $6.4B. Commanders $6.2B. The average NFL franchise value is approximately $5.1B. Sources: Forbes NFL Team Valuations 2025. ±5-8%. $10.1BCowboys — world #1

Franchise valuation (billion USD) — Forbes 2025

The Dallas Cowboys became the first sports franchise to cross $10 billion in value in 2025, cementing a position they have held as the world's most valuable sports franchise since 2006 — 19 consecutive years. Owner Jerry Jones purchased the Cowboys in 1989 for $150 million, a return of approximately 6,633% over 36 years. The Cowboys generate approximately $1.1-1.2 billion in annual revenue — more than any other NFL team — through AT&T Stadium premium revenue, the Cowboys' extraordinary brand reach ("America's Team"), and Jerry Jones's aggressive commercial strategy. The average NFL franchise is worth approximately $5.1 billion across all 32 teams — meaning the least valuable NFL franchise is worth more than almost any club in European soccer. The national average franchise value of $5.1 billion represents a 23x increase from an average of approximately $220 million in 2000, driven by compounding TV rights growth. The market value of the largest internet companies investing in NFL rights is in our internet companies market value analysis.

TV Viewers

18.6M Average Viewers Per Game in 2024 NFL Regular Season TV Viewership

NFL regular season average TV viewers per game 2019 to 2024 — millions of viewers — Nielsen NFL Regular Season Average TV Viewers Per Game — 2019 to 2024 (Millions) 2019: 16.5M. 2020: 15.4M (COVID attendance disruption). 2021: 17.8M. 2022: 17.1M. 2023: 17.9M. 2024: 18.6M — highest since expanded season format. Sources: Nielsen, NFL, Sports Business Journal 2019-2024. ±2-3%. 18.6M2024 avg per game +13%vs 2019

NFL regular season games averaged approximately 18.6 million viewers per game in 2024 — the highest since the league moved to a 17-game regular season format in 2021. The NFL is in a class entirely by itself

for US television viewership. The next most watched US television programmes — primetime dramas, reality shows — typically draw 5-8 million viewers. An average NFL regular season game draws more viewers than the finale of virtually any primetime scripted series. Sunday Night Football on NBC is the most watched primetime series in America for the 14th consecutive year, and Monday Night Football on ESPN/ABC averages approximately 12-14 million viewers per game. The most watched NFL team on television in 2024 was the Kansas City Chiefs — due to Taylor Swift's association with the team through her relationship with Travis Kelce, which drove a significant increase in young female viewership estimated at 2-3 million additional viewers per Chiefs game in 2024. The social media statistics context for the Chiefs/Taylor Swift cultural phenomenon is in our social media statistics and facts analysis.

NFL Draft Round One TV viewership is another indicator of the depth of NFL fan engagement. The 2024 NFL Draft first round — held in Detroit — drew approximately 12.1 million viewers, making it one of the highest-rated non-game NFL events in history. The NFL Pro Bowl viewers in 2024 reached approximately 5.8 million for the revamped Pro Bowl Games format that replaced the traditional full-contact all-star game with skills competitions. The NFL Honors awards show, broadcasting the week before the Super Bowl, draws approximately 5.5-6.5 million viewers annually — comparable to many prime-time scripted series finales. The daily social media usage context for how NFL fans supplement linear TV viewing with digital content is in our daily social media usage worldwide analysis.

Super Bowl

Super Bowl LIX 127.7M Viewers History, Records, Advertising and Wagering

Super Bowl US TV viewership 2017 to 2025 — millions of viewers — Nielsen Super Bowl US TV Viewership — 2017 to 2025 (Millions of Viewers) LI 2017: 111.3M. LII 2018: 103.4M. LIII 2019: 98.2M. LIV 2020: 102.1M. LV 2021: 96.4M. LVI 2022: 101.1M. LVII 2023: 113.1M. LVIII 2024: 123.7M. LIX 2025: 127.7M — all-time US TV record. Sources: Nielsen, NFL, Statista. ±1-2%. 127.7MLIX 2025 — all-time record

US TV viewership per Super Bowl (millions)

Super Bowl LIX (February 2025, Eagles vs Chiefs, Fox broadcast, halftime by Kendrick Lamar) drew approximately 127.7 million US viewers — the most watched US television broadcast in history. The Super Bowl has been the most-watched US programme every year since 2010. Super Bowl advertising rates hit approximately $7-8 million for a 30-second spot in 2025 — 3-4x the most expensive primetime TV advertising rates — reflecting the unrivalled mass audience reach. Consumer spending related to the Super Bowl weekend (tickets, travel, parties, merchandise, food and beverage) was estimated at approximately

$17-18 billion in 2025, making it the largest single-event consumer spending occasion in American sports. Sports betting on the Super Bowl continues to grow rapidly following the legalisation of sports gambling in 38+ states — Nevada sportsbooks alone handle approximately $250-300 million in Super Bowl bets annually, while legal online sportsbooks across all US states are estimated to handle $1-2 billion in Super Bowl wagering. The NFL players with the highest salaries who play in the Super Bowl are in our NFL players with highest salaries analysis.

Super Bowl 30-second advertising cost 2000 to 2025 — million USD — selected years Super Bowl 30-Second Ad Cost — 2000 to 2025 (Million USD per Spot) 2000: $2.1M. 2005: $2.4M. 2010: $2.8M. 2015: $4.5M. 2019: $5.1M. 2020: $5.6M. 2021: $5.5M. 2022: $6.5M. 2023: $7.0M. 2024: $7.0M. 2025: $7.5M. Sources: Ad Age, Sports Business Journal, Nielsen 2000-2025. ±5%. $7.5M2025 per 30 seconds +257%increase since 2000

The Pittsburgh Steelers and New England Patriots share the record for the most Super Bowl wins with 6 each. The Steelers won their first four championships with the Steel Curtain defence of the 1970s (Chuck Noll coaching, Terry Bradshaw at QB) and their two more recent titles with Ben Roethlisberger. The Patriots' six championships came in a concentrated dynasty period — all between 2001 and 2018, all with Tom Brady at quarterback and Bill Belichick as head coach. The Dallas Cowboys and San Francisco 49ers have each won 5 Super Bowls, with the Niners having appeared in but not won Super Bowl LVIII in 2024. Super Bowl host cities through 2026 have been heavily concentrated in warm-weather markets (New Orleans, Miami, Tampa, Phoenix) or in cities with domed stadiums (New Orleans Superdome, Lucas Oil Stadium Indianapolis, US Bank Stadium Minneapolis, SoFi Stadium Los Angeles). The biggest social media platforms where fans follow their Super Bowl teams are in our biggest social media platforms analysis.

Fans and Social Media

NFL Fan Demographics, Most Popular Teams, and Social Media Following

The NFL has approximately 190-200 million fans in the United States — approximately 55-60% of the adult population — making it the most popular sports league in America by a substantial margin. In surveys of the most dedicated sports league fanbases in the US, the NFL consistently leads all other sports leagues. Approximately 38% of Americans identify as NFL fans, compared to approximately 14% for Major League Baseball and 13% for the NBA, according to recent Harris Poll and YouGov surveys. The Dallas Cowboys are the most popular NFL team nationally — consistently ranking first or second in national fan surveys and merchandise sales — alongside the New England Patriots, whose sustained dynasty success from 2001-

2019 created a national (and highly controversial in opponent fan bases) following. In Q4 2025, the Kansas City Chiefs led in merchandise sales for the second consecutive year, a phenomenon partially attributed to Taylor Swift's high-profile presence at Chiefs games through 2023-2025. The social media usage reasons context for how fans engage with NFL content is in our social media usage reasons worldwide analysis.

Most Super Bowl wins by NFL team all time through 2025 season — top 10 franchises Most Super Bowl Wins by NFL Team — All Time Through 2025 (Number of Championships) Pittsburgh Steelers: 6. New England Patriots: 6. Kansas City Chiefs: 4. Dallas Cowboys: 5. San Francisco 49ers: 5. New York Giants: 4. Las Vegas Raiders: 3. Washington Commanders: 3. Denver Broncos: 3. Green Bay Packers: 4. Sources: NFL official records through Super Bowl LIX 2025. 6Steelers and Patriots tied

Number of Super Bowl championships

The most followed NFL teams on social media as of 2025 are led by the Dallas Cowboys (approximately 45-50 million combined followers across all platforms), followed by the Kansas City Chiefs, New England Patriots, New York Giants, and San Francisco 49ers. The Cowboys' social media dominance mirrors their merchandise and brand leadership — reflecting a combination of America's Team historical appeal and Jerry Jones's active use of social media as a marketing tool. The Chiefs' rapid rise to #2 in social media following during 2024-2025 reflects the Taylor Swift effect — her social media audience of approximately 300 million followers globally cross-promoted NFL content to millions of non-traditional NFL viewers. Favourite NFL players among Millennials and Gen Z in 2025 surveys are led by Patrick Mahomes, followed by Lamar Jackson and Justin Jefferson — reflecting the premium placed on exciting, mobile-style offensive play. The social network penetration worldwide context is in our social network penetration worldwide analysis.

Attendance and Stadiums

68,612 Average Attendance 2024, Fan Cost Index $628 Stadium Economics and Attendance Data

NFL average game attendance per season 2010 to 2024 — fans per game — official gate count NFL Average Game Attendance Per Season — 2010 to 2024 (Fans Per Game) 2010: 67,389. 2012: 67,597. 2014: 67,605. 2016: 69,489 (record). 2018: 67,961. 2019: 67,239. 2020: 0 (COVID). 2021: 63,893 (partial). 2022: 67,234. 2023: 67,910. 2024: 68,612. Sources: NFL official gate count. ±1%. 68,6122024 avg per game

Average fans per game per season 2020 — COVID-19, zero fans

The NFL's 68,612 average attendance in 2024 reflects near-universal sold-out status across all 32 franchises — one of the few sports leagues where essentially every team sells out every home game every season. The 2016 regular season attendance record of approximately 69,489 per game reflected the peak of the NFL's pre-decline era before anthem protests and COVID disruptions. NFL stadium construction has been one of the defining features of the league's growth over the past 15 years. Since 2017 alone, new or significantly renovated stadiums have opened for the Las Vegas Raiders (Allegiant Stadium, $2.0 billion), Los Angeles Rams/Chargers (SoFi Stadium, $5.5 billion — the world's most expensive stadium), San Francisco 49ers (Levi's Stadium, $1.3 billion), and the Buffalo Bills' new Highmark Stadium ($1.4 billion). The average NFL stadium construction cost for a new facility since 2015 is approximately $2.5-3 billion. The global economy context for these stadium investment decisions is in our global economy analysis.

NFL fan cost index 2024 — average cost for family of four to attend one NFL game — USD — by selected team NFL Fan Cost Index — Selected Teams 2024 (Average Cost for Family of Four, USD) Las Vegas Raiders: $712. Dallas Cowboys: $668. San Francisco 49ers: $654. Kansas City Chiefs: $628. Philadelphia Eagles: $594. Baltimore Ravens: $572. Pittsburgh Steelers: $548. Green Bay Packers: $522. Buffalo Bills: $498. Cleveland Browns: $462. Sources: Team Marketing Report (TMR) Fan Cost Index 2024. ±5-10%. $712Raiders — most expensive $628League average (approx)

The NFL Fan Cost Index (FCI) — calculated by Team Marketing Report as the cost for a family of four attending one NFL game, including four average-price tickets, two beers, four soft drinks, four hot dogs, two programmes, and parking — reached an average of approximately $628 in 2024 for the league. The Las Vegas Raiders lead at $712, reflecting Allegiant Stadium's premium positioning as a new, luxury venue in a high-tourism market where corporate hospitality and visitor attendance drive premium pricing. The Green Bay Packers at $522 — publicly owned and in a small market — represent the more accessible end of NFL attendance pricing. NFL attendance at international games is separate from the FCI: London, Munich, and Madrid game tickets typically sell for 2-3x premium prices due to scarcity, with Wembley and Tottenham Hotspur Stadium games frequently selling for £200-500 per ticket face value. The number of social media users following these teams internationally is in our social media users by region analysis.

League Records

Tom Brady 89,214 Yards NFL All-Time Career Passing, Rushing and Receiving Records

NFL all-time career passing yards leaders — yards through end of 2024-25 season NFL All-Time Career Passing Yards Leaders — Top 10 (Through 2024-25 Season) Tom Brady: 89,214. Drew Brees: 80,358. Peyton Manning: 71,940. Brett Favre: 71,838. Aaron Rodgers: 65,316. Philip Rivers: 63,440. Ben Roethlisberger: 56,545. Dan Marino: 61,361. Eli Manning: 57,023. Matthew Stafford: 56,285. Sources: NFL official statistics through 2024-25 season. 89,214Tom Brady — all-time record

Career passing yards (official NFL statistics)

Tom Brady's all-time career passing yards record of 89,214 — set across a 23-year career with the New England Patriots (2000-2019) and Tampa Bay Buccaneers (2020-2022) — surpasses second-place Drew Brees (80,358 yards) by approximately 8,856 yards, a gap so large that no active quarterback is projected to close it within the next decade. Brady also holds the all-time touchdown record at approximately 649 career passing touchdowns. The all-time rushing yards record is held by Emmitt Smith at 18,355 career rushing yards, far ahead of second-place Walter Payton (16,726) and Barry Sanders (15,269). The all-time receiving yards record is held by Jerry Rice at 22,895 yards — a record many analysts consider the most durable in major American sports. The all-time career rushing touchdowns record belongs to Emmitt Smith (164), while the most career passing touchdowns is Tom Brady (649). Players with the most games played in NFL history are led by place kickers and long snappers — Morten Andersen played 382 career games. The NFL statistics and facts context is in our NFL statistics and facts analysis.

Current active players chasing all-time records include Patrick Mahomes — who at age 29 entering the 2025 season already has approximately 32,000 career passing yards and is on pace to surpass Brady's record if he plays to age 40+. Aaron Rodgers at approximately 65,316 career yards is the highest-ranked active quarterback on the all-time list. In rushing, Derrick Henry crossed 10,000 career yards in 2024 and at his age (entering his late 20s) could challenge the top 5 all-time. The NFL average field goal attempt distance has increased dramatically since 2000 — kickers now routinely attempt 55-60 yard field goals that were considered extreme range in earlier eras. The world population context for the scale of global audiences tracking these records is in our world population analysis.

Player Salaries

NFL Salary Cap 2011 to 2025 $120M to $279.2M, the Economics of Player Compensation

NFL salary cap per team 2011 to 2025 — million USD — NFLPA official annual figures NFL Salary Cap Per Team — 2011 to 2025 (Million USD, NFLPA Official) 2011: $120.0M. 2013: $123.0M. 2015: $143.3M. 2017: $167.0M. 2019: $188.2M. 2020: $198.2M. 2021: $182.5M (COVID). 2022: $208.2M. 2023: $224.8M. 2024: $255.4M. 2025: $279.2M. Sources: NFLPA, Spotrac, Over The Cap. ±1%. $279.2M2025 — per team

NFL salary cap per team (million USD) 2021 — COVID-reduced cap

The NFL salary cap has grown 132.7% from $120 million in 2011 to $279.2 million in 2025 — a compound annual growth rate of approximately 6.2%. The cap is set annually by the NFL and NFLPA based on Total Revenue (TR) as defined in the Collective Bargaining Agreement extended through 2030. The minimum NFL player salary in 2025 is $795,000 for rookies — rising to $910,000 for players with 1 year of service, $985,000 for 2 years, and so on up to $1.255 million for players with 6+ years. Even the minimum NFL salary places players in the top 2% of US income earners. The 2021 COVID cap reduction to $182.5 million — a decrease of approximately $15.7 million from 2020 — was the only year in the salary cap era (1994-present) that the cap has declined, agreed as a pandemic accommodation to prevent mass player releases. Total player payroll at 2025 cap level across all 32 teams is approximately $8.9 billion per season. The NFL players with the highest salaries analysis covering the top earners is in our NFL players with highest salaries analysis.

Highest paid NFL players 2025 by average annual contract value — all positions — million USD per year Highest Paid NFL Players 2025 — Average Annual Contract Value (All Positions, Million USD/Year) Dak Prescott QB: $60M. Joe Burrow QB: $55M. Trevor Lawrence QB: $55M. Lamar Jackson QB: $52M. Justin Herbert QB: $52.5M. Jalen Hurts QB: $51M. Jordan Love QB: $48M. Micah Parsons LB: $40M. Justin Jefferson WR: $35M. CeeDee Lamb WR: $34M. Sources: Spotrac, Over The Cap, SBJ 2025. ±2%. $60MPrescott — highest AAV QB = 7/10QBs in top 10

The highest paid NFL players in 2025 are dominated by quarterbacks — seven of the top ten earners are QBs. Dak Prescott's $60 million per year average annual value (AAV) leads all players, followed by Joe Burrow and Trevor Lawrence at $55 million each. The highest overall career earnings in NFL history include both salary/signing bonus components and endorsements. Tom Brady's career NFL earnings exceeded $330 million in salary alone — before endorsements with Under Armour, UGG, FTX (now defunct), and other partners estimated at $30-50 million additional over his career. Players of the NFL ranked by earnings from salary, bonuses, and endorsements combined in 2025 are led by Patrick Mahomes — whose 2020

extension ($450 million total value over 10 years in total contract value), combined with endorsements from State Farm, Adidas, and others, makes him the highest total earner in football. Micah Parsons at $40 million per year for a linebacker represents a landmark non-QB contract that reflects the growing market value of elite pass rushers. The internet companies revenue context for the media companies whose NFL rights payments fund these salaries is in our internet companies revenue analysis.

Key Statistics

NFL Key Statistics Essential Numbers for 2025-2026

$24.1BNFL Revenue 2025 — Highest of Any Sports League Globally, $12B+ Above NBAThe NFL generated approximately $24.1 billion in total revenue during the 2024-2025 season — the most of any professional sports league globally, exceeding the NBA (~$12B), MLB (~$11B), and English Premier League (~$7.5B) by large margins. Revenue grown 72% from $14.0B in 2017. Revenue breakdown: national TV rights ~47%, gate/stadium ~22%, sponsorship ~10%, merchandise ~7%, digital/streaming ~9%, other ~5%. Revenue shared equally among all 32 teams. Source: NFL, Forbes, Statista 2025. ±3-5%. 127.7MSuper Bowl LIX Viewers — Most Watched US TV Broadcast Ever, 5 Consecutive Record YearsSuper Bowl LIX (February 2025) drew approximately 127.7 million US viewers — the most watched television broadcast in American history. Five consecutive Super Bowls (2021-2025) each set a new viewership record. 30-second ad spots cost approximately $7.5 million — the most expensive advertising on television. The Super Bowl has been the most watched US programme every year since 2010. Source: Nielsen, NFL, Statista 2025. ±1-2%. 89,214Tom Brady All-Time NFL Passing Yards Record — 8,856 Yards Ahead of Drew BreesTom Brady (retired February 2023) holds the NFL all-time career passing yards record with 89,214 yards across a 23-year career with New England Patriots and Tampa Bay Buccaneers. Brady also holds the all-time passing touchdowns record with approximately 649 TDs. Drew Brees is second with 80,358 yards. The gap is so large no active QB is projected to close it within a decade. Brady won 7 Super Bowl championships — the most of any player. Source: NFL official statistics. ±0%. 6Super Bowl Wins — New England Patriots and Pittsburgh Steelers Tied for Most All-TimeThe New England Patriots (2001, 2003, 2004, 2007, 2014, 2018) and Pittsburgh Steelers (1974, 1975, 1978, 1979, 2005, 2008) are tied with 6 Super Bowl wins each — the most of any franchise in NFL history. The Dallas Cowboys and San Francisco 49ers follow with 5 wins each. The Kansas City Chiefs have won 4 Super Bowls, including back-to-back championships in LVII (2023) and LVIII (2024). Source: NFL official records through Super Bowl LIX 2025. $279.2M2025 Salary Cap — Up 132.7% Since 2011's $120M, With Minimum Salary $795,000The 2025 NFL salary cap is $279.2 million per team — a 132.7% increase from $120 million in 2011 and a 48.4% increase from $188.2 million in

2019. Minimum salary ranges from $795,000 (rookies) to $1.255 million (6+ year veterans). Total league player payroll at cap level: approximately $8.9 billion (32 x $279.2M). The cap is linked to Total Revenue (TR) per the CBA through 2030. Dak Prescott's $60M/yr = 21.5% of the 2025 cap. Source: NFLPA, Spotrac 2025. ±1%. $10.1BDallas Cowboys — Most Valuable Sports Franchise Globally for 19 Consecutive YearsThe Dallas Cowboys crossed $10 billion in Forbes franchise valuation for the first time in 2025 — the 19th consecutive year as the world's most valuable sports franchise. Jerry Jones paid $150 million in 1989: a 6,633% return. Cowboys generate ~$1.1-1.2B annual revenue. The average NFL franchise value across all 32 teams is approximately $5.1 billion — every NFL team is worth more than most clubs in European football. Real Madrid ($6.6B), Manchester City ($6.0B), Barcelona ($5.5B) all trail the Cowboys. Source: Forbes 2025. ±5-8%.

FAQ

Frequently Asked Questions NFL Statistics and Facts

The NFL generated approximately **$24.1 billion in total revenue during the 2024-2025 season** — the highest of any professional sports league globally. This is a 72% increase from $14.0 billion in 2017. Revenue comes primarily from national TV rights (~47%), gate revenue (~22%), sponsorship (~10%), merchandise (~7%), and digital/streaming (~9%). Revenue is shared equally among all 32 teams. Source: NFL, Forbes, Statista 2025. ±3-5%.

The **New England Patriots and Pittsburgh Steelers are tied with 6 Super Bowl wins each** — the most of any franchise. The Patriots won all 6 with Tom Brady as quarterback (2001, 2003, 2004, 2007, 2014, 2018). The Steelers won 4 in the 1970s and 2 more in 2005 and 2008. Dallas Cowboys and San Francisco 49ers follow with 5 each. Kansas City Chiefs have 4 wins including back-to-back (LVII 2023, LVIII 2024). Source: NFL official records through Super Bowl LIX 2025.

Tom Brady holds the NFL all-time career passing yards record with 89,214 yards — 8,856 yards ahead of second-place Drew Brees (80,358 yards). Brady played for the New England Patriots (2000-2019) and Tampa Bay Buccaneers (2020-2022) before retiring in February 2023. Brady also holds the all-time passing touchdowns record with approximately 649 TDs. Source: NFL official statistics through 2024-25 season.

The NFL salary cap for the 2025 season is **$279.2 million per team** — up from $255.4 million in 2024 and $120 million in 2011. The cap is set annually by the NFLPA CBA through 2030 as a percentage of Total Revenue (TR). Minimum salary: $795,000 (rookies) to $1.255M (6+ year veterans). Total league payroll:

approximately $8.9 billion (32 teams x $279.2M). Source: NFLPA, Spotrac, Over The Cap 2025. ±1%.

Super Bowl LIX (February 2025, Eagles vs Chiefs, Fox broadcast) was watched by approximately **127.7 million US viewers** — the most watched television broadcast in American history. It was the fifth consecutive year Super Bowl viewership set a new record. A 30-second ad cost approximately $7.5 million. Kendrick Lamar performed the halftime show. Source: Nielsen, NFL, Statista 2025. ±1-2%.

The **Dallas Cowboys are the most valuable NFL franchise at approximately $10.1 billion** (Forbes 2025) — also the world's most valuable sports franchise for the 19th consecutive year. Owner Jerry Jones paid $150 million in 1989 — a 6,633% return. The Patriots ($8.4B) and Rams ($7.8B) are second and third. Average NFL franchise value: approximately $5.1 billion. Source: Forbes NFL Valuations 2025. ±5-8%.

A **30-second Super Bowl LIX advertising spot cost approximately $7.5 million in 2025** — up from $7.0 million in 2023-2024 and $2.1 million in 2000 (+257% increase). Super Bowl advertising is the most expensive television advertising in the world due to its unrivalled mass audience reach of 127.7 million viewers. Consumer spending related to Super Bowl weekend totalled approximately $17-18 billion in 2025. Source: Ad Age, Sports Business Journal, Nielsen 2025. ±5%.

Yes. **Five major NFL stadiums are hosting FIFA World Cup 2026 matches**: MetLife Stadium (New York — Giants/Jets), AT&T Stadium (Dallas — Cowboys), SoFi Stadium (Los Angeles — Rams/Chargers), Levi's Stadium (Santa Clara — 49ers), and NRG Stadium (Houston — Texans). The World Cup 2026 final is at MetLife Stadium. The World Cup generates ~$5-6 billion total revenue vs the NFL's $24.1 billion annually — the NFL generates more every regular season than the World Cup generates once every four years. Source: FIFA, NFL, 2026 World Cup official venue announcements.

Sources

Statista — NFL Statistics and Facts 2017-2026 — Primary aggregator for NFL revenue, viewership, attendance, salary cap, and team valuation data. Statista compiles NFL official reports, Forbes estimates, Nielsen ratings, and NFLPA data. ±3-5% for estimated figures.

Forbes — NFL Team Valuations and Revenue 2025 — Primary source for franchise valuation data. Forbes publishes annual NFL franchise valuations based on revenue, stadium deals, market size, brand metrics. Published annually April. ±5-8%.

Spotrac / Over The Cap — NFL Salary Cap and Contract Data 2025 — Primary source for salary cap figures, player contract AAV values, minimum salary data, and historical cap tracking. Both track NFLPA official announcements. ±1-2%.

NFL.com Official Statistics — League Records, Game Data, Historical Results — Source for all-time records (passing yards, touchdowns, rushing, receiving), Super Bowl history, game counts, and official statistical records. The definitive source for NFL player and team records.

NFL season revenue spans two calendar years — "2025" = 2024-2025 season. Team valuations are Forbes private estimates ±5-8%. Salary cap from NFLPA official announcements ±1%. Super Bowl viewership from Nielsen US live + same-day viewing. Player salaries = average annual value (AAV) of contract. Fan Cost Index from Team Marketing Report. All monetary figures in nominal USD. Not investment advice.

STATISTICS REPORT

Most popular sports leagues worldwide 2026

Updated Sep 3, 2026 · businesstats.com/most-popular-sports-leagues-events

$23B+ NFL REVENUE, #1 LEAGUE	**$18.5B** IPL VALUATION 2025	**$14.3B** NBA REVENUE 2025-26E
3.2B PREMIER LEAGUE VIEWERS	**$45B** BIG 4 US LEAGUES COMBINED	**$10.3B** DALLAS COWBOYS, #1 FRANCHISE

Global Sports League Rankings 2026

Most popular sports leagues and events worldwide as of 2026

The world's most popular sports leagues can be ranked by multiple metrics, revenue, viewership, fan base, valuation, and cultural influence. No single league wins on all dimensions: the **NFL dominates by revenue**, the **Premier League leads by global viewership**, and the **IPL tops by per-match media value**. Together, the top global sports leagues generate over **$80 billion in annual revenue**, a figure that continues to grow as streaming deals, sports betting partnerships, and global fan base expansion accelerate. The sports industry is now one of the world's most powerful entertainment ecosystems.

Sports League Revenue, Global 2025 Most Popular Sports Leagues, Annual Revenue 2025 (USD Billion) AP Sports Editors · Sportico · Sports Value · Deloitte Football Money League · IISM World · SportPreferred 2025-26 · BusinessStats Research $23B+NFL, #1 Globally

Sources: NFL FY2024 $23B+ (Economy Insights, AP Sports Editors) · MLB $12.1B (SP Global) · NBA $11.3B → $14.3B 2025-26 (Sports Value, Sportico) · IPL $9.5B (IISM World) · EPL £6.3B (Sentinel Sports Group) · NHL ~$6.8B · Champions League ~$4.5B · BusinessStats Research · April 2026

NFL, #1 Sports League by Revenue

NFL: $23B+ Annual Revenue, World's Most Valuable Sports League

The National Football League is the world's most financially powerful sports league, generating over **$23 billion in annual revenue (FY2024)**, with a league valuation of approximately **$20 billion**. National media alone distributed **$432.6 million per team**, $13.8 billion centrally, before teams add local income. The

Super Bowl is the most-watched single-day sporting event in the United States, drawing approximately **62.5 million viewers per the broadcast summary** (and 115+ million US viewers for the most-watched Super Bowl in history). The NFL's broadcasting rights are spread across CBS, FOX, NBC, ESPN, and Amazon Prime Video, a $113 billion TV deal over 11 years. The Dallas Cowboys ($10.3B) are the world's most valuable sports franchise. NFL average team valuation: **$6.5 billion**, the highest of any league globally. Sports betting partnerships with DraftKings and FanDuel have significantly boosted revenue. For a closer look at where that money goes on the field, see our breakdown of the NFL players with the highest salaries.

- **Revenue FY2024:** $23B+ total · $432.6M per team from national media alone ($13.8B centrally distributed)
- **Valuation:** $20B league valuation · Average team $6.5B, highest of any league globally
- **Super Bowl:** Generates $600M+ per event · Most watched single-day US sporting event
- **Broadcasting deal:** $113B over 11 years across CBS, FOX, NBC, ESPN, Amazon Prime Video
- **US viewership:** 43% of all US adults watch NFL · Football is #1 sport with 51% US adult viewership
- **Sports betting:** DraftKings and FanDuel NFL partnerships significantly boosting commercial revenue
- **Dallas Cowboys:** $10.3B, most valuable sports franchise in the world (any sport)

IPL, #2 by Valuation, #2 by Per-Match Value

IPL: $18.5B Valuation, $13.4M Per Match, Cricket's Global Entertainment Phenomenon

The Indian Premier League is one of the most extraordinary financial success stories in sports history. In just 18 years since its founding in 2008, the IPL has grown to a **$18.5 billion valuation in 2025**, nearly a 13% increase year-on-year. Its media rights deal for 2023–2027 is worth **$6.2 billion**, a three-fold jump from the previous cycle, split between Viacom18 and Star Sports. The result: each IPL match carries a media rights value of **$13.4 million, second only to the NFL globally**. The IPL grand finale drew **400 million TV viewers**, a staggering figure that reflects India's billion-plus population and cricket's cultural status in South Asia. Revenue was approximately **$9.5 billion in 2023**. The IPL's compact format (74 games over approximately 6–8 weeks) creates intense per-match value concentration. The IPL blends cricket, Bollywood-style entertainment, and celebrity team ownership in a format that has no equivalent in Western sports.

- **Valuation 2025:** $18.5B, +13% YoY · One of the fastest-growing sports properties on Earth

- **Media rights 2023-27:** $6.2B, three-fold jump from previous cycle · Viacom18 + Star Sports
- **Per-match value:** $13.4M, #2 globally behind only NFL per-game value
- **Finale viewership:** 400M TV viewers, one of the most-watched annual sporting events on Earth
- **Revenue 2023:** ~$9.5B · Only cricket league to challenge American sports economically
- **Format:** 74 matches · 6–8 week window · T20 format · Celebrity team owners · Bollywood entertainment
- **Growth driver:** India's 1.4B+ population, smartphone penetration, and cricket's cultural centrality in South Asia

NBA, Global Basketball, $14.3B Revenue 2025-26

NBA: $14.3B Projected Revenue 2025-26, Basketball's Global Brand Machine

The NBA is the world's premier basketball league and one of its most globally recognized sports brands. Revenue was **$11.3 billion in 2024**, with the 2025-26 season projected to reach **$14.3 billion, a 12% increase**, driven by a landmark new media rights deal worth over **$7 billion annually** starting 2025-26, with Amazon Prime Video, NBC, and ESPN as partners. The NBA generates approximately **$8.1 million per regular season game**. The league's global strategy, built around star players like LeBron James, Stephen Curry, Nikola Jokic, and Victor Wembanyama, has expanded its fan base far beyond American borders. The **Golden State Warriors are the most valuable NBA franchise at $8.8 billion**. NBA jerseys are among the world's best-selling sports merchandise, with Nike partnerships revolutionizing sports merchandising. Basketball fan base: approximately **2.2 billion fans globally**. The NBA increasingly plays regular-season games in international markets. See also our figures on the NBA players with the highest salaries.

- **Revenue 2024:** $11.3B · Projected 2025-26: $14.3B (+12%) driven by new $7B+ annual media deal
- **New media deal:** Amazon Prime Video, NBC, ESPN, $7B+ annually from 2025-26
- **Per-game value:** $8.1M per regular season game · Finals command premium rates
- **Global fans:** ~2.2B globally · Particularly strong in China, Philippines, France, Serbia, Cameroon
- **Most valuable franchise:** Golden State Warriors $8.8B · Average franchise value ~$3B
- **WNBA growth:** WNBA viewership among basketball fans grew from 19% (2023) to 32% (2025), fastest-growing women's league
- **International games:** NBA expanding regular-season games to Paris, London, Mexico City, and Abu Dhabi

Global Sports League Revenue, By Sport Type 2025 Top Sports Leagues, Revenue Share by Sport Category 2025 (~$80B+ Total) NFL · MLB · NBA · IPL · EPL · Champions League · NHL · La Liga · Bundesliga · Serie A · Formula 1 · BusinessStats Research · April 2026

Premier League, #1 by Global Viewership

Premier League: 3.2B Viewers, 212 Countries, The World's Most Watched League

The English Premier League is the world's most watched sports league by cumulative global viewership, attracting **3.2 billion viewers per season**, broadcast in **212 countries and territories**. By comparison, La Liga reaches 600 million viewers and the Bundesliga 450 million, the Premier League's lead is staggering. Revenue reached **£6.3 billion in 2023-24**, the highest-revenue domestic football league in the world, with a valuation of approximately $8 billion. Stadium attendance in 2024-25 was **15.4 million**, the highest of any football league. Average match viewership: approximately **25 million globally per game**. The Premier League's power comes from its global broadcast deals, the worldwide appeal of clubs like Manchester City, Liverpool, Arsenal, Manchester United, and Chelsea, and the league's competitive unpredictability, any team can beat any other on any given day.

- **Global viewership:** 3.2B viewers per season, #1 most watched sports league globally (OneFootball, December 2025)
- **Broadcast reach:** 212 countries and territories, more than any other sports league
- **Revenue 2023-24:** £6.3B, highest-revenue domestic football league in the world
- **Stadium attendance 2024-25:** 15.4M, highest of any football league
- **Average per-match viewers:** ~25M globally · Derbies (Man City vs Arsenal etc.) can reach 50M+
- **Nearest rival:** La Liga 600M viewers, Bundesliga 450M, Serie A 380M, Premier League leads by 5× nearest competitor
- **Clubs driving global appeal:** Manchester City · Liverpool · Arsenal · Manchester United · Chelsea · Tottenham

Top 5 Leagues Revenue Trend, 2020 to 2026E Revenue Trend, NFL, IPL, NBA, MLB, Premier League 2020–2026E (USD Billion) Sportico · Deloitte · AP Sports Editors · IISM World · BusinessStats Research Estimates · April 2026

NFL leads · NBA growing fastest · IPL rising Sources: AP Sports Editors · Sportico · Sports Value · Deloitte Football Money League · IISM World · BusinessStats Research · April 2026

Football Leagues, UCL, La Liga, Bundesliga, Serie A

Champions League, La Liga & Bundesliga, European Football's $15B+ Revenue Ecosystem

Beyond the Premier League, European football's second tier of leagues and the Champions League generate combined revenues exceeding $15 billion annually. The **UEFA Champions League** generates approximately **$4–5 billion in annual revenue**, with a remarkable 83% media-rights dependency (the highest of any major league). Sponsors include Pepsi, Heineken, Mastercard, and PlayStation. The Champions League expanded to 36 teams for 2024-25, dramatically increasing revenue. **La Liga** generated approximately $3.5 billion in revenue, broadcast to 600 million global viewers, powered by Real Madrid ($6.6 billion, Europe's most valuable club) and FC Barcelona. The **Bundesliga** is Europe's attendance leader with record-breaking season totals, 11.83 million tickets sold in 2024-25. **Serie A** generated €2.9 billion, supported by Juventus, Inter Milan, and AC Milan's global fanbases. On the trophy side of football money, see how the sport's biggest payouts are split in our look at the Qatar World Cup prize money distribution.

- **Champions League ~$4-5B:** 83% media-rights dependent, highest of any major sports league · 36-team expansion (2024-25) boosted revenue significantly
- **La Liga ~$3.5B:** 600M global viewers · Real Madrid $6.6B (Europe's most valuable club) · FC Barcelona global fanbase
- **Bundesliga ~$3.1B:** 11.83M attendance 2024-25, Europe's best attended league · DFL noted record tickets sold
- **Serie A €2.9B:** Juventus · Inter · AC Milan · Napoli driving domestic and international revenue
- **Ligue 1 ~$1.5B:** 210M viewers · PSG global brand · France's domestic rights deal significantly below other Big 5 leagues
- **MLS $1B+:** 29 clubs · fastest-growing North American sports league by viewership · boosted by Messi's 2023 Inter Miami signing

Full Top 15 Table

Top 15 Sports Leagues Worldwide, Full Data Table: Revenue, Viewers, Fans & Valuation

The sortable table below covers the top 15 sports leagues and major events globally by revenue, viewership, estimated fans, and league valuation. Click any column header to sort. Note: viewership figures for football leagues represent cumulative season viewers; NFL and NBA figures represent key event/average game audiences.

Top 15 Sports Leagues, Revenue, Viewership & Fans 2025-26 Click column to sort

#	LEAGUE / EVENT	SPORT	REVENUE 2025	VALUATION	GLOBAL VIEWERS	EST. FANS	COUNTRY / REGION
1	NFL	American Football	$23B+	$20B	62.5M/game	~400M global	USA
2	IPL	Cricket	$9.5B	$18.5B	400M (finale)	~700M	India
3	MLB	Baseball	$12.1B	~$11B	71M attendance	~500M	USA
4	NBA	Basketball	$11.3B → $14.3B	~$14B	~1.5M/game	~2.2B global	USA / Global
5	Premier League	Football (Soccer)	£6.3B (~$8B)	~$8B	3.2B cumulative	~4B global	England
6	NHL	Ice Hockey	~$6.8B	~$6B	23M attendance	~400M	USA / Canada
7	UEFA Champions League	Football (Soccer)	~$4.5B	N/A (tournament)	180-200M (final)	3.5B globally	Europe
8	La Liga	Football (Soccer)	~$3.5B	~$4B	600M cumulative	~1B global	Spain
9	Bundesliga	Football (Soccer)	~$3.1B	~$3.5B	450M cumulative	~800M global	Germany
10	Serie A	Football (Soccer)	€2.9B (~$3.1B)	~$3B	380M cumulative	~700M global	Italy
11	Formula 1	Motorsport	~$3.6B	~$18B (Liberty)	1.5B cumulative	~520M global	Global

12	Ligue 1	Football (Soccer)	~$1.5B	~$1.5B	210M cumulative	~400M	France
13	MLS	Football (Soccer)	~$1.2B	~$4B+	7.7M attendance	~50M growing	USA / Canada
14	Brasileirao Serie A	Football (Soccer)	~$0.9B	~$1.5B	5M attendance	~200M Brasil	Brazil
15	Liga MX	Football (Soccer)	~$0.8B	~$1.2B	2.6M attendance	~50M Americas	Mexico

Global Viewership Ranking

Global Viewership, Football Leagues Lead but NFL & IPL Win on Engagement Per Viewer

By cumulative global viewership, football (soccer) leagues dominate, the **Premier League's 3.2 billion viewers** dwarfs the Bundesliga (450M) and La Liga (600M). Football's accessibility (minimal equipment needed, played globally) gives it structural viewership advantages. However, viewership engagement per viewer differs dramatically: NFL games generate extraordinary ad rates because American viewers are highly engaged, the average Super Bowl commercial costs $7M for 30 seconds. IPL final viewers (400M) are among the most engaged in any sport. **Formula 1 has grown explosively**, from approximately 400M viewers in 2019 to 1.5B cumulative in 2024, largely due to the Netflix 'Drive to Survive' effect. Streaming's pull on live sport shows up clearly in the global audience for the NFL Christmas games on Netflix.

Global Viewership, Top Sports Leagues 2025 (Cumulative Season / Key Event) Most Watched Sports Leagues, Global Viewership Comparison 2025 OneFootball · SportsDunia · FIFA · AP Sports Editors · BusinessStats Research · April 2026 Key Insight, The American Sports Financial Machine Big 4 US Leagues Earn $45B Combined, More Than All Major European Sports

The four major American professional sports leagues, NFL, MLB, NBA, and NHL, generate a combined **$45 billion in annual revenue**. All major international sports leagues combined, including the Premier League, Champions League, La Liga, Bundesliga, Serie A, IPL, and Formula 1, generate approximately **$32.8 billion**. The US sports financial model is structurally superior: team profit-sharing, centralized media deals, salary caps, and a massive domestic advertising market create extraordinary revenue generation per fan. The NFL alone ($23B+) generates more than the entire Premier League + La Liga + Bundesliga + Serie A

combined (~$18B). This financial dominance explains why American investors dominate global sports ownership, US private equity has acquired stakes in Premier League clubs, La Liga clubs, and Formula 1 teams.

Most Valuable Sports Franchises

Most Valuable Franchises, Dallas Cowboys $10.3B Leads All Sports Globally

The most valuable sports franchises in the world are now worth more than many Fortune 500 companies. The **Dallas Cowboys lead all sports globally at $10.3 billion**, an extraordinary figure for a single franchise in a league of 32 teams. The **Golden State Warriors ($8.8B)** and **New York Yankees ($7.1B)** follow. Real Madrid ($6.6B) is the world's most valuable football club, and the only non-American franchise in the global top 5. The NFL dominates franchise valuations with an average team worth **$6.5 billion**. NBA franchises average approximately **$3 billion**. This concentration of value reflects both the extraordinary broadcast deals these franchises benefit from and the scarcity of ownership opportunities, NFL franchises rarely change hands. Sports franchises have become one of the most sought-after alternative assets globally, with sovereign wealth funds, private equity firms, and technology billionaires all competing for ownership stakes.

Revenue Breakdown, Top 5 Leagues by Source 2025 Sports League Revenue Mix, Media, Commercial & Matchday 2025 (USD Billion) AP Sports Editors · Deloitte Football Money League · IISM World · SportPreferred · BusinessStats Research Estimates · April 2026 67%NFL Media Share

Media / Broadcast Rights Commercial / Sponsorship Matchday / Attendance Source: Media rights %, Champions League 83% · IPL 70% · NFL 67% · EPL 60% · Serie A 60% (AP Sports Editors / apsportseditors.org) · BusinessStats Research · April 2026

Key Statistics

Most Popular Sports Leagues, Key Statistics & Facts 2026

$23B+NFL Annual Revenue, #1 LeagueFY2024 revenue $23B+. $432.6M per team from national media ($13.8B central). Super Bowl $600M+ event. $113B broadcasting deal (11 years) across CBS, FOX, NBC, ESPN, Amazon. $20B league valuation. Dallas Cowboys $10.3B, world's most valuable franchise. 3.2BPremier League Global ViewersMost watched sports league in the world. 212 countries and territories. £6.3B revenue 2023-24, #1 domestic football league. Valuation ~$8B. Stadium attendance 15.4M (2024-25). Average 25M viewers per match. La Liga: 600M · Bundesliga: 450M · Serie A: 380M. $18.5BIPL

Valuation 2025+13% YoY. Media rights $6.2B (2023-27), three-fold jump. Per-match value: $13.4M, #2 globally behind NFL only. Finale: 400M TV viewers. Revenue ~$9.5B (2023). 74 matches over 6-8 weeks. Only cricket league to challenge American sports financially. $14.3BNBA Revenue 2025-26EUp from $11.3B (2024), +12%. New media deal $7B+ annually from 2025-26 (Amazon, NBC, ESPN). Per-game: $8.1M regular season. Golden State Warriors: $8.8B (most valuable franchise). Global fans ~2.2B. WNBA viewership: 19% → 32% among basketball fans (2023-2025). $45BBig 4 US Leagues CombinedNFL $23B+ · MLB $12.1B · NBA $11.3B · NHL ~$6.8B = $53B+ combined. vs all major international leagues ~$32.8B combined. NFL alone exceeds Premier League + La Liga + Bundesliga + Serie A combined (~$18B). Average NFL franchise: $6.5B, highest of any league. $10.3BDallas Cowboys, #1 FranchiseWorld's most valuable sports franchise (any sport). Followed by Golden State Warriors ($8.8B) · NY Yankees ($7.1B) · Real Madrid ($6.6B) · Golden State Warriors. NFL average team value: $6.5B. NBA average: ~$3B. Real Madrid is #1 non-American franchise globally. 83%Champions League Media DependencyUCL generates 83% of revenue from media rights, highest media dependency of any major league. Total revenue ~$4-5B. Expanded to 36 teams (2024-25) boosting distributions. Sponsors: Pepsi, Heineken, Mastercard, PlayStation. Winners can earn $100M+ in UEFA distributions. $3.6BFormula 1 Revenue 2024Explosive growth from Netflix 'Drive to Survive' (2019). US viewership surged. 3 US races: Miami, Austin, Las Vegas. Las Vegas GP: ~$800M local economic impact. Global viewership: ~1.5B cumulative (2024). Liberty Media (F1 owner) valuation: ~$18B. Growing 8-10% annually.

Forecast 2026–2030E

Sports League Revenue Forecast, Global Sports Industry to Reach $150B+ by 2030

The global sports industry is entering its most financially explosive era, with 2026–2030 expected to see record revenue generation driven by streaming rights competition, sports betting legalisation, AI-powered fan engagement, and international expansion. The **NFL is expected to maintain its revenue lead**, its $113B broadcasting deal runs through 2033 and new international games (London, Munich, São Paulo, Tokyo) are expanding its global footprint. The **NBA's $7B+ annual new media deal** (Amazon, NBC, ESPN) starting 2025-26 will catapult it to $14.3B+ revenue. The **IPL is expected to challenge $12–15B in revenue by 2030** as India's digital economy grows. The **Premier League's next broadcast cycle** (2025-onwards) is expected to significantly increase from its current £6.3B. **Formula 1's growth trajectory** (8–10% annually) makes it one of the fastest-appreciating sports properties. Women's sports leagues (WNBA, WSL, NWSL) are the fastest-growing sub-sector. The technology driving sports monetisation, from NFTs to AI-powered

stadium analytics, is increasingly central to league revenue strategies.

Sports League Revenue Forecast, 2025 to 2030E Top 5 Sports Leagues, Revenue Forecast 2025 to 2030E (USD Billion) Sportico · Deloitte · BusinessStats Research Projections · Solid = Official · Dashed = Estimates · April 2026 $150B+Industry 2030E

NFL NBA IPL Premier League MLB 2025 = latest official data · 2026E–2030E = BusinessStats Research estimates based on existing broadcast deals and growth trajectories · Not official league projections · April 2026

- **NFL 2030E:** ~$30–35B, international games expansion + streaming rights + sports betting growth
- **NBA 2030E:** ~$20–22B, $7B+ new media deal kicking in 2025-26, international expansion accelerating
- **IPL 2030E:** ~$12–15B, India's digital economy growth + potential format expansion + international markets
- **Premier League 2030E:** ~$12B, next broadcast cycle expected to significantly exceed current £6.3B
- **Formula 1 2030E:** ~$6–7B, 8-10% annual growth continuing driven by US market expansion
- **Women's sports:** WNBA, WSL, NWSL growing at double-digit rates, potential next major league tier by 2030
- **Global sports industry 2030E:** $150B+ total, streaming competition, sports betting, AI monetisation driving record growth

FAQ

Frequently Asked Questions, Most Popular Sports Leagues 2026

By revenue: the **NFL leads at $23B+** annually. By global viewership: the **Premier League with 3.2 billion viewers in 212 countries**. By per-match media value: the **IPL at $13.4M per match** (second only to the NFL). By total fan base: **football (soccer) leagues collectively**, the Premier League alone has an estimated 4 billion global fans. No single metric captures every dimension of popularity, it depends whether you measure revenue, reach, or cultural influence.

The **NFL makes the most money of any sports league, $23B+ in annual revenue (FY2024)**, with a valuation of $20 billion. The Super Bowl alone generates $600M+. Media rights account for 67% of NFL revenue across CBS, FOX, NBC, ESPN, and Amazon Prime Video. The Big 4 US leagues (NFL, MLB, NBA, NHL) combine for $45 billion annually, more than all major international leagues combined ($32.8B).

The English Premier League attracts **3.2 billion cumulative viewers per season**, the most of any sports league in the world (OneFootball, December 2025). It is broadcast in **212 countries and territories**. By comparison: La Liga 600M, Bundesliga 450M, Serie A 380M, Ligue 1 210M. The Premier League's lead over the nearest competitor is approximately 5 times. Average match viewership: approximately 25 million globally.

The Indian Premier League (IPL) valuation reached **$18.5 billion in 2025**, nearly 13% increase year-on-year. The IPL's media rights deal (2023-2027) is worth **$6.2 billion**, a three-fold jump from the previous cycle. Per-match value is **$13.4 million, second only to the NFL globally**. Revenue was approximately $9.5 billion in 2023. The IPL grand finale drew 400 million TV viewers. The league operates over a compact 6–8 week window of 74 matches.

It depends on the metric. The **NFL ($23B+) generates far more revenue** than any individual football league. However, football (soccer) is the world's most popular sport by fan base, approximately **3.5–4 billion fans globally**, vs NFL's approximately 400 million. Football's top 5 European leagues combined generate approximately $18B, less than the NFL alone. The Premier League (3.2B viewers) reaches far more countries than the NFL. Globally, football has greater reach; the NFL has greater revenue per fan.

The NBA surpassed **$11.3 billion in revenue in 2024**. For the **2025-26 season, revenue is projected at $14.3 billion (+12%)**, driven by a new media rights deal worth $7B+ annually (Amazon Prime Video, NBC, ESPN). The Golden State Warriors are the most valuable NBA franchise at $8.8B. Average NBA franchise value is approximately $3B. The NBA generates $8.1 million per regular season game, with playoffs and Finals at premium rates.

The fastest-growing major leagues by revenue and valuation in 2025–2026: **IPL (+13% valuation YoY)**, **NBA (+12% projected)**, and **Formula 1 (+8–10% annually)**. The **WNBA** is the fastest-growing women's league, viewership among basketball fans grew from 19% (2023) to 32% (2025). **MLS** is the fastest-growing North American football league. Formula 1 saw explosive US audience growth following the Netflix 'Drive to Survive' documentary effect.

The UEFA Champions League generates approximately **$4–5 billion in annual revenue**, with **83% from media rights**, the highest media dependency of any major league. The 2024-25 expansion to 36 teams significantly increased distributions to clubs. Sponsors include Pepsi, Heineken, Mastercard, and PlayStation. Champions League final viewership: 180–200+ million globally. Winning clubs can earn $100M+ in UEFA distributions in a full successful campaign.

The **Dallas Cowboys are the world's most valuable sports franchise at $10.3 billion**, the first franchise in any sport to cross $10B. Rankings: **1. Dallas Cowboys $10.3B · 2. Golden State Warriors $8.8B · 3. New York Yankees $7.1B · 4. Real Madrid $6.6B · 5. New England Patriots ~$7B**. NFL dominates with an average franchise value of $6.5B, the highest of any league globally. Real Madrid is the only non-American franchise in the global top 5.

Formula 1 has seen explosive growth, particularly in the US, since Netflix's 'Drive to Survive' documentary series began in 2019. Global cumulative TV viewership reached approximately **1.5 billion in 2024**. Total revenue exceeded **$3.6 billion in 2024**. Liberty Media's F1 valuation is approximately $18 billion. F1 now holds 3 US races annually (Miami, Austin, Las Vegas). The Las Vegas Grand Prix generates approximately $800M in local economic impact. F1 is growing at 8–10% annually, one of the fastest-appreciating sports properties.

By estimated global fan base: **1. Football (Soccer) ~3.5–4 billion · 2. Cricket ~2.5 billion · 3. Basketball ~2.2 billion · 4. Field Hockey ~2 billion · 5. Tennis ~1 billion · 6. Volleyball ~900M · 7. Table Tennis ~850M · 8. Baseball ~500M · 9. American Football (NFL) ~400M · 10. Golf ~450M**. Cricket's second place reflects India's 1.4B+ population and cricket's cultural dominance in South Asia. Basketball's third place reflects the NBA's global brand-building success.

A 30-second Super Bowl commercial costs approximately **$7 million for Super Bowl LIX (2025)**, up from $5.5M in 2021. This reflects the Super Bowl's unique position as the most-watched single-day TV event in the United States, drawing 115+ million viewers. The Super Bowl generates over **$600 million in total event revenue**. These advertising rates, approximately $233,000 per second, are the highest of any TV event globally and reflect the NFL's extraordinary domestic audience engagement.

By total season attendance: **MLB leads all sports globally with approximately 71.35 million fans in 2025**, reflecting 2,430 regular season games (30 teams × 162 games). Among football leagues: **Premier League 15.4M (2024-25) · Bundesliga 11.83M · La Liga 11.4M · Serie A 11.66M**. The NHL drew a record **23.01 million fans in 2024-25**. Despite fewer games (272 total), the NFL still drew approximately 18 million for its 2024 season.

By valuation: **IPL ($18.5B) exceeds the Premier League (~$8B)**. By revenue: IPL (~$9.5B) exceeds the Premier League (£6.3B ≈ $8B) slightly. By global viewership reach: the **Premier League leads dramatically, 3.2B viewers in 212 countries vs IPL's primary India focus**. The Premier League is far more geographically distributed. IPL wins on per-match value ($13.4M) and valuation growth rate (+13% YoY). They are fundamentally different competition formats, IPL is a seasonal tournament (74 games) vs Premier League's

year-round competition (380 games).

The global sports industry, encompassing league revenues, broadcasting rights, merchandise, sports betting, ticketing, and sponsorship, is estimated at **$600–700 billion globally in 2025-26** when including all sports-related economic activity. Top sports leagues alone generate $80B+. Sports betting has become a massive additional revenue stream following US legalisation. Streaming competition among Amazon, Apple, Netflix, YouTube, and traditional broadcasters is driving media rights values to new records. The industry is projected to exceed $1 trillion in total economic value by 2030.

Data Sources & References

Primary: AP Sports Editors, Top Sports Leagues in the World 2025: Revenue & Financials · NFL 67% media dependency · IPL 70% · Champions League 83% · Big 4 US $45B combined

Primary: OneFootball via Yahoo Sports (December 2025), Premier League: 3.2B viewers · La Liga: 600M · Bundesliga: 450M · Serie A: 380M · Ligue 1: 210M

Primary: IISM World (February 2026), NFL $21B+ · IPL $18.5B valuation, $9.5B revenue, $6.2B media deal · NBA $11.3B → $14.3B 2025-26

Primary: SportPreferred (December 2025), Top 10 Richest Sports Leagues 2025-26 · NFL valuation $20B · IPL $17-18.5B · EPL $8B

Supporting: AWISEE (January 2026), NFL revenue, EPL £6B+, NHL 23M attendance record 2024-25, MLB 71.35M ESPN attendance data

Supporting: S&P Global, State of US Sports Viewing 2025 · NFL 43% of US adults · MLB 29% · NBA 24% · WNBA 32% of basketball fans (2025)

Revenue figures are approximate and sourced from multiple industry sources as indicated. NFL FY2024 $23B+ from Economy Insights and AP Sports Editors. IPL $18.5B valuation from IISM World (February 2026). NBA $14.3B projection from Sportico/Sports Value. Premier League £6.3B from Sentinel Sports Group and Deloitte Football Money League. All figures in USD unless stated; GBP figures converted at approximately 1.26 USD/GBP. Franchise valuations from Forbes Sports and Sportico 2025 estimates. Global viewership figures are cumulative season viewers (not unique); actual unique global audience is significantly lower. BusinessStats Research 2026E projections are estimates based on existing deals and disclosed growth trajectories, not official league guidance.

STATISTICS REPORT

Highest paid players in the National Football League 2026

Updated May 12, 2026 · businesstats.com/nfl-players-with-the-highest-salaries

$60M PRESCOTT — HIGHEST AAV	**$255.4M** NFL SALARY CAP 2026	**$9B** TOTAL NFL PAYROLL
$3.9M AVERAGE NFL SALARY	**8** QBS EARNING $50M+	**$113B** NFL MEDIA RIGHTS DEAL

Overview

Players with the highest salaries in the NFL in 2026

The NFL's salary landscape in 2026 has entered a new era — one defined by historic quarterback contracts, a record-breaking media rights deal, and a salary cap growing faster than any time in league history. The **2026 salary cap stands at $255.4 million per team**, up from $182.5 million in 2021 — a **40% increase in just 5 years**. This rapid cap growth has directly fueled the explosion in quarterback salaries: where once only Patrick Mahomes and a handful of elite QBs earned $40M+, the market has expanded to the point where **8 starting quarterbacks now average $50M or more annually**. The NFL's broader financial picture is tracked alongside other major industries in our global market capitalization analysis.

- **Salary cap growth:** $182.5M (2021) → $255.4M (2026) — +40% in 5 years
- **Total payroll:** ~$9B across 32 teams — average team spend: ~$280M
- **$50M+ QBs:** 8 players — unprecedented in NFL history
- **Highest AAV ever:** Dak Prescott at ~$60M — first NFL player to break the barrier
- **QB premium:** 32 starting QBs collectively account for ~20% of total NFL payroll
- **NFL vs NBA average:** NFL $3.9M vs NBA $11.2M — larger rosters dilute NFL per-player average

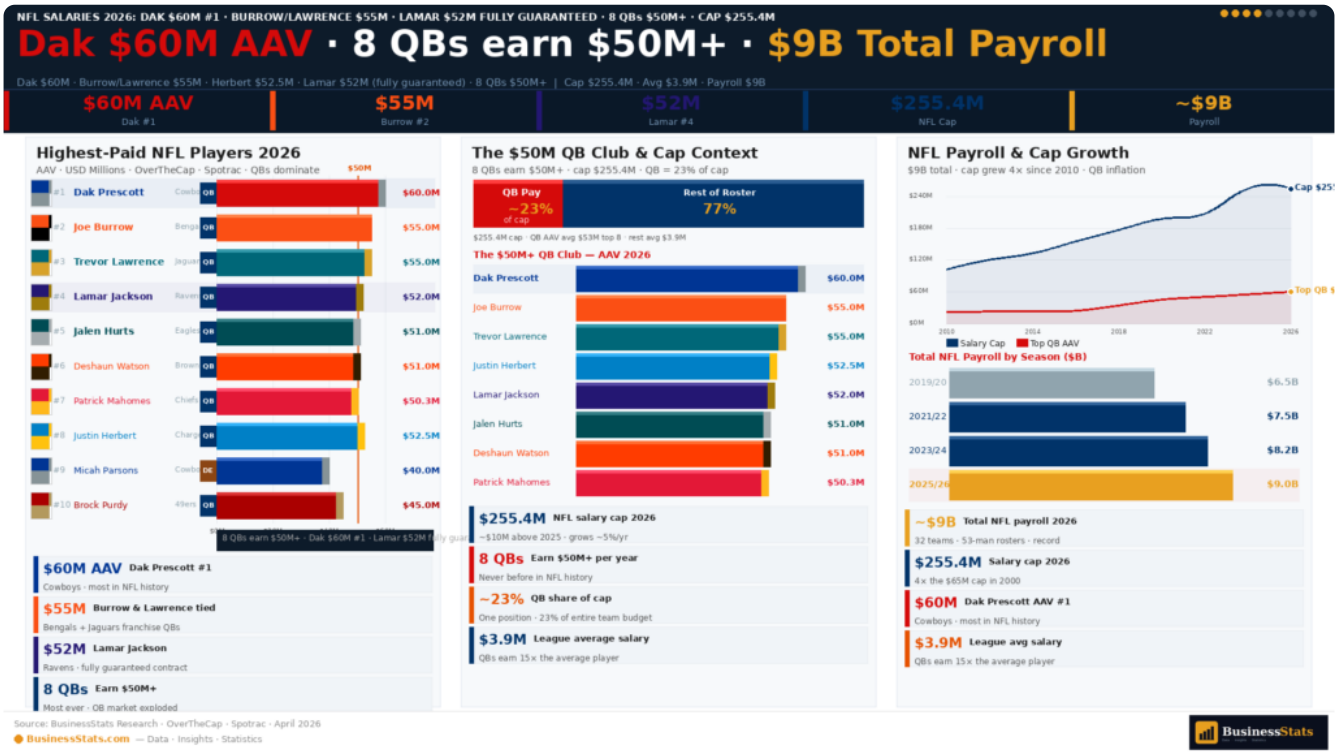
Highest-Paid NFL Players 2026 — Full Rankings Table

The complete top 25 salary rankings below, sorted by Average Annual Value (AAV). Click any column header to sort. All figures are AAV from active contracts as of the 2026 season.

Highest-Paid NFL Players 2026 — by AAV Click column to sort ↕

RANK	PLAYER	TEAM	AAV ($/YR)	POSITION	GUARANTEED ($M)
1	Dak Prescott	Dallas Cowboys	~$60.0M	QB	$231M
2	Joe Burrow	Cincinnati Bengals	~$55.0M	QB	$219M
3	Trevor Lawrence	Jacksonville Jaguars	~$55.0M	QB	$212M
4	Jared Goff	Detroit Lions	~$53.0M	QB	$170M
5	Tua Tagovailoa	Miami Dolphins	~$53.1M	QB	$167M
6	Justin Herbert	Los Angeles Chargers	~$52.5M	QB	$163M
7	Lamar Jackson	Baltimore Ravens	~$52.0M	QB	$260M
8	Jalen Hurts	Philadelphia Eagles	~$51.0M	QB	$179M
9	CJ Stroud	Houston Texans	~$48.5M	QB	$155M
10	Jordan Love	Green Bay Packers	~$48.0M	QB	$150M
11	Kyler Murray	Arizona Cardinals	~$46.1M	QB	$160M
12	Deshaun Watson	Cleveland Browns	~$46.0M	QB	$230M
13	Josh Allen	Buffalo Bills	~$43.0M	QB	$150M
14	Patrick Mahomes	Kansas City Chiefs	~$45.0M	QB	$141M
15	Kirk Cousins	Atlanta Falcons	~$45.0M	QB	$100M
16	Micah Parsons	Dallas Cowboys	~$40.0M	LB/Edge	$115M
17	Myles Garrett	Cleveland Browns	~$40.0M	DE	$106M
18	Maxx Crosby	Las Vegas Raiders	~$38.0M	DE/Edge	$99M
19	Justin Jefferson	Minnesota Vikings	~$35.0M	WR	$88M
20	Ja'Marr Chase	Cincinnati Bengals	~$34.1M	WR	$85M

21	CeeDee Lamb	Dallas Cowboys	~$34.0M	WR	$84M
22	Sauce Gardner	New York Jets	~$31.0M	CB	$76M
23	Trent Williams	San Francisco 49ers	~$31.0M	OT	$60M
24	Tyreek Hill	Miami Dolphins	~$30.0M	WR	$72M
25	Nick Bosa	San Francisco 49ers	~$34.0M	DE/Edge	$98M



Highest-Paid NFL Players 2026 (BusinessStats Research · OverTheCap · Spotrac): #1 Dak Prescott ~$60M AAV · #2/#3 Joe Burrow/Trevor Lawrence ~$55M · Lamar Jackson $52M (fully guaranteed) · 8 QBs earn $50M+ · Salary cap: $255.4M · Total payroll: ~$9B · Average: $3.9M. Source: BusinessStats Research · OverTheCap · Spotrac · April 2026.

QB Salaries

NFL Quarterback Salaries 2026 — The $50M Era

The quarterback position now dominates NFL salary economics to a degree unprecedented in the league's history. **Dak Prescott's $60M AAV** with the Dallas Cowboys is the headline — but the broader story is that **8 quarterbacks now average $50 million or more annually**, creating a new market tier that has completely redefined what franchises must pay to retain elite signal-callers. This explosion was triggered by the NFL's

landmark **$113 billion media rights deal** (with Amazon Prime Video, ESPN, Fox, CBS, and NBC through 2033), which dramatically accelerated revenue growth and, by extension, salary cap expansion. The NFL's revenue of **$20+ billion** makes it the most valuable sports league in the world — context tracked in our global revenue rankings.

- **Dak Prescott (Cowboys):** ~$60M AAV — first to break $60M barrier · $231M guaranteed · 2025 NFC Championship leader
- **Joe Burrow (Bengals):** ~$55M AAV — elite passer despite injury history · $219M guaranteed
- **Trevor Lawrence (Jaguars):** ~$55M AAV — franchise QB investment despite inconsistent wins
- **Tua Tagovailoa (Dolphins):** ~$53.1M AAV — high risk given concussion history · $167M guaranteed
- **Jared Goff (Lions):** ~$53M AAV — led Detroit to NFC Championship · most underrated elite QB
- **Justin Herbert (Chargers):** ~$52.5M AAV — top-5 arm talent · team-building still a challenge
- **Lamar Jackson (Ravens):** ~$52M AAV — **fully guaranteed** $260M deal · NFL's first of its kind
- **Jalen Hurts (Eagles):** ~$51M AAV — dual-threat franchise QB · 2022 Super Bowl appearance

Lamar Jackson's contract deserves special attention — not just for the dollar figure, but for what it represents structurally. His 5-year, $260 million deal signed in 2023 was the **first fully-guaranteed mega-contract in NFL history**, breaking the traditional NFL precedent where guaranteed money was always partial. Every dollar of Jackson's deal was guaranteed at signing — a seismic shift that players across all positions have pointed to as a new standard to aspire to. Jackson's 2-time MVP status and unique rushing/passing combination made him the ideal player to break this barrier. The financial economics of athlete contracts parallel brand investment patterns tracked in our sports brands statistics and revenue report.

- **Lamar's landmark:** First fully-guaranteed contract in NFL history — $260M, zero conditions, zero voidable years
- **Why it matters:** Sets precedent for future negotiations — players union will push for full guarantees across the board
- **Mahomes comparison:** Mahomes' $45M AAV now looks "underpaid" vs market — but his 10-year deal has unique void years
- **Watson cautionary tale:** Deshaun Watson's $46M AAV / $230M guaranteed deal widely criticized as worst in NFL history given his performance

- **Rookie QB advantage:** Brock Purdy (49ers), Sam Howell — teams on rookie contracts have massive cap advantages vs paying $50M+ QBs

Top 10 QB Salaries 2026 — AAV Comparison (USD Million)

The navy bar chart below ranks the top 10 QB salaries by AAV. Prescott's **$60M** leads — but the near-parity from #2 through #8 reveals how the market has compressed at the top. Hover each bar to see the exact figure.

QB Salary Rankings 2026 Top 10 NFL QB Salaries 2026 — Average Annual Value (USD Million) BusinessStats Research · OverTheCap · Spotrac · NFLPA · April 2026 $60.0M Dak Prescott Average Annual Value — AAV (USD Million) 8 QBs earn $50M+ AAV · First time in NFL history Source: BusinessStats Research · OverTheCap · Spotrac · NFLPA · April 2026 Key Insight The NFL's Quarterback Tax: 32 QBs Consume ~20% of the Entire League's Payroll

With 32 starting quarterbacks averaging approximately **$35–40 million AAV** across the league, NFL QBs collectively absorb an estimated **$1.1–1.3 billion per year** in payroll — roughly **12–14% of the total $9 billion league payroll**. The top-8 $50M+ QBs alone consume approximately **$415 million annually** — the equivalent of funding 5–6 entire practice squad rosters. This "QB tax" means that teams with elite quarterbacks on expensive contracts must make severe sacrifices elsewhere — drafting well, developing young talent cheaply, and using the franchise tag strategically on non-QB stars. Teams like Kansas City (Mahomes at $45M), the Eagles (Hurts at $51M), and the 49ers (Purdy on rookie deal) illustrate the three tiers of the QB economy. For context on how athlete compensation compares to broader wealth patterns, see our U.S. millionaires and wealth distribution analysis.

Non-QB Highest Paid

Highest-Paid Non-QB NFL Players 2026 — Edge Rushers, WRs & DBs

While quarterbacks dominate the salary headlines, the market for elite non-QB players has also reached historic levels. **Edge rushers** (defensive ends/linebackers who rush the passer) command the highest non-QB salaries — with **Micah Parsons (Cowboys)** and **Myles Garrett (Browns)** both approaching **$40M AAV**. This reflects the premium placed on pass rushers in a pass-heavy NFL era: a dominant edge rusher can neutralize an opposing quarterback's impact and effectively be worth the "anti-QB" investment. The U.S. financial markets analysis provides broader context on elite compensation across industries.

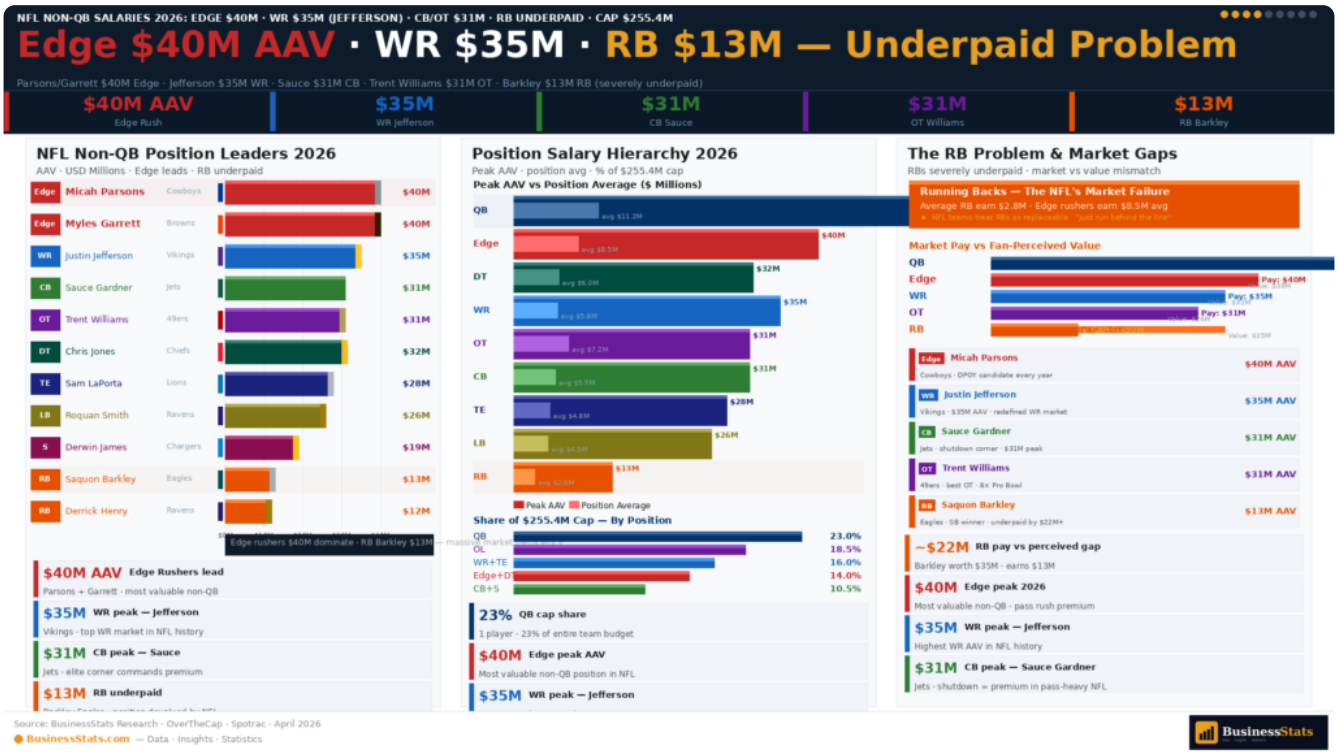
- **Micah Parsons (Cowboys, LB/Edge):** ~$40M AAV — most versatile pass rusher in the NFL · 4× Pro Bowl
- **Myles Garrett (Browns, DE):** ~$40M AAV — 3× NFL sack leader · team captain · franchise cornerstone
- **Maxx Crosby (Raiders, DE):** ~$38M AAV — all-out motor edge rusher · one of the game's most consistent
- **Nick Bosa (49ers, DE):** ~$34M AAV — 2022 Defensive Player of Year · elite pass rush technique
- **Justin Jefferson (Vikings, WR):** ~$35M AAV — most complete receiver in football · elite route running + contested catch ability
- **Ja'Marr Chase (Bengals, WR):** ~$34.1M AAV — record-breaking extension · Burrow's #1 weapon
- **CeeDee Lamb (Cowboys, WR):** ~$34M AAV — WR1 for Dallas · 1,700+ yard seasons
- **Sauce Gardner (Jets, CB):** ~$31M AAV — highest-paid corner · 2022 All-Pro as a rookie

The **wide receiver market** has exploded in 2025/26, with Justin Jefferson, Ja'Marr Chase, and CeeDee Lamb establishing a new tier of $34–35M AAV for elite WR1s. This was triggered by Tyreek Hill's precedent-setting $30M deal and accelerated by the outstanding play of the post-2020 draft class. **Running backs** remain the most underpaid skill position relative to their market value — with even the best backs (Bijan Robinson, Breece Hall) struggling to exceed $15M AAV due to the position's perceived replaceability. Social media influence on NFL player popularity and marketability is tracked in our social media statistics analysis and YouTube market report.

Highest-Paid Non-QB NFL Players by Position — AAV 2026

The AUV bars below rank the highest-paid player at each key position. The QB premium is off the chart — shown separately. Edge rushers lead all non-QB positions at $40M, followed by wide receivers at $35M.

Salary by Position 2026 NFL — Highest-Paid Player per Position (AAV, USD Million) 2026 BusinessStats Research · OverTheCap · Spotrac · NFLPA · April 2026



NFL Non-QB Salaries 2026 (BusinessStats Research · OverTheCap): Edge Rushers lead at ~$40M AAV (Parsons, Garrett) · WR top at $35M (Jefferson) · CB peak $31M (Sauce Gardner) · OT peak $31M (Trent Williams) · RB underpaid despite explosive talent · Salary cap $255.4M · Total payroll ~$9B. Source: BusinessStats Research · OverTheCap · April 2026.

NFL Salary Cap Growth — 2015 to 2026

The line chart tracks NFL salary cap growth from **$143.3M (2015)** to **$255.4M (2026)** — a **78% increase in 11 years**. The dramatic acceleration from 2022 onward reflects the new $113B media rights package beginning to flow into league revenues and the cap calculation formula.

Cap History 2015–2026 NFL Salary Cap Historical Growth 2015–2026 (USD Million per Team) BusinessStats Research · NFL Official Cap Announcements · NFLPA CBA · April 2026 +78%Cap Growth 11yrs $255M2026 Cap

2021 COVID dip → rapid recovery → $113B TV deal fuels cap surge Source: BusinessStats Research · NFL Official Cap Announcements · NFLPA · April 2026

Salary Cap & Structure

NFL Salary Cap & Contract Structure 2026

The NFL salary cap operates differently from the NBA or MLB — it is a **hard cap**, meaning teams absolutely cannot exceed it without penalties. Every player's contract is broken into cash (what they actually receive) and cap charges (what counts against the $255.4M limit). The gap between these is exploited through **signing bonus proration** — spreading a large upfront bonus across the life of the contract to reduce annual cap charges. This tool allows teams like the Dallas Cowboys (Prescott + Lamb + Parsons — three of the NFL's top 25 earners) to field seemingly impossible rosters by pushing future cap charges forward. The global GDP context helps frame the NFL's $20B+ revenue as comparable to the GDP of small nations.

- **Hard cap:** $255.4M (2026) — absolutely cannot exceed · violations result in cap penalties and forfeited picks
- **Signing bonus proration:** $60M bonus on a 5-year deal = $12M cap charge/yr · key tool for cap management
- **Void years:** Fake contract years added to spread bonus proration · accelerate to dead money when voided
- **Franchise tag QB (2026):** ~$38.7M · applies to non-exclusive players · one-year guaranteed at position average
- **Franchise tag Edge (2026):** ~$23.8M · prevents free agency for one year
- **Dead money:** Remaining prorated bonus after cut/trade · still counts against cap · constrains roster moves

NFL Salary Distribution — Payroll Share by Position Group 2026

The donut chart shows how the total NFL payroll splits by position group. Quarterbacks alone consume a disproportionate share despite being just 1–2 players per roster — this "QB tax" is the defining financial constraint of modern NFL team-building.

Payroll Share by Position NFL Total Payroll — Distribution by Position Group 2026 BusinessStats Research · OverTheCap · Spotrac · NFLPA · April 2026

NFL vs Other Sports — Average Salary Comparison 2026

The grouped bar chart compares average player salaries across major North American sports leagues. Despite generating the most total revenue ($20B+), the NFL's average per-player salary ($3.9M) is dramatically lower than the NBA ($11.2M) due to its much larger rosters.

Cross-Sport Salary Comparison Average Player Salary Comparison — NFL vs NBA vs MLB vs NHL (USD Million, 2026) BusinessStats Research · League salary databases · NFLPA · NBPA · MLBPA · NHLPA · April 2026 $11.2MNBA Avg (highest) $3.9MNFL Avg

NFL earns most revenue but pays least per player — roster size is the key variable Source: BusinessStats Research · NFLPA · NBPA · MLBPA · NHLPA · April 2026



NFL Salary Cap Structure 2026 (BusinessStats Research · OverTheCap): Hard cap $255.4M · Franchise tag QB ~$38.7M · Franchise tag Edge ~$23.8M · Signing bonus proration key cap management tool · QBs consume ~20% of total payroll despite <4% of roster spots · Average salary $3.9M vs NBA $11.2M (roster size difference). Source: BusinessStats Research · OverTheCap · April 2026.

NFL Team Payroll Rankings — Top 10 Highest Spending Teams 2026

The animated rank bars show the 10 highest-payroll NFL teams in 2026 by effective cap spend. The Dallas Cowboys — carrying Prescott ($60M), Parsons ($40M), and Lamb ($34M) — demonstrate the challenge of paying multiple stars in an era of explosive positional market inflation.

Team Payroll Rankings NFL — Top 10 Highest Team Payrolls 2026 (USD Million AAV basis) BusinessStats Research · OverTheCap · Spotrac Team Payroll Database · April 2026 Source: BusinessStats Research · OverTheCap · Spotrac · April 2026

Key Statistics

Highest-Paid NFL Players — Key Statistics & Facts 2026

$60MDak Prescott — #1 Highest AAVDallas Cowboys · ~$60M AAV · $231M+ guaranteed · First NFL player to average $60M/year. Led Cowboys to 2025 NFC Championship. The record deal reflects both Prescott's elite play and the Cowboys' franchise brand premium. $255.4MNFL Salary Cap Per Team 2026Up from $182.5M in 2021 — +40% in 5 years. Hard cap — teams cannot exceed it. Luxury threshold applies at ~$260M. New $113B media rights deal will push cap to estimated $280M+ by 2028. $260MLamar Jackson — First Fully-Guaranteed DealBaltimore Ravens · $52M AAV · $260M fully guaranteed — NFL's first fully-guaranteed mega-contract. Every dollar guaranteed at signing, unprecedented in NFL history. 2-time MVP. Sets new standard for future QB negotiations across the league. 8QBs Earning $50M+ AAV in 2026Prescott ($60M), Burrow ($55M), Lawrence ($55M), Goff ($53M), Tua ($53.1M), Herbert ($52.5M), Jackson ($52M), Hurts ($51M). Zero players earned $50M+ as recently as 2022. The $113B TV deal created this new market tier. $9BTotal NFL Payroll 2026Across all 32 teams. Average team payroll: ~$280M. Total NFL payroll exceeds NBA ($5.1B) and MLB ($4.9B) due to 53-player rosters. Despite higher total payroll, per-player average is $3.9M — lower than NBA ($11.2M) and MLB ($4.7M). $3.9MAverage NFL Player Salary 2026Up from $2.7M in 2016 — +44% in 10 years. Significantly below NBA average ($11.2M). Median salary: ~$1.2M. Minimum salary (rookie): ~$750K. Minimum salary (10+ yr veteran): ~$1.32M. Large rosters dilute per-player averages despite NFL's #1 total revenue. $40MMicah Parsons & Myles Garrett — Non-QB PeakBoth at ~$40M AAV — highest non-QB salaries in NFL history. Parsons (Cowboys): 4× Pro Bowl, versatile edge/LB. Garrett (Browns): 3× NFL sack leader. Edge rushers are the most valuable non-QB asset in modern NFL due to their direct impact on QB performance. $35MJustin Jefferson — Highest-Paid WRMinnesota Vikings · $35M AAV · Most complete wide receiver in football. Set NFL single-game and single-season receiving records. WR market explosion: Ja'Marr Chase ($34.1M), CeeDee Lamb ($34M), Tyreek Hill ($30M) all in similar range. $113BNFL Media Rights Deal (2023–2033)11-year, $113 billion deals with Amazon Prime Video, ESPN/ABC, Fox, CBS, NBC. Average $10.3B/year in media rights alone — more than the entire NBA's total annual revenue. This deal will push the salary cap to ~$300M+ by 2030 and first $70M QB by 2028. $20B+NFL Annual Revenue 2025/26The NFL is the highest-revenue sports league in the world — generating $20B+ annually. The NBA generates ~$12B. MLB ~$11B. Premier League ~$7.2B. Each of the 32 NFL teams receives approximately equal revenue sharing from national media deals — a unique model that creates competitive balance. $230MDeshaun Watson — NFL's Most Criticized ContractCleveland Browns · $46M AAV · $230M fully guaranteed. Widely considered the worst contract in

NFL history given Watson's limited play due to suspension and subsequent performance. Cleveland has minimal cap flexibility as a result. A cautionary tale about fully-guaranteed deals. $45MPatrick Mahomes AAV — "Underpaid" by MarketKansas City Chiefs · $45M AAV on his 2020 10-year, $450M extension. Despite being the best QB in football (3× Super Bowl champion, 3× MVP), Mahomes' AAV is lower than 7 other QBs who signed more recently. His deal will likely be restructured upward before expiration.

Salary Outlook

NFL Salary Trends & Outlook 2027–2030

The NFL salary trajectory points firmly upward. The **$113 billion media rights deal** is structured to generate increasing annual payments through 2033, meaning the salary cap is projected to reach approximately **$280 million by 2028** and **$310M+ by 2030**. The first **$70M AAV quarterback contract** could occur as early as 2027–2028 — with candidates including Anthony Richardson (Colts), C.J. Stroud (Texans) seeking second extensions, and potentially Mahomes himself restructuring upward. The broader economic context for these projections is tracked in our global GDP and consumer spending analysis. The comparison between NFL and NBA salary structures is detailed in our highest-paid NBA players analysis.

- **2028 cap projection:** ~$280M — first $70M AAV QB contract likely
- **2030 cap projection:** ~$310M+ — edge rushers could approach $50M AAV
- **WR market:** $40M AAV wide receiver possible by 2027/28 as Jefferson/Chase seek extensions
- **Guaranteed money trend:** Lamar's precedent pushing for more guarantees across all positions
- **Rookie QB advantage:** Teams with Purdy, Stroud, Allen on cheap deals have massive competitive advantages
- **Risk — dead money crisis:** Watson ($230M guaranteed) is a preview — teams signing huge guarantees face decade-long cap consequences if players decline
- **Risk — CBA renegotiation:** Current CBA runs to 2030 · players may push for 50%+ revenue share in next deal
- **Upside — international expansion:** NFL games in London, Munich, Madrid, Tokyo adding revenue → accelerating cap growth
- **Upside — streaming premium:** Amazon's Thursday Night Football viewership growing → future deals even larger

- **Wild card — Victor Wembanyama effect:** If NFL star power grows on social media platforms the way NBA's has, endorsement income will further separate elite players

NFL Salary Outlook 2027–2030 Key NFL Salary Cap & Contract Projections ~$280MSalary Cap 2028E ~$310MSalary Cap 2030E $70M+First $70M QB by 2028E $113BMedia Rights 2023–33 $25B+NFL Revenue 2029E $5.2M+Avg Player Salary 2030E

FAQ

Frequently Asked Questions — Highest-Paid NFL Players 2026

Dak Prescott of the Dallas Cowboys is the highest-paid NFL player in 2026 with an Average Annual Value (AAV) of approximately **$60 million per year** — making him the first NFL player to break the $60M AAV barrier. His contract includes **$231M+ in guaranteed money**. Prescott led the Cowboys to the 2025 NFC Championship, justifying the record investment. His $60M AAV eclipses Joe Burrow and Trevor Lawrence (both ~$55M), Tua Tagovailoa (~$53.1M), Jared Goff (~$53M), Justin Herbert (~$52.5M), Lamar Jackson (~$52M), and Jalen Hurts (~$51M).

The NFL salary cap for the 2026 season is **$255.4 million per team** — a hard cap that teams absolutely cannot exceed. The cap has grown from $182.5M in 2021 — a **40% increase in just 5 years**. This rapid growth is driven by the NFL's **$113 billion media rights deal** (2023–2033) with Amazon Prime Video, ESPN, Fox, CBS, and NBC. The cap is expected to reach approximately **$280M by 2028** and **$310M+ by 2030**. Unlike the NBA (soft cap with luxury tax), the NFL's hard cap creates absolute roster constraints with no exceptions.

Approximately **8 NFL players earn $50 million or more in AAV** in 2026 — all quarterbacks. These are Dak Prescott (~$60M), Joe Burrow (~$55M), Trevor Lawrence (~$55M), Tua Tagovailoa (~$53.1M), Jared Goff (~$53M), Justin Herbert (~$52.5M), Lamar Jackson (~$52M), and Jalen Hurts (~$51M). This is unprecedented — as recently as 2022, only a handful of QBs exceeded $40M AAV. The explosion in $50M+ contracts reflects the cap growing from $208M (2022) to $255.4M (2026) and intense competition for franchise quarterbacks.

Lamar Jackson signed a 5-year, **$260 million extension with the Baltimore Ravens in 2023** — the first **fully-guaranteed mega-contract in NFL history**. Every dollar was guaranteed at signing, with no voidable years or conditions. This was unprecedented in the NFL, where even the largest contracts typically contain significant non-guaranteed portions. Jackson's deal at **$52M AAV** with full guarantees forced the entire NFL to reckon with player security expectations. His 2-time MVP status and unique dual-threat capability

made him the ideal player to break this barrier. The contract's fully-guaranteed structure contrasts sharply with the Deshaun Watson cautionary tale.

Patrick Mahomes' Average Annual Value in 2026 is approximately **$45 million per year** on his 10-year, $450 million extension signed with the Kansas City Chiefs in 2020. Despite being the best quarterback in football — a **3-time Super Bowl champion and 3-time MVP** — Mahomes' per-year figure is now lower than **7 other quarterbacks** who signed newer deals at inflated market rates. The Chiefs benefit enormously from this below-market deal, which allows them to build championship-level rosters around him. Mahomes' contract will almost certainly be restructured upward before its natural expiration.

The highest-paid non-QB NFL players in 2026 are led by edge rushers and wide receivers. **Micah Parsons** (Cowboys, LB/Edge) and **Myles Garrett** (Browns, DE) both earn approximately **$40M AAV** — the highest non-QB salaries in NFL history. Edge rusher **Maxx Crosby** (Raiders, ~$38M) and **Nick Bosa** (49ers, ~$34M) follow. At wide receiver, **Justin Jefferson** (Vikings, ~$35M) leads, with **Ja'Marr Chase** (Bengals, ~$34.1M) and **CeeDee Lamb** (Cowboys, ~$34M) close behind. Cornerback **Sauce Gardner** (Jets, ~$31M) and tackle **Trent Williams** (49ers, ~$31M) lead their respective positions.

The average NFL player salary in 2026 is approximately **$3.9 million per year** — significantly below the NBA average ($11.2M) despite the NFL generating far more total revenue ($20B+ vs $12B). The key reason is roster size: NFL teams carry **53 active players** (vs 15 in the NBA), diluting per-player averages. The median NFL salary is approximately **$1.2 million** — well below the mean, reflecting extreme concentration at the QB position. The minimum salary ranges from approximately **$750K (rookie)** to approximately **$1.32M (10+ year veteran)**.

The NFL salary cap is a **hard cap of $255.4M per team (2026)** — teams cannot exceed it without facing roster penalties. Unlike the NBA's soft cap, there are no exceptions that allow teams to go over. Each player's contract creates a **"cap hit"** — the amount that counts against the team's cap in a given year. Cap hits differ from AAV due to **signing bonus proration**: a $60M signing bonus on a 5-year deal creates a $12M cap charge each year. Teams use **void years** to spread bonus charges further into the future, but these create **"dead money"** when voided. The cap is set at approximately **48% of total NFL revenues** per the CBA.

Josh Allen's average annual value in 2026 is approximately **$43 million per year** on his extension with the Buffalo Bills. Allen — a **3-time Pro Bowl selection and consistent MVP candidate** — has his AAV now looking below market given recent contracts. As one of the top 3 quarterbacks in football, Allen will likely seek or receive a new extension before his current deal expires. The Bills have structured their roster

around him, and his combination of passing accuracy, arm strength, and elite rushing ability makes him the heart of the franchise. Allen's commercial appeal is also significant, with endorsements from companies like Oikos, Seatgeek, and others adding substantially to his income.

The NFL franchise tag is a mechanism allowing teams to retain a player who would otherwise become a free agent by offering them a one-year, fully-guaranteed contract equal to the greater of: (a) 120% of their prior year's salary, or (b) the average of the top 5 salaries at their position. For 2026, approximate franchise tag values are: **QB: ~$38.7M**; Edge Rusher/DE: ~$23.8M; WR: ~$21.4M; OT: ~$22.1M; CB: ~$19.6M; RB: ~$11.1M. Players can be tagged for a maximum of two consecutive years. The tag prevents free agency but guarantees the full salary — making it a powerful but expensive team tool.

Justin Jefferson of the Minnesota Vikings is the highest-paid wide receiver in the NFL in 2026 with an average annual value of approximately **$35 million per year**. Jefferson set multiple NFL receiving records and is widely considered the most complete receiver in football. **Ja'Marr Chase** (Bengals, ~$34.1M AAV) and **CeeDee Lamb** (Cowboys, ~$34M AAV) are the next-highest receivers. **Tyreek Hill** (Dolphins, ~$30M AAV) rounds out the elite tier. The WR market has exploded from Tyreek Hill's then-record $30M deal in 2022 to this current top-tier cluster near $35M.

Despite generating the most revenue of any sports league globally ($20B+), the NFL's **average salary ($3.9M)** is significantly lower than the NBA ($11.2M) and even MLB ($4.7M). This is due to roster sizes: NFL teams carry 53 players vs 15 in NBA and 26 in MLB. **Total payrolls**, however, tell a different story: NFL ~$9B, NBA ~$5.1B, MLB ~$4.9B. At the very top, NFL QB contracts now match NBA supermax deals: Prescott at $60M AAV is comparable to Curry's $55.76M. **MLS** averages just ~$520K per player. **NHL** averages ~$2.4M. The NFL generates significantly more revenue per player than any other league due to its lower payroll share ratio.

Deshaun Watson's contract with the Cleveland Browns — **$46M AAV with $230M fully guaranteed** — is widely considered the worst contract in NFL history. Signed in 2022 (the same year Watson settled civil lawsuits and faced an 11-game suspension), the $230M fully-guaranteed deal has proven catastrophic: Watson has missed significant time due to injury and has performed well below elite QB standards when active. Cleveland has minimal cap flexibility for years to come due to the dead money implications. The Watson deal is frequently cited as the cautionary argument against fully-guaranteed NFL contracts — ironically, just as Lamar Jackson's deal showed they can work brilliantly when the player is elite and healthy.

The NFL salary cap is projected to reach approximately **$280 million by 2028** and **$310 million+ by 2030**, driven by the league's $113 billion media rights deal generating escalating annual payments. At a 5.5% annual growth rate (consistent with recent trends), the cap would reach $284M in 2028 and $315M in 2030. This means: the first **$70M AAV quarterback** is likely by 2027/28; top edge rushers could approach **$45M AAV** by 2028; wide receivers could touch **$40M AAV** by 2027. The NFL average player salary would also rise from $3.9M to approximately **$5.2M+ by 2030**.

The NFL minimum salary for 2026 is approximately **$750,000 for a rookie (0 years of service)**. Minimum salaries scale with experience: 1 year ($870K), 2 years ($940K), 3 years ($1.01M), 4–6 years ($1.07–1.15M), 7–9 years ($1.20–1.27M), 10+ years (~$1.32M). These minimums are set by the CBA and increase annually with the salary cap. Practice squad players earn a separate minimum of approximately $9,200–$12,000 per week. The gap between the minimum (~$750K) and the maximum (Prescott ~$60M) represents one of the most extreme salary distributions in professional sports.

Data Sources & References

Primary: OverTheCap.com — NFL Contract Database 2026 · Full player contracts, AAV, guaranteed money, cap hits, team payrolls, franchise tag values

Primary: Spotrac NFL Contracts — Player contracts, team cap totals, payroll rankings, injury designations 2026

Supporting: NFLPA — NFL Collective Bargaining Agreement 2020 · Salary cap rules, minimum salaries, franchise tag calculations, revenue sharing

Supporting: ESPN NFL Salaries — Player salary rankings, team cap breakdowns, contract analysis 2026

Supporting: Statista — NFL Statistics · Revenue data, average salary trends, cap history, team valuations 2026

All NFL salary figures represent Average Annual Value (AAV) unless otherwise noted. AAV = total contract value ÷ contract years, and does not equal annual cash received or annual cap charge. Guaranteed money figures from OverTheCap and Spotrac databases. Some figures are estimates based on publicly reported contract terms. The NFL salary cap ($255.4M) is the official figure announced by the NFL. Total payroll (~$9B) and average salary (~$3.9M) are BusinessStats Research estimates. All figures in USD. highest paid nfl players 2026nfl salaries 2026dak prescott salary 2026 nfl quarterback salarieslamar jackson salaryjoe burrow salary patrick mahomes salaryjosh allen salaryjalen hurts salary nfl salary cap 2026nfl total payrollnfl average salary highest nfl salary evernfl fully guaranteed contractnfl non qb salaries micah

parsons salarymyles garrett salaryjustin jefferson salary nfl salary rankingsnfl player earnings 2026nfl franchise tag 2026 nfl salary statisticsnfl salary historynfl tv deal salaries trevor lawrence salaryjustin herbert salarytua tagovailoa salary nfl contract structurenfl signing bonus prorationnfl salary outlook 2030

STATISTICS REPORT

Wellness market value worldwide 2017 to 2029

Updated Sep 21, 2026 · businesstats.com/wellness-market-value-worldwide

$6.8T VALUE IN 2024	**$4.5T** VALUE IN 2017	**+51%** GROWTH 2017 TO 2024
$9.8T FORECAST FOR 2029	**7.6%** FORECAST ANNUAL GROWTH	**6.1%** OF GLOBAL GDP

Overview

Size of the wellness market worldwide from 2017 to 2024, with a forecast to 2029

The wellness market is one of the largest and most resilient consumer markets in the world. Measured by the Global Wellness Institute, its value climbed from about $4.5 trillion in 2017 to a record $6.8 trillion in 2024, the latest year with complete data. Over that period the market grew through economic ups and downs, paused only briefly during the pandemic, and is now forecast to keep expanding to nearly $9.8 trillion by the end of the decade.

This report focuses specifically on the value of the market over time: how much it was worth each year, how far it fell and how fast it bounced back during the pandemic, what the total is made of, and where it is heading. For the wider picture, including the regional split, leading countries and the fastest-growing segments, see our full wellness industry statistics overview.

Value 2017 to 2029

The value of the wellness market over time

The chart below tracks the annual value of the global wellness market from 2017 through 2024, with the Global Wellness Institute forecast for 2029. The overall shape is a steady climb, broken only by the pandemic year of 2020.

Global Wellness Market Value, 2017 to 2029 (US$ trillions)2029 is a GWI projection.

Data:

Global wellness market value, US dollars trillions, annual GWI series.

Note:

Global Wellness Institute; 2018 is not separately reported and 2029 is a GWI projection. Compiled by BusinessStats.Switch to the table for the plotted figures.

A steady climb: from $4.5 trillion in 2017 to $6.8 trillion in 2024, with GWI projecting nearly $9.8 trillion by 2029.

The market was worth about $4.5 trillion in 2017 and reached $5.0 trillion in 2019 before the pandemic. After a dip in 2020 it climbed again to $5.4 trillion in 2021, $5.8 trillion in 2022, $6.3 trillion in 2023 and $6.8 trillion in 2024. That is an increase of roughly 51 percent over the seven years from 2017, a pace of growth well ahead of the wider world economy over the same period.

Pandemic Dip and Recovery

How the market fell and bounced back

The one break in the upward trend came in 2020. With gyms, spas, salons and travel largely shut down, wellness spending fell for the first time in years. The chart shows the annual change in market value, making the dip and the sharp rebound that followed easy to see.

Annual Change in Wellness Market Value (percent)A dip in 2020, then strong recovery.

Data:

Year-on-year change in wellness market value, percent.

Note:

Calculated from Global Wellness Institute annual market-size figures. Compiled by BusinessStats.Switch to the table for exact figures.

Down then up: the market fell about 8 percent in 2020 but rebounded roughly 17 percent in 2021 and has grown every year since.

In 2020 the market contracted by about 8 percent, slipping from $5.0 trillion to $4.6 trillion. The recovery was fast: value jumped roughly 17 percent in 2021 as restrictions lifted and demand returned, then settled into a steady run of 7 to 9 percent annual growth through 2024. By 2021 the market had already surpassed

its 2019 level, and it has set a new record every year since. The speed of that rebound is one reason analysts describe wellness spending as unusually durable.

What Is Driving Growth

What is powering the rise in value

The steady climb in market value rests on a few long-running forces. Populations are ageing across most of the developed world, and chronic conditions such as diabetes, heart disease and obesity are becoming more common, pushing both individuals and governments toward prevention rather than treatment alone. As people live longer, they also spend more on staying well through those extra years.

Technology has widened access and added value. Fitness and wellness apps, wearable trackers and telehealth have brought services to phones and homes, and the fitness technology market more than doubled to around $86 billion. Consumer attitudes have shifted too, with wellness now treated as an everyday priority rather than an occasional treat. Not every part moves in step: the weight loss services market dipped slightly in 2024 as demand shifted toward new GLP-1 medications. The chart shows which sectors have been adding value fastest.

Fastest-Growing Wellness Sectors, 2019 to 2024 (annual growth)Real estate and mental wellness lead.

Data:

Average annual growth rate by sector, 2019 to 2024.

Note:

Global Wellness Institute; top six sectors by growth shown. Compiled by BusinessStats.Switch to the table for exact figures.

Growth engines: wellness real estate and mental wellness have expanded fastest, each adding value at double-digit annual rates since 2019.

Wellness real estate, meaning homes and communities built with health features, has grown about 19.5 percent a year, while mental wellness has grown about 12.4 percent. Public health and personalized medicine, wellness tourism and spas have also outpaced the overall market. These fast movers are steadily reshaping where the value sits, even though the largest consumer sectors still make up most of the total.

What Makes Up the Value

What the wellness market value is made of

The $6.8 trillion total is spread across eleven sectors, from beauty and fitness to wellness tourism and healthy real estate. The chart ranks them by their 2024 value.

Wellness Market Value by Sector, 2024 (US$ billions)Personal care and beauty leads.

Data:

Value of the 11 wellness sectors, 2024, US dollars billions.

Note:

Global Wellness Institute. Sectors overlap, so they do not sum to the $6.8 trillion total. Compiled by BusinessStats.Switch to the table for exact figures.

Concentrated at the top: personal care and beauty, healthy eating, and physical activity together account for more than half of the market value.

Personal care and beauty is the largest single sector at about $1.35 trillion in 2024, followed by healthy eating, nutrition and weight loss at $1.15 trillion and physical activity at $1.14 trillion. Those three alone make up more than half of the market value. Wellness tourism ($894 billion) and public health, prevention and personalized medicine ($676 billion) come next, with the remaining value spread across traditional medicine, wellness real estate, mental wellness, spas, springs and workplace wellness. Because activities overlap, the sectors are not meant to add up exactly to the headline figure. For scale, the whole market is nearly four times the size of the global pharmaceutical industry, a comparison explored in our report on biotechnology in pharma worldwide.

Value by Region

Where the value sits

The market value is heavily concentrated in three regions. North America, Asia-Pacific and Europe together hold close to 90 percent of the global total, as the chart shows.

Wellness Market Value by Region, 2024 (US$ trillions)Three regions hold nearly 90 percent.

Data:

Wellness market value by region, 2024, US dollars trillions.

Note:

Global Wellness Institute; Other covers Latin America-Caribbean, Middle East-North Africa and Sub-Saharan Africa. Compiled by BusinessStats.Switch to the table for exact figures.

North America out front: the region holds about $2.3 trillion of the total value, ahead of Asia-Pacific and Europe.

North America is the largest regional market at about $2.3 trillion, having overtaken Asia-Pacific in recent years. Asia-Pacific holds roughly $2.0 trillion and Europe $1.7 trillion, with the remaining value spread across Latin America, the Middle East and Africa. For the full country-level ranking and per capita spending behind these regional totals, see our wellness industry statistics overview.

Compared With Other Industries

How the value compares

To put $6.8 trillion in perspective, it helps to line the wellness market up against other global industries. On the Global Wellness Institute measure, wellness is now bigger than several of the world best-known mega-markets.

Wellness vs Other Global Industries, 2024 (US$ trillions)Bigger than IT, tourism and sports.

Data:

Market size in 2024, US dollars trillions.

Note:

Global Wellness Institute estimates for comparison industries. Compiled by BusinessStats.Switch to the table for exact figures.

A mega-market: at $6.8 trillion, wellness tops IT, the green economy, tourism and sports, and dwarfs pharmaceuticals.

Wellness is larger than the global IT industry ($5.3 trillion), the green economy ($5.1 trillion), tourism ($5.0 trillion) and sports ($2.7 trillion), and it is nearly four times the size of the global pharmaceutical industry at about $1.8 trillion. Few consumer markets of this size are still growing as quickly, which is what makes the wellness value trend stand out.

Share of Global GDP

The market value relative to the world economy

Because the wellness market has grown faster than global output, its value now claims a rising share of the world economy. The chart shows wellness as a percentage of global GDP.

Wellness Market as a Share of Global GDP (percent)Rising steadily; 2029 is a projection.

Data:

Wellness market as a percentage of global GDP.

Note:

Global Wellness Institute; 2029 is a GWI projection. Compiled by BusinessStats.Switch to the table for the plotted figures.

A bigger slice: wellness rose from about 5.75 percent of global GDP in 2019 to 6.1 percent in 2024, and is forecast to reach 7.1 percent by 2029.

Wellness accounted for about 5.75 percent of global GDP in 2019 and roughly 6.1 percent in 2024, and the Global Wellness Institute expects the share to reach about 7.1 percent by 2029. The steady rise reflects consumers choosing to spend a growing part of their income on health and self-care, a habit that held firm through the pandemic and through more recent bouts of inflation. For the wider economic backdrop, see our overview of the global economy.

Forecast to 2029

Where the market value is heading

The Global Wellness Institute expects the market to keep setting records. It projects the wellness market will grow about 7.6 percent a year and approach $9.8 trillion by 2029, faster than the roughly 4.5 percent growth forecast for the world economy. If that holds, the market will have more than doubled between 2017 and 2029.

Growth is expected to be broad, with every sector above its pre-pandemic level and six sectors individually passing $1 trillion in value by 2029. The strongest momentum is forecast in wellness real estate, mental wellness and personalized medicine, while the biggest untapped opportunities lie in fast-growing economies across Asia, the Middle East and Latin America. For the full breakdown of sectors, regions and leading countries behind these numbers, see our wellness industry statistics overview.

Key Facts

Wellness market value in numbers

A few figures capture the trend. The market was worth $4.5 trillion in 2017 and $6.8 trillion in 2024, a rise of about 51 percent, and it is forecast to reach nearly $9.8 trillion by 2029.

$4.5TValue in 2017Global wellness market.$6.8TValue in 2024Latest full-year figure.$9.8TForecast for 2029GWI projection.+51%Growth 2017 to 2024Despite the 2020 dip.

Taken together, these numbers show a market that has grown steadily for years, shrugged off a major shock, and is expected to keep expanding faster than the economy around it.

FAQ

Frequently Asked Questions

The Global Wellness Institute values the global wellness market at $6.8 trillion in 2024, the latest year with complete data. That is up from about $4.5 trillion in 2017, and the market is forecast to reach nearly $9.8 trillion by 2029.

The wellness market grew from about $4.5 trillion in 2017 to $6.8 trillion in 2024, an increase of roughly 51 percent. Growth was interrupted only briefly by the pandemic in 2020 before resuming strongly.

Yes. The wellness market fell from about $5.0 trillion in 2019 to $4.6 trillion in 2020 as gyms, spas and travel shut down. It recovered quickly, passing its pre-pandemic level by 2021 and reaching new records every year since.

The Global Wellness Institute forecasts the wellness market will grow about 7.6 percent a year and reach nearly $9.8 trillion by 2029, well above expected global GDP growth. Six sectors are expected to individually exceed $1 trillion by then.

The wellness market is made up of 11 sectors. The largest are personal care and beauty ($1.35 trillion), healthy eating and weight loss ($1.15 trillion) and physical activity ($1.14 trillion), which together account for more than half of the total value.

The wellness market represented about 6.1 percent of global GDP in 2024, up from 5.75 percent in 2019, because it has grown faster than the world economy for over a decade. Its share is projected to reach about 7.1 percent by 2029.

Sources

Global Wellness Institute - 2025 Global Wellness Economy Monitor - 2024 value, sectors and forecast.

GWI - annual market-value series (2017 to 2023) - value by year and pandemic recovery.

GWI - $6.8 trillion in 2024, forecast to $9.8 trillion - latest value and projection.

GWI - The Global Wellness Economy data series - definitions and sector framework.

Values are the Global Wellness Institute annual market-size series in US dollars. 2018 is not separately reported by GWI. The 2029 figure is a GWI projection, and year-on-year growth rates are calculated from the GWI annual figures.

STATISTICS REPORT

Wellness industry statistics and facts

Updated Sep 21, 2026 · businesstats.com/wellness-industry-statistics

$6.8T WELLNESS ECONOMY 2024	**+7.9%** GROWTH 2023 TO 2024	**11** WELLNESS SECTORS
6.1% OF GLOBAL GDP	**$9.8T** PROJECTED BY 2029	**2x** LARGER SINCE 2013

Overview

What the wellness industry is and how big it has become

Wellness has moved from a lifestyle niche to one of the largest consumer markets in the world. The Global Wellness Institute, which has measured the sector since 2008, defines the wellness economy as the set of industries that let people build healthy habits and lifestyles into their daily lives. On that basis the global wellness economy was worth $6.8 trillion in 2024, the latest year with complete data, a new record and roughly double its size just over a decade earlier.

That figure covers a remarkably broad range of activity. It includes the beauty products on bathroom shelves, the gyms and fitness apps people use, the supplements and healthy foods they buy, the spa breaks and wellness holidays they take, and even the homes and offices designed to support health. Eleven distinct sectors sit under the wellness umbrella, and each is a substantial industry in its own right.

What makes the sector notable is not just its scale but its momentum. The wellness economy has grown faster than the global economy for more than a decade, expanding at about 6.5 percent a year from 2013 to 2024 while global GDP grew roughly 3.2 percent a year. As of 2024 it accounted for about 6.1 percent of global GDP. The sections below set out the market size, the eleven sectors, the fastest-growing areas, the regional and country picture, and where the industry is heading.

The Global Wellness Institute draws a clear line between the wellness economy and conventional healthcare. Where healthcare largely treats illness after it appears, the wellness economy is built around helping people stay well in the first place, through prevention, lifestyle and self-care. That distinction matters for the numbers: the wellness figures sit alongside, rather than inside, the roughly $11 trillion the

world spends on health each year, and the two together show how large the total health and wellbeing economy has become. It also helps explain the sheer breadth of the sector, which touches food, retail, travel, property, technology and public policy all at once.

Market Size and Growth

How the wellness economy has grown

The headline number tells the story of a market on a long upward path. From about $3.4 trillion in 2013, the wellness economy climbed steadily, dipped briefly during the pandemic, then rebounded strongly to reach $6.8 trillion in 2024. The Global Wellness Institute projects it will keep growing at roughly 7.6 percent a year and approach $9.8 trillion by 2029.

Global Wellness Economy, 2013 to 2029 (US$ trillions)Doubled since 2013; 2029 is a projection.

Data:

Global wellness economy market size, US dollars trillions.

Note:

Global Wellness Institute; 2019 derived from the reported 2019 to 2024 growth rate, 2029 is a GWI projection. Compiled by BusinessStats.Switch to the table for the plotted figures.

A decade of doubling: from $3.4 trillion in 2013 to $6.8 trillion in 2024, with GWI projecting nearly $9.8 trillion by 2029.

Growth on this scale is unusual for such a large market. The wellness economy has more than doubled since the Global Wellness Institute first measured it at $3.4 trillion in 2013, and the pace has accelerated since the pandemic as consumers put more of their spending toward health, prevention and self-care. In 2024 alone the market expanded 7.9 percent, faster than its long-run average, with every one of the eleven sectors now above its pre-pandemic level.

The pandemic left a clear mark on the trajectory. Wellness spending dipped in 2020 as gyms, spas and travel shut down, but the recovery that followed was rapid and broad. By 2024 every sector had climbed back above its 2019 level, most by a wide margin, and the overall market was more than a quarter larger than before the pandemic. The Global Wellness Institute describes the period since as a shift from recovery into sustained expansion, with growth in 2024 running ahead of the long-run trend. Crucially, the market has held up through inflation and economic uncertainty, suggesting that wellness spending has become

something consumers protect rather than cut.

The 11 Sectors

The eleven sectors of the wellness economy

The wellness economy is not one industry but eleven, ranging from trillion-dollar consumer categories to smaller specialist markets. The chart below ranks all eleven by their 2024 market size.

Wellness Economy by Sector, 2024 (US$ billions)Personal care and beauty leads.

Data:

Market size of the 11 wellness sectors, 2024, US dollars billions.

Note:

Global Wellness Institute. Sectors overlap, so they do not sum to the $6.8 trillion total. Compiled by BusinessStats.Switch to the table for exact figures.

Three trillion-dollar sectors: personal care and beauty, healthy eating, and physical activity together make up more than half of the wellness economy.

Personal care and beauty is the biggest sector at about $1.35 trillion in 2024, closely followed by healthy eating, nutrition and weight loss at $1.15 trillion and physical activity at $1.14 trillion. Those top three alone account for roughly 54 percent of the entire wellness economy. Wellness tourism follows at $894 billion, then public health, prevention and personalized medicine at $676 billion.

The middle of the table holds some of the most dynamic markets. Traditional and complementary medicine stands at $606 billion, wellness real estate at $548 billion, and mental wellness at $268 billion. Smaller but established sectors round out the list: spas at $157 billion, thermal and mineral springs at $72 billion, and workplace wellness at $53 billion. Because activities overlap, for example a spa inside a wellness resort, the eleven sectors deliberately do not sum to the headline total.

Each sector captures a different way people spend on wellbeing. Personal care and beauty covers skincare, cosmetics, grooming and salon services. Healthy eating, nutrition and weight loss spans natural and functional foods, supplements and diet programs. Physical activity includes gym memberships, sports and fitness equipment, apparel and technology. Wellness tourism counts the extra spending travellers make on health-focused trips, while public health, prevention and personalized medicine reflects both government prevention programs and the fast-growing field of tailored, data-driven care.

The remaining sectors are more specialized but no less real. Traditional and complementary medicine covers practices such as herbal remedies, acupuncture and homeopathy. Wellness real estate refers to homes and communities designed with health in mind. Mental wellness spans meditation apps, sleep and relaxation products and emotional wellbeing services. Spas, thermal and mineral springs, and workplace wellness round out the list, each serving a distinct set of consumers and businesses. This diversity is one reason the wellness economy has proved so resilient: when one sector slows, others tend to keep growing.

Fastest-Growing Sectors

Where the growth is coming from

Size and growth are two different things. Some of the largest sectors are growing only modestly, while several smaller ones are expanding rapidly. The chart shows average annual growth from 2019 to 2024 for the leading sectors.

Fastest-Growing Wellness Sectors, 2019 to 2024 (annual growth)Real estate and mental wellness lead.

Data:

Average annual growth rate by sector, 2019 to 2024.

Note:

Global Wellness Institute; top six sectors by growth shown. Compiled by BusinessStats.Switch to the table for exact figures.

Standout growers: wellness real estate expanded about 19.5 percent a year and mental wellness about 12.4 percent, roughly doubling each market since 2019.

Wellness real estate, meaning homes and communities built with health features such as clean air, natural light and access to nature, is the runaway leader at about 19.5 percent annual growth. Mental wellness, which covers meditation and mindfulness apps, emotional wellbeing services and related products, follows at 12.4 percent. Both markets have roughly doubled since 2019. Public health, prevention and personalized medicine grew 8.6 percent a year, while wellness tourism and spas each grew above 6 percent.

At the other end, the largest consumer sectors grew more slowly, in the 4 to 5 percent range, reflecting their maturity. Workplace wellness and thermal and mineral springs lagged, though both are expected to pick up. Looking forward, the Global Wellness Institute expects wellness real estate and mental wellness to keep leading, and it forecasts that six sectors will each pass $1 trillion in size by 2029.

The surge in wellness real estate reflects a change in how buildings are designed and marketed. Developers increasingly treat features such as air and water quality, natural light, green space and fitness amenities as selling points, and buyers are willing to pay more for them. Mental wellness has been propelled by a broad cultural shift that has removed much of the stigma around mental health, combined with a wave of affordable apps and services that put support on every phone. Looking ahead, the Global Wellness Institute expects both to remain among the fastest growers, alongside strong gains in personalized medicine, traditional and complementary medicine, and thermal springs.

Wellness vs Other Industries

How wellness compares with other industries

To grasp the scale of the wellness economy, it helps to set it against other well-known global industries. On the Global Wellness Institute measure, wellness is now bigger than several of the world best-known mega-markets.

Wellness vs Other Global Industries, 2024 (US$ trillions)Bigger than IT, tourism and sports.

Data:

Market size in 2024, US dollars trillions.

Note:

Global Wellness Institute estimates for comparison industries. Compiled by BusinessStats.Switch to the table for exact figures.

A mega-industry: at $6.8 trillion, wellness tops IT, the green economy, tourism, sports and pharmaceuticals.

At $6.8 trillion the wellness economy is larger than the global IT industry ($5.3 trillion), the green economy ($5.1 trillion), tourism ($5.0 trillion) and sports ($2.7 trillion). It is nearly four times the size of the global pharmaceutical industry, estimated at about $1.8 trillion. For a sense of how the health-related markets relate, the wellness economy is roughly 60 percent the size of total global health expenditures. Our report on biotechnology in pharma worldwide looks in more detail at the pharmaceutical side of that comparison.

Wellness by Region

Where wellness spending happens

The wellness economy is heavily concentrated in three regions. North America, Asia-Pacific and Europe together account for close to 90 percent of all global wellness spending, as the chart shows.

Wellness Economy by Region, 2024 (US$ trillions)Three regions hold nearly 90 percent.

Data:

Wellness economy by region, 2024, US dollars trillions.

Note:

Global Wellness Institute; Other covers Latin America-Caribbean, Middle East-North Africa and Sub-Saharan Africa. Compiled by BusinessStats.Switch to the table for exact figures.

North America out front: the region overtook Asia-Pacific to become the largest wellness market at $2.3 trillion in 2024.

North America is the largest regional wellness economy at about $2.3 trillion, having overtaken Asia-Pacific in recent years as some major Asian markets grew more slowly and currencies weakened. Asia-Pacific sits at roughly $2.0 trillion and Europe at $1.7 trillion. The remaining share, close to $0.8 trillion, is spread across Latin America and the Caribbean, the Middle East and North Africa, and Sub-Saharan Africa. Over the last five years, North America, the Middle East-North Africa and Europe have been the fastest-growing regions, with North America expanding about 7.9 percent a year.

The regional picture is shifting. North America pulled ahead partly because several large Asian markets grew slowly through 2020 to 2022 and their currencies weakened against the dollar. Even so, Asia-Pacific remains an enormous and underpenetrated market given its population, and the Middle East-North Africa region has been among the fastest-growing anywhere, expanding about 7.2 percent a year. As incomes rise across these regions, the balance of the wellness economy is likely to tilt back toward Asia and the Gulf over the coming decade, even if North America keeps the lead in the near term.

Per Capita Spending

How much people spend on wellness

Regional totals hide big differences in how much individuals spend. On a per person basis, the gap between the richest wellness markets and the rest is very wide.

Per Capita Wellness Spending by Region, 2024 (US$)North America spends far more per person.

Data:

Per capita wellness spending by region, 2024, US dollars.

Note:

Global Wellness Institute. Compiled by BusinessStats.Switch to the table for exact figures.

A wide spending gap: the average North American spends about $6,029 a year on wellness, against $471 in Asia-Pacific.

In North America, per capita wellness spending reached about $6,029 in 2024, more than three times the European figure of $1,876 and many times higher than in other regions, where the averages are $607 in Latin America and the Caribbean, $471 in Asia-Pacific and $339 in the Middle East and North Africa. Globally, the average person spent about $831 on wellness in 2024, which the Global Wellness Institute notes is slightly more than average out-of-pocket spending on health goods and services. The gap points to significant room for growth as incomes rise in Asia, Latin America and Africa.

Leading Countries

The largest national wellness markets

At the country level the wellness economy is even more concentrated. The United States is the dominant market by a wide margin, as the chart of the top eight countries shows.

Largest Wellness Markets by Country, 2024 (US$ billions)The US dwarfs every other market.

Data:

Wellness market size by country, 2024, US dollars billions.

Note:

Global Wellness Institute Country Rankings. Compiled by BusinessStats.Switch to the table for exact figures.

An American giant: the US wellness market of $2.1 trillion is more than double second-placed China.

The United States led the world at about $2.1 trillion in 2024, more than double China at $950 billion. Germany ($281 billion), Japan ($262 billion) and the United Kingdom ($261 billion) complete the top five, which together represent 58 percent of the global wellness economy. France, India and Canada follow. The

US market has also been pulling away, growing about 7.9 percent a year since 2019, and its scale relative to the wider economy is explored in our data on the GDP of the United States.

The fastest growth, though, is happening elsewhere. Among large markets, India expanded about 11.3 percent a year from 2019 to 2024, climbing from tenth to seventh place, while the United Arab Emirates and Saudi Arabia grew even faster at 14.3 and 12.2 percent. These figures point to where the next wave of wellness demand is likely to come from as middle classes expand across Asia and the Middle East.

Share of Global GDP

Wellness as a share of the world economy

Because the wellness economy has grown faster than global output, its share of the world economy keeps rising. The chart tracks wellness as a percentage of global GDP.

Wellness Economy as a Share of Global GDP (percent)Rising steadily; 2029 is a projection.

Data:

Wellness economy as a percentage of global GDP.

Note:

Global Wellness Institute; 2029 is a GWI projection. Compiled by BusinessStats.Switch to the table for the plotted figures.

Claiming more of the economy: wellness rose from about 5.75 percent of global GDP in 2019 to 6.1 percent in 2024, and is forecast to reach 7.1 percent by 2029.

Wellness represented about 5.75 percent of global GDP in 2019 and reached roughly 6.1 percent in 2024. The Global Wellness Institute projects the share will climb to about 7.1 percent by 2029 as the sector continues to outpace the wider economy. That steady rise reflects a structural shift: consumers are choosing to spend a growing slice of their income on health and self-care, a pattern that has held through recessions and the pandemic alike. For context on the broader picture, see our overview of the global economy.

What Is Driving Growth

What is fueling the wellness boom

Several long-running forces sit behind the numbers. Populations are ageing across most of the developed world, and rates of chronic disease such as diabetes, heart disease and obesity are rising, pushing both individuals and governments toward prevention rather than treatment alone. As people live longer, they are also spending more on staying healthy through those extra years.

Technology has widened access. Fitness and wellness apps, wearable trackers and telehealth have brought wellness services to phones and homes, and the fitness technology market more than doubled to around $86 billion, helping the mental wellness sector in particular. Digital tools have made meditation, coaching, sleep support and remote fitness affordable and mainstream in a way that was not possible a decade ago.

Consumer attitudes have shifted too. Wellness is increasingly seen as an everyday priority rather than an occasional treat, spanning food choices, exercise, mental health, sleep and even where people live and work. Not every corner of the market moves in the same direction, though. The weight loss services market actually contracted slightly in 2024 as demand shifted toward new GLP-1 medications, a reminder that within a growing industry individual segments can be disrupted quickly.

Governments and employers have added momentum. Faced with the rising cost of chronic disease, many governments are investing more in prevention and screening, which feeds the public health and personalized medicine sector. Employers, meanwhile, have expanded wellbeing programs to attract and retain staff, even if workplace wellness remains one of the smaller sectors by revenue. On the consumer side, the pandemic durably raised interest in immunity, sleep, mental health and time spent outdoors, and much of that behaviour has stuck rather than faded, giving the industry a broad and lasting base of demand.

Outlook to 2029

Where the wellness industry is heading

The Global Wellness Institute expects the momentum to continue. It projects the wellness economy will grow about 7.6 percent a year and approach $9.8 trillion by 2029, well above the roughly 4.5 percent growth forecast for global GDP. By then wellness could account for more than 7 percent of the world economy, and six of the eleven sectors are expected to individually exceed $1 trillion.

Growth is likely to be led by the same standouts, wellness real estate and mental wellness, alongside strong gains in personalized medicine, traditional and complementary medicine, wellness tourism and thermal springs. Geographically, the biggest opportunities lie outside the established markets, in fast-growing economies across Asia, the Middle East and Latin America where per capita wellness spending is still low. For businesses across health, hospitality, food, real estate and technology, the message from the data is consistent: wellness has become a durable, structural part of the global economy rather than a passing trend.

Key Facts

The wellness industry in numbers

A few figures capture the scale of the sector. The wellness economy is worth $6.8 trillion, spans 11 sectors, is led by the United States, and is projected to reach nearly $9.8 trillion by the end of the decade.

$6.8TGlobal wellness economy, 2024Up 7.9 percent in a year.$1.35TLargest sectorPersonal care and beauty.$2.1TLargest national marketThe United States.19.5%Fastest sector growthWellness real estate, per year.

Taken together, these numbers show a market that is not only vast but still expanding faster than the economy around it, with its center of gravity slowly shifting toward new regions and new sectors.

FAQ

Frequently Asked Questions

The Global Wellness Institute values the wellness economy at $6.8 trillion in 2024, a new peak. The market grew 7.9 percent from 2023 and has doubled in size since 2013, when it stood at about $3.4 trillion.

The Global Wellness Institute divides the wellness economy into 11 sectors: personal care and beauty, healthy eating and weight loss, physical activity, wellness tourism, public health and personalized medicine, traditional and complementary medicine, wellness real estate, mental wellness, spas, thermal and mineral springs, and workplace wellness.

Personal care and beauty is the largest wellness sector at about $1.35 trillion in 2024, followed by healthy eating and weight loss at $1.15 trillion and physical activity at $1.14 trillion. Together the top three make up more than half of the wellness economy.

Wellness real estate and mental wellness are the fastest-growing sectors, expanding at about 19.5 percent and 12.4 percent a year from 2019 to 2024. Public health and personalized medicine, wellness tourism and spas also grew strongly.

The United States is by far the largest wellness market at about $2.1 trillion in 2024, more than double second-placed China at $950 billion. Germany, Japan and the United Kingdom round out the top five, which together account for 58 percent of the global total.

The Global Wellness Institute projects the wellness economy will grow about 7.6 percent a year and reach nearly $9.8 trillion by 2029, well above forecast global GDP growth. Six sectors are expected to exceed $1 trillion by then.

Yes. At $6.8 trillion the wellness economy is nearly four times the size of the global pharmaceutical industry, and it is larger than the sports, tourism, green economy and IT industries. It represents about 6.1 percent of global GDP.

Growth is driven by ageing populations, rising chronic disease, a shift toward prevention over treatment, the spread of digital wellness and fitness technology, and growing consumer spending on mental health, healthy eating and self-care.

Sources

Global Wellness Institute - 2025 Global Wellness Economy Monitor - overall size, sectors and growth (2024 data).

GWI press release - $6.8 trillion and forecast to $9.8 trillion - growth, regions and industry comparison.

GWI - Global Wellness Economy Country Rankings (2024 data) - leading national markets.

GWI - The Global Wellness Economy data series - definitions and sector framework.

Statista - Wellness industry market size by segment - sector breakdown reference.

All values are in US dollars from the Global Wellness Institute unless noted. Sectors overlap and do not sum to the overall total. The 2019 point on the growth chart is derived from the reported 2019 to 2024 growth rate, and 2029 figures are GWI projections.

STATISTICS REPORT

Highest-paid NBA players 2025/26

Updated May 12, 2026 · businesstats.com/nba-players-with-the-highest-salaries

$55.7M CURRY — HIGHEST SALARY	**$141.1M** NBA SALARY CAP 2025/26	**$5.1B** TOTAL NBA PAYROLL
$11.2M AVERAGE NBA SALARY	**30** PLAYERS EARNING $30M+	**$4.5M** MEDIAN NBA SALARY

Overview

Highest-paid National Basketball Association (NBA) players in 2025/26

The NBA's 2025/26 season represents a watershed moment in professional basketball economics. For the first time in league history, a player's single-season salary has crossed **$55 million** — with Stephen Curry's **$55,761,217** contract year setting the all-time record. The total league payroll of **$5.1 billion** reflects the NBA's extraordinary revenue growth: from approximately $3.8 billion in revenue (2010) to approximately **$12 billion in 2025/26** — a 216% increase driven by the landmark $76 billion national TV deal, digital media expansion, and the league's surging international popularity. The NBA's business dynamics are tracked alongside other major industries in our global market capitalization analysis, where NBA parent league entities and franchise values are increasingly significant.

- **Highest salary ever:** Stephen Curry $55,761,217 — first time in NBA history a player earns $55M+ in a single season
- **Total payroll:** $5.1B across 30 teams — average team payroll ~$170M
- **$50M+ club:** 5 players earn $50 million or more — unprecedented in league history
- **$30M+ earners:** Approximately 30 players — up from just 3 in 2016/17
- **Average salary:** $11.2M — highest average in all North American professional sports
- **NBA vs NFL average:** NBA $11.2M vs NFL $3.9M — NBA average is 2.9× higher

Highest-Paid NBA Players 2025/26 — Full Rankings Table

The complete top 30 salary rankings are below. Click any column header to sort by salary, team, or position. All figures are base salaries — excluding endorsements and incentives.

Highest-Paid NBA Players 2025/26 Click column to sort ↕

RANK	PLAYER	TEAM	2025/26 SALARY	POS.	CONTRACT TYPE
1	Stephen Curry	Golden State Warriors	$55,761,217	PG	Supermax Ext.
2	Nikola Jokic	Denver Nuggets	$51,415,938	C	Supermax Ext.
3	Joel Embiid	Philadelphia 76ers	$51,415,938	C	Supermax Ext.
4	Kevin Durant	Phoenix Suns	$51,179,021	SF	Veteran Max Ext.
5	Jayson Tatum	Boston Celtics	$50,203,630	SF	Max Ext. (5yr/$315M)
6	Devin Booker	Phoenix Suns	$49,279,050	SG	Max Extension
7	Karl-Anthony Towns	New York Knicks	$49,279,050	C	Max Extension
8	LeBron James	Los Angeles Lakers	$48,743,826	SF	2yr/$97.1M Ext.
9	Damian Lillard	Milwaukee Bucks	$48,743,826	PG	Supermax Ext.
10	Giannis Antetokounmpo	Milwaukee Bucks	$48,743,826	PF	Supermax Ext.
11	Luka Doncic	Los Angeles Lakers	$46,574,216	PG	Supermax Ext.
12	Anthony Edwards	Minnesota Timberwolves	$43,892,000	SG	Max Rookie Ext.
13	Anthony Davis	Los Angeles Lakers	$43,219,440	C	Veteran Max
14	Rudy Gobert	Minnesota Timberwolves	$41,000,000	C	Max Extension
15	Shai Gilgeous-Alexander	Oklahoma City Thunder	$40,064,220	PG	Supermax Ext.
16	Ja Morant	Memphis Grizzlies	$40,411,200	PG	Max Rookie Ext.
17	Zion Williamson	New Orleans Pelicans	$37,480,428	PF	Max Rookie Ext.
18	Jimmy Butler	Golden State Warriors	$48,798,077	SF	Max Extension
19	Bam Adebayo	Miami Heat	$32,600,000	C	Max Extension
20	Jalen Brunson	New York Knicks	$32,000,000	PG	Max Extension

21	Donovan Mitchell	Cleveland Cavaliers	$35,905,760	SG	Max Extension
22	Kyrie Irving	Dallas Mavericks	$40,864,080	PG	Max Extension
23	Paul George	Philadelphia 76ers	$38,388,000	SF	Max Extension
24	Jaylen Brown	Boston Celtics	$49,644,000	SG	Supermax Ext.
25	Kawhi Leonard	Los Angeles Clippers	$48,671,700	SF	Max Extension
26	Trae Young	Atlanta Hawks	$40,064,220	PG	Max Extension
27	Zach LaVine	Chicago Bulls	$43,858,447	SG	Max Extension
28	Pascal Siakam	Indiana Pacers	$37,504,920	PF	Max Extension
29	Draymond Green	Golden State Warriors	$22,315,500	PF	Veteran Contract
30	Brandon Ingram	New Orleans Pelicans	$33,234,960	SF	Max Extension

The NBA's salary structure is uniquely egalitarian among professional sports — the **Collective Bargaining Agreement (CBA)** between the NBA and the NBPA (players union) governs maximum contracts, minimum salaries, and revenue sharing. Players collectively receive **49–51% of Basketball Related Income (BRI)**. As NBA revenue has grown, so have maximum contracts: the 2016 TV deal caused a one-time salary cap spike from $70M to $94M, creating the era of **supermax contracts** that now pay franchise players up to **40% of the cap**. The broader sports economics connecting NBA player earnings to brand value is covered in our sports brands statistics and revenue analysis. For player statistics and performance context, see our NBA player stats 2025/26 report.

- **CBA revenue split:** Players receive 49–51% of Basketball Related Income (BRI)
- **Supermax eligibility:** Players must be All-NBA, All-Star, or MVP in prior season to earn 35-40% of cap
- **Cap growth driver:** NBA revenue $3.8B (2010) → $12B (2026) — driven by TV deals, digital, global expansion
- **2016 cap spike:** Cap jumped from $70M (2015/16) to $94M (2016/17) — created today's contract era
- **New CBA 2023:** Stricter luxury tax rules, second apron restrictions limiting high-payroll teams



Highest-Paid NBA Players 2025/26 (BusinessStats Research · HoopsHype · Spotrac): #1 Stephen Curry $55.76M · #2 Nikola Jokic $51.42M · #3 Joel Embiid $51.42M · #4 Kevin Durant $51.18M · #5 Jayson Tatum $50.20M · Total NBA payroll: $5.1B · Salary cap: $141.1M · Average: $11.2M · 30 players earn $30M+. Source: BusinessStats Research · HoopsHype · Spotrac · April 2026.

Top 10 Highest-Paid

Top 10 Highest-Paid NBA Players in 2025/26

Stephen Curry sits atop the NBA salary rankings at **$55,761,217** — the final year of the 4-year, $215.4 million supermax extension he signed with the Golden State Warriors in August 2021. The 4-time champion and 2-time MVP is widely considered the most impactful player in NBA history relative to his listed position, having single-handedly transformed the game through his 3-point shooting revolution. Curry's salary represents approximately **39.5% of the 2025/26 salary cap** — the maximum allowable for a player with 10+ years of service. His total NBA career earnings have surpassed **$350 million in guaranteed salary**, and his endorsement empire (Under Armour, Chase Bank, Rakuten, FTX controversially) adds an estimated **$50M+ annually** in off-court income. The sports brand dynamics behind Curry's commercial empire are tracked in our sports brands revenue analysis.

- **#1 Stephen Curry (Warriors):** $55,761,217 — 4-year $215.4M supermax ext. signed Aug 2021 · 4× champion
- **#2 Nikola Jokic (Nuggets):** $51,415,938 — supermax ext. · 3× MVP · 2023 NBA champion
- **#3 Joel Embiid (76ers):** $51,415,938 — supermax ext. · 2023 MVP · 6× All-Star
- **#4 Kevin Durant (Suns):** $51,179,021 — veteran extension · 4× scoring champ · 2× champion
- **#5 Jayson Tatum (Celtics):** $50,203,630 — 5-yr $315M extension signed 2023 · 2024 champion
- **#6 Devin Booker (Suns):** $49,279,050 — max extension · 2× All-Star · core of PHX rebuild
- **#7 Karl-Anthony Towns (Knicks):** $49,279,050 — max extension · 3× All-Star · traded to NY 2024
- **#8 LeBron James (Lakers):** $48,743,826 — 2-yr $97.1M extension · now 41 · father-son Lakers era
- **#9 Damian Lillard (Bucks):** $48,743,826 — max extension · 9× All-Star · traded to MIL 2023
- **#10 Giannis Antetokounmpo (Bucks):** $48,743,826 — supermax ext. · 2× MVP · 2021 champion

Top 10 NBA Salaries 2025/26 — USD Million

The navy bar chart below ranks the top 10 NBA salaries for 2025/26. Hover each bar to see the exact figure. Curry's **$55.76M** stands visibly above the rest — the gap between #1 and #2 ($4.3M) is larger than the entire rookie minimum contract for a first-year player.

Salary Rankings 2025/26 Top 10 Highest-Paid NBA Players — 2025/26 Salary (USD Million) BusinessStats Research · HoopsHype · Spotrac · Basketball-Reference · April 2026 $55.76M Stephen Curry 2025/26 Annual Salary (USD Million) 5 players earn $50M+ · First time in NBA history Source: BusinessStats Research · HoopsHype Salary Database · Spotrac · Basketball-Reference · April 2026

Nikola Jokic and Joel Embiid are tied at #2/#3 with identical salaries of **$51,415,938** each — reflecting the identical supermax structure both signed. Jokic, the 3-time MVP widely considered the most dominant player of his generation, signed a 5-year, $264 million supermax extension with Denver in 2022. Embiid, the 2023 MVP and perennial All-Star center, signed a comparable deal with Philadelphia. The fact that two centers are tied for the second-highest salary in the NBA — in an era where the game supposedly skews toward guards and wings — reflects how the CBA's supermax rules reward individual award achievements regardless of position or team success.

- **Jokic supermax:** 5-year $264M extension signed Aug 2022 · Annual increase: 8% per year
- **Embiid supermax:** Similar structure · Both eligible after All-NBA honors + MVP award
- **Durant contract:** Veteran max extension · 4× scoring champ · 4× All-NBA · 2 championships

- **Tatum $315M deal:** Signed 2023 · 5-year · largest contract in Celtics history
- **Giannis situation:** Supermax ends after 2025/26 · free agency decision awaited by entire league

Key Insight Stephen Curry Earns More Per Game Than Most NBA Players Earn All Season

At **$55,761,217** over an 82-game regular season, Stephen Curry earns approximately **$679,771 per game**. That is more than the **entire annual salary** of many NBA players on minimum contracts (~$1.2M for rookies). Over a 48-minute game, Curry earns approximately **$14,162 per minute**. His salary also exceeds the **combined annual salaries** of approximately 47 players on rookie minimum contracts. The NBA's salary inequality is striking: the top 10 players collectively earn approximately **$505 million** — roughly 10% of the entire **$5.1 billion** league payroll. The wealth concentration in the NBA parallels broader patterns in the U.S. economy tracked in our U.S. millionaires statistics.

Salary Cap & Structure

NBA Salary Cap & Contract Structure 2025/26

The **2025/26 NBA salary cap is $141.1 million** per team — up from $136.0 million in 2024/25. The cap is set each July based on projected Basketball Related Income (BRI) from the prior season. Teams that exceed the cap pay a **luxury tax** — with a "soft" first tax threshold at **$170.8 million** and a "hard" second apron (new under the 2023 CBA) at approximately **$189 million**, above which teams face severe roster-building restrictions. The NBA's financial structure is comparable to other industries tracked in our U.S. financial markets analysis in terms of competitive balance mechanisms.

- **Salary cap:** $141.1M (2025/26) · up from $94.1M (2016/17) after TV deal spike
- **Luxury tax threshold:** $170.8M · teams above this pay per-dollar tax to the league
- **Second apron (hard cap):** ~$189M · new 2023 CBA · restricts trades, MLE, two-way contracts
- **Max salary (0-6 yrs):** 25% of cap = ~$35.3M
- **Max salary (7-9 yrs):** 30% of cap = ~$42.3M
- **Max salary (10+ yrs / Supermax):** 35-40% of cap = ~$49.4M–$56.4M

NBA Salary Cap Growth — Historical Trend 2010/11 to 2025/26

The line chart tracks the NBA salary cap from $58.0M (2010/11) to $141.1M (2025/26) — a **143% increase** over 15 years. The dramatic 2016/17 spike (from $70M to $94M in one year) caused by the new national TV deal is clearly visible — and created the current era of massive max contracts.

Cap History 2010–2026 NBA Salary Cap — Historical Growth 2010/11 to 2025/26 (USD Million) BusinessStats Research · NBA Official Cap Announcements · NBPA CBA Documents · April 2026 +143%Cap Growth 15yrs $141M2025/26 Cap

2016/17 TV deal spike: $70M → $94M in one year — defining moment Source: BusinessStats Research · NBA Official Cap Announcements · NBPA · April 2026

Team Payrolls

NBA Team Payrolls — Highest Spending Teams 2025/26

Approximately **15 of 30 NBA teams** are paying luxury tax in 2025/26 — a record high reflecting the new CBA's stricter provisions and the concentration of star players on big-market teams. The **Golden State Warriors**, carrying Curry ($55.76M), Klay Thompson's departure costs, and a deep roster, lead total payroll spending. The **Phoenix Suns** — with Durant, Booker, and additional pieces — are also among the highest spenders. The luxury tax dynamics connect to the broader wealth concentration in American sports tracked in our U.S. millionaires and wealth analysis. Player social media presence and marketability are analyzed in our Instagram statistics report and social media analysis.

- **~15 teams** paying luxury tax in 2025/26 — record proportion of the league
- **Second apron violators:** Multiple teams at risk of hard cap penalties — new 2023 CBA enforcement era
- **Largest market teams:** LA Lakers, NY Knicks, Golden State consistently highest payrolls
- **Total league payroll:** ~$5.1B · average team payroll: ~$170M
- **Revenue sharing:** Small-market teams receive revenue sharing from luxury tax payments

NBA Average Salary Growth — 2010/11 to 2025/26

The grouped bar chart compares average NBA salary growth against the broader U.S. average income — illustrating just how dramatically NBA player compensation has grown relative to the overall economy. The NBA average salary ($11.2M in 2025/26) is approximately **188× the U.S. median household income** (~$59,500).

Salary Growth vs Economy NBA Average Salary Growth 2010/11–2025/26 vs NBA Revenue (USD Million) BusinessStats Research · NBPA Historical Data · NBA Revenue Reports · April 2026 +129%Avg Salary Growth +216%Revenue Growth

Revenue growth outpacing salary growth — owners capturing larger share Source: BusinessStats Research · NBPA · NBA Revenue Reports · Statista · April 2026

NBA Salary Distribution — By Salary Tier 2025/26

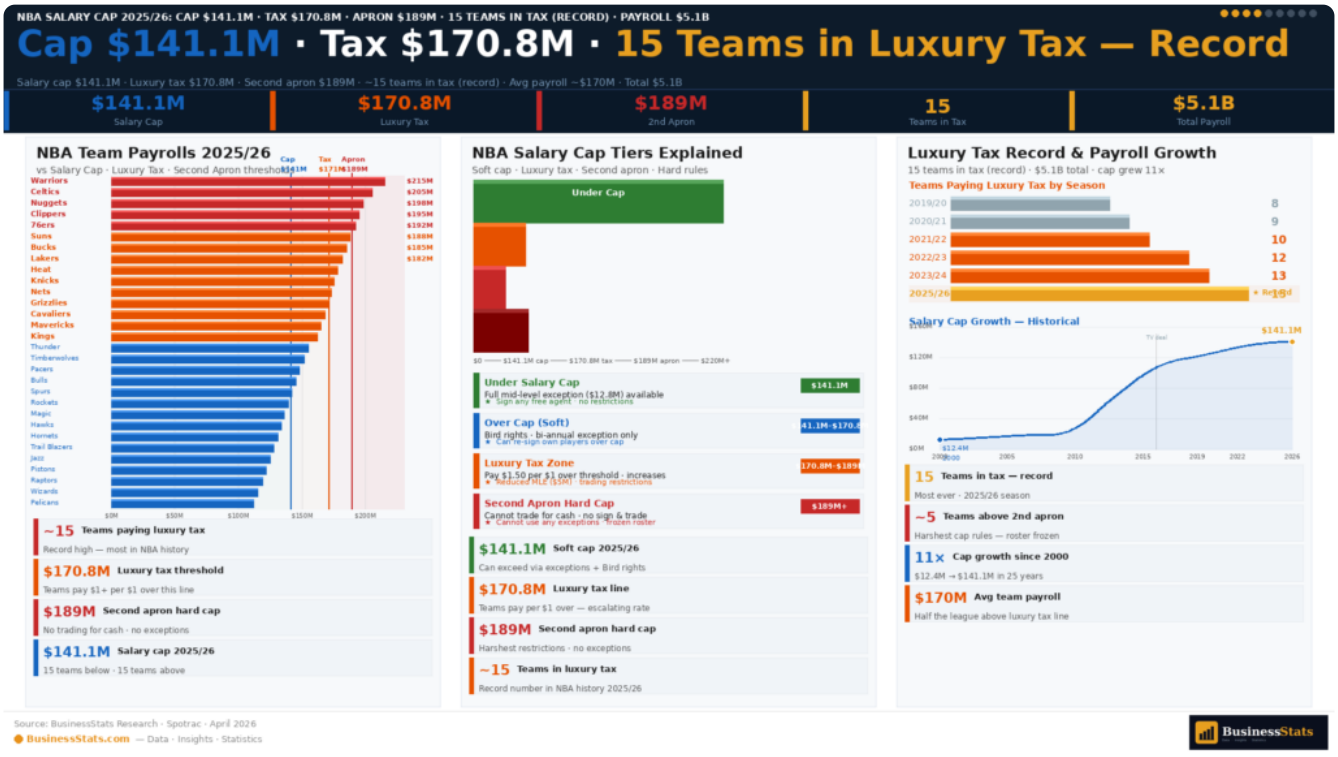
The AUV bars below show how NBA player salaries are distributed across tiers. The majority of NBA players (**~55%**) earn between $2M and $10M — a range that includes veterans on mid-level exceptions and role players on team options. Only the elite top tier earns $30M+.

Salary Distribution NBA Salary Distribution — Share of Players by Salary Tier 2025/26 BusinessStats Research · HoopsHype NBA Salary Database · Spotrac · April 2026

NBA Team Payroll Rankings — Top 10 Highest Spending Teams 2025/26

The rank bars show the top 10 highest-payroll NBA teams in 2025/26. Teams at or above the luxury tax threshold ($170.8M) pay escalating penalties — each dollar over the first threshold costs $1.50–$4.25+ in tax, depending on how far over they are. The NBA player stats analysis provides performance context for evaluating whether these high-payroll teams are generating returns on their salary investments.

Team Payroll Rankings NBA — Top 10 Highest Team Payrolls 2025/26 (USD Million) BusinessStats Research · Spotrac NBA Team Payroll Database · April 2026 Source: BusinessStats Research · Spotrac · Basketball Insiders · April 2026



NBA Salary Cap & Team Payrolls 2025/26 (BusinessStats Research · Spotrac): Salary cap $141.1M · Luxury tax threshold $170.8M · ~15 teams paying luxury tax (record) · Average team payroll ~$170M · Second apron hard cap ~$189M · Total league payroll ~$5.1B. Source: BusinessStats Research · Spotrac · April 2026.

NBA Salary Share by Position — 2025/26

The donut chart below shows how total NBA salary is distributed across positions. **Guards (PG + SG)** collectively earn the largest share — reflecting the premium placed on elite perimeter scorers and playmakers in the modern NBA. Centers have seen their salary share increase after years of decline, driven by dominant big men like Jokic and Embiid commanding supermax contracts.

Salary by Position NBA Total Salary — Distribution by Position 2025/26 BusinessStats Research · HoopsHype · Spotrac · Basketball-Reference · April 2026

Key Statistics

Highest-Paid NBA Players — Key Statistics & Facts 2025/26

$55.76MStephen Curry — #1 Highest SalaryFinal year of 4-yr $215.4M supermax extension (signed Aug 2021). First player in NBA history to earn $55M+ in a single season. ~$679,771 per game. Career NBA salary total: $350M+. Golden State Warriors. $141.1MNBA Salary Cap 2025/26Up from $136.0M in 2024/25. Luxury tax threshold: $170.8M. Second apron (hard cap): ~$189M. Set annually based on ~50% of Basketball Related Income (BRI). Cap has grown 143% since 2010/11 ($58M). $5.1BTotal NBA Payroll 2025/26Across all 30 teams. Average team payroll: ~$170M. ~15 teams paying luxury tax — record high. Total payroll has grown from ~$2.1B in 2010/11 — a 143% increase driven by TV deal revenue and cap growth. $11.2MAverage NBA Salary 2025/26Highest average salary in all North American professional sports. 2.9× the NFL average ($3.9M). 2.4× the MLB average ($4.7M). 4.7× the NHL average ($2.4M). Up from $4.9M in 2010/11 — +129% in 15 years. 5Players Earning $50M+ in 2025/26First time in NBA history 5 players earn $50M+ in a single season: Curry ($55.76M), Jokic ($51.42M), Embiid ($51.42M), Durant ($51.18M), Tatum ($50.20M). Only 0 players earned $50M+ as recently as 2022/23. 30Players Earning $30M+ in 2025/26Approximately 30 players earn $30M+ in 2025/26 — up from just 3 players in 2016/17. The explosive growth reflects cap growth from $70M (2015/16) to $141.1M (2025/26) and the proliferation of max and supermax contracts. $4.5MMedian NBA Salary 2025/26The median salary ($4.5M) is significantly below the average ($11.2M) — reflecting the extreme salary skew at the top. More than half of NBA players earn under $4.5M. NBA minimum: $1.19M (rookie) to $3.5M (10+ year veteran). $51.4MNikola

Jokic & Joel Embiid — Tied #2Both earn identical $51,415,938 — tied for 2nd highest salary. Jokic: 3-time MVP, 2023 champion. Embiid: 2023 MVP, 6-time All-Star. First time two centers are tied in the top 3 salaries in the same season. $48.7MLeBron James Salary — At Age 41LeBron James earns $48,743,826 in 2025/26 at age 41 — the oldest player ever to earn a top-10 NBA salary. His total career NBA salary has surpassed $500M in guaranteed money. Now playing alongside son Bronny James on the Lakers. 188×NBA Avg Salary vs U.S. Median IncomeThe average NBA salary ($11.2M) is approximately 188× the U.S. median household income (~$59,500). The highest-paid player (Curry, $55.76M) earns approximately 937× the U.S. median household income — among the most extreme compensation ratios in any industry. $1.19MNBA Rookie Minimum Salary 2025/26The minimum salary for a player with 0 years of service is $1,188,742. First-round draft picks earn rookie scale contracts ranging from ~$5.9M (#1 pick) to ~$1.8M (#30 pick). Veterans with 10+ years earn a minimum of ~$3.5M. $12BNBA Revenue 2025/26NBA revenues reached approximately $12 billion in 2025/26 — up from $3.8B in 2010. Key drivers: national TV deal ($2.6B/yr through 2025), NBA League Pass, NBA China, merchandise, and in-arena revenue. New TV deal (starting 2025/26) worth $76B over 11 years.

Salary Trends

NBA Salary Trends & Outlook 2026–2030

The NBA's new national television deal — a landmark **$76 billion, 11-year agreement** with Amazon Prime Video, NBC, and ESPN beginning in 2025/26 — is the most important financial development in league history. The deal averages approximately **$6.9 billion per year**, nearly 3× the prior $2.6B/year TV deal. This revenue explosion will drive the salary cap to an estimated **$155–160 million by 2026/27** and potentially **$200 million by 2030**. The implications for player salaries are dramatic: the current class of supermax players will be renegotiating or entering free agency at precisely the moment caps reach these new levels. The economic dynamics of this deal parallel the revenue growth patterns tracked in our global GDP and consumer spending analysis in terms of industry transformation scale.

- **New TV deal:** $76B over 11 years (2025/26–2035/36) · Amazon Prime Video + NBC + ESPN
- **Annual TV revenue:** ~$6.9B/yr — 2.65× the prior deal's $2.6B/yr
- **2026/27 cap estimate:** $155–160M — another significant jump from $141.1M
- **2030 cap projection:** ~$200M — first player could earn $70M+ in a single season
- **Free agency class 2025:** Giannis, Jokic (if he opts out), and others creating landmark decision moments

Key salary-related storylines to watch through 2030: **Anthony Edwards** will be eligible for a supermax extension worth approximately $65M/year by 2027/28 if he earns All-NBA. **Shai Gilgeous-Alexander** could similarly command $60M+ annually. The **LeBron retirement question** — will he play beyond 2025/26? — has significant cap implications for the Lakers. The emergence of young superstars through social media platforms is tracked in our YouTube market analysis and social media statistics, which show the NBA as the most digitally-engaged major sports league.

- **Anthony Edwards supermax:** ~$65M/year eligible by 2027/28 if All-NBA honors continue
- **SGA supermax future:** OKC could pay ~$60M/year to keep their franchise cornerstone
- **Giannis 2025 FA:** Will he re-sign with Milwaukee or move? Biggest free agency decision since KD 2016
- **$70M salary barrier:** First player to earn $70M in a single season likely by 2029/30
- **Gen Z players:** Chet Holmgren, Victor Wembanyama entering max contract territory by 2026/27

NBA Salary Outlook 2026–2030 Key NBA Salary & Cap Projections ~$160MSalary Cap 2026/27E ~$200MSalary Cap 2030E $70M+Max Player Salary 2030E $76BNew NBA TV Deal Value $15B+NBA Revenue 2029E $14M+Avg Player Salary 2029E

FAQ

Frequently Asked Questions — Highest-Paid NBA Players 2025/26

Stephen Curry of the Golden State Warriors is the highest-paid NBA player in 2025/26 with a salary of **$55,761,217** — the highest single-season salary in NBA history. This is the final year of the 4-year, $215.4 million supermax extension Curry signed in August 2021. His salary represents approximately **39.5% of the NBA salary cap** — the maximum allowable for a player with 10+ years of service and supermax eligibility. At $679,771 per game, Curry earns more in a single game than most NBA players earn in an entire month.

The NBA salary cap for 2025/26 is **$141.1 million per team** — up from $136.0 million in 2024/25. The luxury tax threshold (where teams start paying penalties) is **$170.8 million**. A new "second apron" hard cap under the 2023 CBA sits at approximately **$189 million**, above which teams face severe roster restrictions. The cap is set annually based on approximately 50% of Basketball Related Income (BRI) — meaning as the NBA generates more revenue, the cap rises. The new $76 billion TV deal will accelerate cap growth significantly from 2025/26 onward.

Approximately **30 NBA players earn $30 million or more** in the 2025/26 season. Of these: approximately **10 players earn $40 million or more**, and **5 players earn $50 million or more** (Curry, Jokic, Embiid, Durant,

Tatum). The $30M+ club has exploded from just **3 players in 2016/17**, reflecting the NBA salary cap growing from $70M to $141.1M during that period. For context, in 2010/11, only Kobe Bryant ($24.8M) earned over $20 million.

Stephen Curry's salary in 2025/26 is **$55,761,217** — the highest single-season NBA salary ever. This is the final year of the 4-year, $215.4 million supermax extension signed with the Golden State Warriors in August 2021. Curry's career earnings in NBA salary alone have surpassed **$350 million**. Including endorsements (Under Armour, Chase, Rakuten, and others), his annual income is estimated at approximately **$100–110 million total**. After 2025/26, Curry will be a free agent — one of the most anticipated free agency decisions in league history.

Nikola Jokic's 2025/26 salary is **$51,415,938** — tied for #2 with Joel Embiid. The 3-time MVP signed a 5-year, $264 million supermax extension with the Denver Nuggets in August 2022, averaging approximately $52.8 million annually with annual increases. Jokic is widely considered the **greatest value contract in NBA history** given his transcendent statistical production (averaging 26+ points, 13+ rebounds, 9+ assists in recent seasons) and the fact that the Nuggets won the 2023 NBA Championship with him as the undisputed best player in the world.

LeBron James' salary in 2025/26 is **$48,743,826** — making him the 8th highest-paid player in the league at age 41. He signed a 2-year, $97.1 million extension with the Los Angeles Lakers in 2023, keeping him in LA. LeBron's total guaranteed NBA career salary has surpassed **$500 million** — the first player in league history to reach that milestone. In 2025/26, he plays alongside his son **Bronny James** (also on the Lakers), making them the first father-son duo to play together in NBA history. LeBron is also the oldest top-10 salary earner in league history.

The maximum NBA salary in 2025/26 depends on years of experience: **0–6 years of service:** up to 25% of the salary cap = ~$35.3M. **7–9 years of service:** up to 30% of cap = ~$42.3M. **10+ years of service (standard max):** up to 35% of cap = ~$49.4M. **Supermax (Designated Player Extension):** up to 35–40% of cap = ~$49.4M–$56.4M. Supermax eligibility requires the player to have been named to All-NBA, won MVP, or been named Defensive Player of the Year in a prior season while with their current team.

Giannis Antetokounmpo's salary in 2025/26 is **$48,743,826** with the Milwaukee Bucks — the final year of the 5-year, $228.2 million supermax extension he signed in 2020. After 2025/26, Giannis becomes one of the most significant free agents in NBA history. The 2-time MVP and 2021 NBA champion will have every major market team pursuing him. His decision — whether to re-sign with Milwaukee or pursue another championship with a different franchise — is considered the most consequential NBA free agency decision

since Kevin Durant left Oklahoma City in 2016.

NBA players earn significantly more per player than any other major professional sports league. **NBA average salary: $11.2M** (2025/26). **MLB average: ~$4.7M** (2025). **NHL average: ~$2.4M**. **NFL average: ~$3.9M**. **MLS average: ~$520K**. The NBA's higher per-player average reflects its relatively small roster sizes (15 players vs NFL's 53-man active roster), its global brand premium, and the 2023 CBA's favorable revenue-sharing structure for players. The new $76B TV deal will further increase NBA per-player compensation versus other leagues.

Anthony Edwards' salary in 2025/26 is approximately **$43,892,000** with the Minnesota Timberwolves, reflecting his 5-year maximum rookie extension signed in 2023. At 24 years old in 2025/26, Edwards has established himself as one of the NBA's premier young stars and the face of the Timberwolves franchise. He averaged 27+ points per game in 2024/25 and has become one of the most marketable players in the league — with endorsements from Adidas, Bose, and others adding significantly to his basketball earnings. Edwards will be eligible for a supermax extension worth potentially **$65M+ annually** by 2027/28 if he earns All-NBA honors.

NBA rookie salaries are governed by the **CBA rookie scale** for first-round picks, which sets guaranteed 2-year salaries with 2 team option years. For 2025/26: the **#1 overall pick** earns approximately **$10.5–11M** in year 1; #5 pick earns approximately $8.1M; #10 pick earns approximately $6.5M; #15 pick earns approximately $4.9M; #30 pick earns approximately $2.1M. Second-round picks and undrafted players can be signed for the rookie minimum (~$1.19M). After 4 years on a rookie contract, top players become eligible for maximum rookie extensions — which is how players like Anthony Edwards ($43.9M), Shai Gilgeous-Alexander ($40M), and Ja Morant ($40.4M) came to earn such large salaries relatively early in their careers.

Luka Doncic's salary in 2025/26 is **$46,574,216** with the Los Angeles Lakers — the team he joined in a blockbuster trade from the Dallas Mavericks in early 2025. The Slovenian superstar signed a 5-year, $215 million supermax extension with Dallas in 2022 before the trade. In Los Angeles, Doncic joins a franchise with unmatched global marketing reach — his move to LA is expected to generate significant commercial and broadcast value. Doncic averaged 29.3 points, 9.0 rebounds, and 8.7 assists per game in 2024/25, making him one of the top 3 players in the world by most metrics.

The NBA average salary has grown dramatically over 15 years: **2010/11: $4.9M → 2025/26: $11.2M** — a **129% increase**. The growth has been driven primarily by NBA revenue expanding from $3.8 billion (2010) to approximately $12 billion (2025/26) — a 216% revenue increase. Key milestones: the 2016/17 season

saw the cap spike from $70M to $94M after the $24B ESPN/TNT TV deal, creating a single-year jump in average salaries. The new 2025/26 TV deal ($76B over 11 years with Amazon, NBC, ESPN) will drive average salaries from $11.2M toward an estimated **$14M+ by 2029/30**.

The **Golden State Warriors** are among the highest-payroll teams in 2025/26, carrying Curry ($55.76M) plus other veteran contracts. The **Phoenix Suns** (Durant $51.2M + Booker $49.3M) and **Boston Celtics** (Tatum $50.2M + Brown $49.6M) are also among the highest-spending teams. Approximately **15 of 30 NBA teams** are paying luxury tax in 2025/26 — a record proportion. Under the new 2023 CBA, teams above the "second apron" (~$189M) face severe roster restrictions, including prohibition from signing mid-level exception free agents and restrictions on trade aggregation.

The NBA's new **$76 billion, 11-year TV deal** (2025/26 through 2035/36) with Amazon Prime Video, NBC, and ESPN will dramatically increase player salaries. The deal averages approximately **$6.9 billion per year** — nearly 3× the prior $2.6B/year deal. As the salary cap is tied to ~50% of Basketball Related Income (BRI), it will rise significantly: the cap is projected to reach approximately **$155–160M in 2026/27**, and potentially **$200M+ by 2030/31**. This means the first player to earn **$70M+ in a single season** could occur as early as 2028/29. Young superstars like Anthony Edwards and Victor Wembanyama stand to benefit most from this cap explosion.

Data Sources & References

Primary: HoopsHype NBA Salary Database 2025/26 — Complete player salary tables, contract details, team totals, historical data

Primary: Spotrac NBA Contracts — Player contracts, team payrolls, luxury tax tracker, cap space analysis

Primary: Basketball-Reference — NBA Player Salary Data, Historical Salary Tables, Contract Terms

Supporting: ESPN NBA Salaries — Player salary rankings, team breakdowns, cap analysis 2025/26

Supporting: NBA.com / Stats.NBA.com — Official NBA statistics, salary cap announcements, CBA documentation

All NBA salary figures are based on base annual salaries from the 2025/26 NBA season as compiled from HoopsHype, Spotrac, and Basketball-Reference databases. Salary figures represent guaranteed base salary and do not include endorsement income, signing bonuses, or performance incentives. Some salary figures may differ slightly across sources due to timing of transactions, trade adjustments, and salary stretches. The NBA salary cap ($141.1M) and luxury tax threshold ($170.8M) are official NBA announcements. Total NBA payroll ($5.1B), average salary ($11.2M), and median salary ($4.5M) are

BusinessStats Research estimates based on aggregated player salary data. All figures in USD. highest paid nba playershighest paid nba players 2025 26nba salaries 2025 26 nba player salariesstephen curry salarynikola jokic salary joel embiid salarykevin durant salaryjayson tatum salary lebron james salarygiannis salaryluka doncic salary nba max salarynba salary cap 2025 26nba total payroll nba average salaryhighest nba salary evernba supermax contract nba player earningsnba salary rankingsrichest nba players nba salary statisticsnba salary historynba tv deal salaries anthony edwards salaryshai gilgeous alexander salarydamian lillard salary devin booker salarykarl anthony towns salarynba contract 2026

STATISTICS REPORT

NBA Player Stats 2025–26 — 11 Players, Full Statistics & Analysis

Updated Apr 5, 2026 · businesstats.com/nba-player-stats-2025-26

27.9 JOKIĆ PPG — TRIPLE-DOUBLE SEASON	**28.7** MAXEY PPG — CAREER HIGH	**9.2** GIDDEY APG — TOP 3 NBA
57-21 DUREN'S PISTONS — BEST EAST		

NBA2025–26 SeasonPlayer StatisticsPer Game Averages

Complete 2025–26 per-game statistics, career highlights, and expert analysis for **Nikola Jokić** (27.9/12.9/10.9), **Tyrese Maxey** (28.7 PPG career-high), **Deni Avdija** (24.2 PPG breakout · All-Star), **Kawhi Leonard**, **Josh Giddey** (9.2 APG top-3 NBA), **Jalen Duren** (All-Star · TS% #1), **Pascal Siakam**, **Derrick White**, **Michael Porter Jr.**, **Russell Westbrook**, and **Anthony Davis**.

BS BusinessStats Research Desk NBA Analytics & Player Statistics Division Updated April 2026NBA.com · StatMuse · B-Ref

27.9Jokić PPG — Triple-Double Season 28.7Maxey PPG — Career High 9.2Giddey APG — Top 3 NBA 57-21Duren's Pistons — Best East Sources: NBA.com 2025–26 StatMuse April 2026 Basketball-Reference RotoWire ESPN Overview

NBA Player Stats 2025–26 — 11 Players, Full Analysis & Statistics

The 2025–26 NBA season has produced some of the most compelling individual performances in recent memory. **Nikola Jokić** is averaging a full triple-double for the season. **Tyrese Maxey** has reached 28.7 PPG as Philadelphia's primary scorer. **Deni Avdija** has made the biggest individual statistical improvement of any major player — up 7+ points from last year — earning his first All-Star selection. **Jalen Duren** leads the NBA in True Shooting percentage while anchoring the league's best Eastern Conference team. And **Josh Giddey** ranks top-3 in the entire NBA in assists per game at just 22 years old. Each player below has a full written analysis section BEFORE his statistics — giving you context and career information alongside the

numbers.

All 11 Players — Full Profiles

Complete Stats, Career Context & Analysis — Player by Player

Nikola Jokić Denver Nuggets · Center · #15 3x MVP · 2023 Champion 27.9PPG 12.9RPG 10.9APG

Nikola Jokić Stats 2025–26 — 27.9 PPG / 12.9 RPG / 10.9 APG

All-Star Active FG%: 57.1%3P%: 38.3%FT%: 82.7%SPG: 1.4MPG: 35.0

Nikola Jokić is the best player in the world in 2025–26 — and the numbers confirm it. The Denver Nuggets center is averaging a full triple-double: **27.9 points, 12.9 rebounds, and 10.9 assists per game**, leading the entire NBA in assists. He shoots 57.1% from the field and 82.7% from the free-throw line, and his True Shooting percentage ranks top-3 in the NBA. By virtually every advanced metric — PER, BPM, RAPTOR, EPM, plus/minus (+10.8 to +12.3 by independent analysts) — Jokić is the most valuable player in basketball. The Denver Nuggets hold the #2 seed in the Western Conference at 50-28.

The Joker's 2025–26 season is yet another chapter in one of the most extraordinary individual careers in NBA history. A **three-time MVP (2021, 2022, 2024)**, 2023 NBA champion, and 2023 Finals MVP, Jokić has redefined what a center can do. Born in Sombor, Serbia, and selected 41st overall in the 2014 Draft — one of the greatest draft steals ever — he is the rare 7-footer who leads his team in assists. His 10.9 APG make him the most prolific playmaking center the game has ever seen. He is the clear favourite for a fourth MVP award in 2025–26.

Tyrese Maxey Philadelphia 76ers · Guard · #0 All-Star 2026 · MIP 2024 28.7PPG 4.2RPG 6.8APG

Tyrese Maxey Stats 2025–26 — 28.7 PPG Career High

All-Star Active SPG: 2.0BPG: 0.8FT%: 89.2%FG%: 46.3%MPG: 38.4

Tyrese Maxey is having the best season of his career in 2025–26, posting a career-high **28.7 points per game** for the Philadelphia 76ers. At just 25 years old, Maxey has established himself as one of the premier scoring guards in the Eastern Conference. Beyond his scoring, he contributes **6.8 assists per game** as Philly's primary ball-handler and a remarkable **2.0 steals per game** — placing him top-2 in steals among all NBA guards. He shoots 89.2% from the free-throw line, one of the highest marks in the league, and his plus-minus of +4.6 confirms his two-way impact.

Maxey was selected **21st overall in the 2020 NBA Draft** out of Kentucky, and his development has been remarkable. He won the **Most Improved Player award in 2023–24** after averaging 25.9 PPG, and has elevated further in 2025–26. His explosive speed and ability to finish at the rim through contact make him a nightmare to contain. The 76ers signed Maxey to a **5-year, $204 million contract extension** in 2024 — a deal that looks like excellent value given his current output. With Joel Embiid frequently unavailable, Maxey has carried the entire Philadelphia offensive load, leading the team to 43-35.

Deni Avdija Portland Trail Blazers · Small Forward · #8 All-Star 2026 · Breakout 24.2PPG 7.0RPG 6.8APG

Deni Avdija Stats 2025–26 — 24.2 PPG / 7.0 RPG / 6.8 APG · First-Time All-Star

All-Star Active Age: 24Games: 56+Nation: IsraelDraft: #9 (2020)APG/36: 7.3 Top-20 NBA

Deni Avdija has been the biggest breakout story of the 2025–26 NBA season. The Portland Trail Blazers forward is averaging **24.2 points, 7.0 rebounds, and 6.8 assists per game** — a massive leap from his 16.9 PPG last season, an improvement of more than 7 points per night. This extraordinary all-around production earned him his **first-ever NBA All-Star selection in 2026**, where he represented Israel on the World roster alongside Luka Dončić and Nikola Jokić. His 6.8 APG is extraordinary for a small forward — it would rank as a starting point guard's stat on most NBA teams.

Avdija was born in Tel Aviv, Israel, and selected **9th overall in the 2020 NBA Draft**. After four solid seasons with Washington, a trade to Portland unlocked his full potential. At just 24 years old and 6'9, he has the combination of size, vision, and playmaking that is exceptionally rare for his position. Basketball-Reference ranks him top-20 in assists per 36 minutes (7.3) across the entire NBA, confirming that his playmaking is genuinely elite. Portland has committed to building around Avdija as their franchise cornerstone. He is one of the most exciting young players in basketball.

Kawhi Leonard LA Clippers · Small Forward · #2 2x Champion · 2x DPOY · 2x FMVP 24.3PPG 5.7RPG 3.5APG

Kawhi Leonard Stats 2025–26 — 24.3 PPG When Healthy · Elite Impact

Injury Limited SPG: Top 3 NBAAge: 34Plus/Minus: +8.52x FMVP: 2x DPOY:

Kawhi Leonard remains one of the most gifted players in the NBA when healthy — a fact his 2025–26 numbers confirm. In the games he has played for the LA Clippers, Leonard is averaging **24.3 points, 5.7**

rebounds, and 3.5 assists per game, while also ranking among the **top three players in the NBA in steals per game**. His **plus/minus of +8.5** is one of the five best marks in the entire league this season, placing him 5th or 6th in independent analyst rankings. When Kawhi Leonard is on the court, the Clippers are a dramatically different and better team.

The concern with Kawhi has always been availability, and 2025–26 has once again seen limited games due to injury management at age 34. But his efficiency when available remains genuinely exceptional. A **two-time NBA champion (2014 Spurs, 2019 Raptors)** and two-time Finals MVP, Leonard is also a **two-time Defensive Player of the Year**. His 2019 corner buzzer-beater against Philadelphia — bouncing four times on the rim before dropping — is one of the most iconic moments in playoff history. He remains a future first-ballot Hall of Famer.

Josh Giddey Chicago Bulls · Guard · #3 Top 3 Assists · $100M Contract 17.2PPG 8.4RPG 9.2APG

Josh Giddey Stats 2025–26 — 17.2 PPG / 8.4 RPG / 9.2 APG · Top-3 Playmaker

Active SPG: 1.03PM/G: 1.9Age: 22Contract: $100M/4yrDraft: #6 (2021)

Josh Giddey is averaging a near-triple-double in 2025–26 and ranks in the **top three in assists per game in the entire NBA**. The Chicago Bulls guard is putting up **17.2 points, 8.4 rebounds, and 9.2 assists per night** — appearing on the NBA APG leaderboard alongside Nikola Jokić and Cade Cunningham on StatMuse. At 6'8, Giddey brings extraordinary size and rebounding instinct for a guard, making him one of the most physically unique players at his position in the league. He is a genuine triple-double threat every single night.

Giddey was selected **6th overall in the 2021 NBA Draft** by Oklahoma City, where he set records as one of the youngest triple-double performers in NBA history. He signed a **4-year, $100 million deal** with Chicago in September 2025. His 9.2 APG in 2025–26 are his best playmaking numbers yet, and Basketball-Reference ranks him top-20 in assists per 100 possessions in the NBA. A native of Melbourne, Australia, Giddey developed through the NBL's Next Stars programme before entering the draft. His passing vision, at just 22, is already elite.

Jalen Duren Detroit Pistons · Center · #0 All-Star 2026 · TS% #1 NBA 19.5PPG 10.6RPG 1.9APG

Jalen Duren Stats 2025–26 — 19.5 PPG / 10.6 RPG · TS% Leader · All-Star

All-Star Active BPG: 1.1TS%: #1 NBAAge: 21FG%: ~68%+Team: 57-21 Best East

Jalen Duren has become one of the most efficient big men in the NBA, averaging **19.5 points and 10.6 rebounds per game** while leading the **entire NBA in True Shooting percentage** this season. StatMuse's 2025–26 TS% leaderboard shows Duren at #1, ahead of even Nikola Jokić and Deandre Ayton. His extraordinary efficiency — shooting approximately 68%+ at the rim and converting free throws at elite rates — earned him his **first NBA All-Star selection in 2026**. At just **21 years old**, Duren is already one of the most dominant interior forces the league has seen from a player his age.

Duren is the engine of the **Detroit Pistons**, who hold the **best record in the Eastern Conference at 57-21** — one of the most stunning team storylines of the 2025–26 season. Drafted 13th overall in 2022 out of Memphis, Duren has improved in every single category every season. In 2024–25 he averaged 11.8 PPG and 10.3 RPG on 69.2% FG in just 26.1 minutes per game. In 2025–26, with expanded minutes, he has elevated to All-Star level. His 1.1 blocks per game, relentless rebounding, and elite interior finishing make him one of the most exciting young centers in the NBA.

Pascal Siakam Indiana Pacers · Power Forward · #43 All-Star 2026 · 2019 Champion 24.5PPG 7.2RPG 5.8APG

Pascal Siakam Stats 2025–26 — 24.5 PPG / 7.2 RPG / 5.8 APG · All-Star

All-Star Active Per 36: 26.0 PPGAge: 31Nation: Cameroon2019 Champ: MIP: 2018-19

Pascal Siakam is having another elite season for the Indiana Pacers in 2025–26, averaging **24.5 points, 7.2 rebounds, and 5.8 assists per game** — numbers that earned him his **2026 NBA All-Star selection** despite Indiana's challenging team situation. Per Basketball-Reference's 2025–26 leaders, Siakam averages **26.0 PPG per 36 minutes** — ranking 15th in the entire NBA. His versatile scoring, physical rebounding, and playmaking ability for a power forward make him one of the most complete players at his position in the Eastern Conference.

Siakam was born in Doualá, Cameroon, did not play organised basketball until his teenage years, was developed through Spain, and joined the Raptors via a second-round pick (27th overall, 2016). He won the **2019 NBA Championship** with Toronto alongside Kawhi Leonard and was named **Most Improved Player in 2018–19**. After being traded to Indiana in January 2024, Siakam has continued producing at star level even with a struggling team around him. His fluidity, mid-range shooting, and ability to guard multiple positions

make him one of the most well-rounded forwards in basketball.

Derrick White Boston Celtics · Guard · #9 2024 Champion · 265 3PM in 2024-25 18.2PPG 4.5RPG 4.8APG

Derrick White Stats 2025–26 — 18.2 PPG · Elite Defender · 3-Point Specialist

Active BPG: 1.23PM/G: 3.5+Plus/Minus: +3.9Age: 31Undrafted: 2017

Derrick White is one of the most underrated two-way players in the NBA, and the 2025–26 season has further proven his value. The Boston Celtics guard is averaging **18.2 points, 4.5 rebounds, and 4.8 assists per game** in an expanded role following Jayson Tatum's Achilles injury. He also averages a remarkable **1.2 blocks per game** — an extraordinary number for a guard that ranks him among the league's elite shot-blockers regardless of position. His plus-minus of +3.9 confirms his elite two-way impact. White is the rare guard who makes his team measurably better on both ends of the floor.

In 2024–25, White made **265 three-pointers — the fourth-most in a single NBA season in history**. He is a **2024 NBA Champion** with Boston. Perhaps the most remarkable aspect of White's story is that he was completely **undrafted in 2017** out of UC Colorado. He signed with San Antonio as an undrafted free agent, gradually developed, was traded to Boston in 2022, and has become one of the best defensive guards in the Eastern Conference. His career trajectory is an inspiration for players everywhere who are overlooked.

Michael Porter Jr. Denver Nuggets · Small Forward · #13 2023 Champion · Elite Shooter 17.8PPG 6.9RPG 1.8APG

Michael Porter Jr. Stats 2025–26 — 17.8 PPG · 40%+ Three-Point Shooter

Active 3P%: 40%+3PM/G: 3.5+Age: 272023 Champ: Plus/Minus: +3.0

Michael Porter Jr. is one of the most gifted shooters in the NBA — a 6'10 forward with a 7'5 wingspan who converts 40%+ of his three-point attempts on 3.5+ shots per game. In 2025–26 for the Denver Nuggets, Porter Jr. is averaging **17.8 points and 6.9 rebounds per game** as the critical third scoring option alongside Nikola Jokić and Jamal Murray. He ranks in the **top five in three-pointers made per 36 minutes** in the entire NBA. His combination of elite size and shooting makes him one of the most difficult players to guard off the ball in Denver's motion-heavy offence. His plus-minus of +3.0 confirms his positive floor impact.

Porter Jr. is a **2023 NBA Champion** alongside Jokić. His path was complicated by two back surgeries that caused him to fall to the 14th overall pick in 2018 despite projections as a top-3 talent. Since then he has remained healthy and grown into a reliable contributor. A native of Columbia, Missouri, MPJ brings rare

size-and-shooting versatility. His off-ball movement, curl-and-shoot ability, and knack for finding the right spots in Jokić's offence make him a perfect complementary piece for a championship contending team.

Russell Westbrook Sacramento Kings · Point Guard · #0 2017 MVP · 198 Triple-Doubles Record 14.8PPG 6.2RPG 8.3APG

Russell Westbrook Stats 2025–26 — 14.8 PPG / 8.3 APG · Sacramento Kings

Active APG/36: 8.3 Top-15 NBAAge: 37All-Star: 9xTD Record: 198Career PPG: 23.5

Russell Westbrook is now a member of the **Sacramento Kings** in 2025–26, averaging **14.8 points, 6.2 rebounds, and 8.3 assists per game**. His 8.3 APG places him in the **top 15 in assists per 36 minutes in the entire NBA** according to Basketball-Reference's 2025–26 season leaders, and his 11.1 assists per 100 possessions also ranks 13th in the league. At age 37, Westbrook continues to defy time with his relentless energy, playmaking, and driving ability. He brings veteran leadership and elite distributing ability to a Sacramento roster.

Westbrook's career legacy is already cemented as one of the most explosive point guards in NBA history. His **2016–17 season with OKC** is one of the most statistically extraordinary ever: **31.6 PPG, 10.7 RPG, 10.4 APG** en route to the **2017 MVP**. He then broke Oscar Robertson's all-time triple-double record, finishing with **198 triple-doubles** — a record that may stand for decades. A **9x All-Star**, Westbrook has also played for Houston, Washington, the Lakers, Utah, and the Clippers. His career averages of 23.5 PPG, 8.5 APG, and 7.4 RPG are Hall of Fame calibre.

Anthony Davis Washington Wizards · Center/PF · #3 10x All-Star · 2020 Champion 24.7*PPG 11.6*RPG 3.5*APG

Anthony Davis Stats — 24.7 PPG / 11.6 RPG · Injured Most of 2025–26

Injured 2025-26 BPG: 2.3SPG: 1.2Age: 32Note: 2024-25 stats shown2025-26: Injured

Anthony Davis is one of the most dominant two-way big men in NBA history — but a finger injury has kept him sidelined for virtually the entire 2025–26 season with the Washington Wizards. The stats shown here reflect his **2024–25 season with Dallas**: **24.7 points, 11.6 rebounds, and 3.5 assists per game**, while also averaging 2.3 blocks and 1.2 steals per night. The Wizards announced in March 2026 that Davis would miss the remainder of the season due to the volar plate finger injury not fully healing. When fully healthy, Davis is arguably the most complete big man in basketball.

Davis is a **10x NBA All-Star**, the **2020 NBA Champion** alongside LeBron James in the Lakers' bubble title, and a former **#1 overall pick in 2012** from Kentucky. Known as "The Brow," Davis stands 6'10 with a 7'4 wingspan and possesses elite two-way versatility: interior scoring, rim protection (2.3 BPG career average), and the ability to guard multiple positions. He was traded to Washington as part of the Luka Dončić blockbuster deal. Davis is expected to return for the **2026–27 season** and, at age 32, still has productive years ahead.

Comparison

All 11 Players — Side-by-Side Stats Table 2025–26

Compare all 11 players side by side. Click any column to sort. Anthony Davis stats marked * are from 2024–25 (missed most of 2025–26 with injury).

NBA Stats 2025–26 — All 11 Players Per GameClick column to sort

PLAYER	TEAM	POS	PPG	RPG	APG	SPG	BPG	STATUS
Nikola Jokić	Denver	C	27.9	12.9	10.9	1.4	0.8	All-Star
Tyrese Maxey	Philadelphia	PG	28.7	4.2	6.8	2.0	0.8	All-Star
Deni Avdija	Portland	SF	24.2	7.0	6.8	1.1	0.7	All-Star
Kawhi Leonard	LA Clippers	SF	24.3	5.7	3.5	1.8	0.5	Limited
Pascal Siakam	Indiana	PF	24.5	7.2	5.8	0.9	0.6	All-Star
Jalen Duren	Detroit	C	19.5	10.6	1.9	0.7	1.1	All-Star
Derrick White	Boston	SG	18.2	4.5	4.8	0.9	1.2	Active
Michael Porter Jr.	Denver	SF	17.8	6.9	1.8	0.5	0.4	Active
Josh Giddey	Chicago	PG	17.2	8.4	9.2	1.0	0.3	Active
Russell Westbrook	Sacramento	PG	14.8	6.2	8.3	1.0	0.3	Active
Anthony Davis	Washington	C/PF	24.7*	11.6*	3.5*	1.2	2.3	Injured

* = Anthony Davis 2024-25 season stats. All others: current 2025-26 season.

Visual Rankings

PPG, RPG & APG Rankings — All 11 Players Visualised

Points Per Game All 11 Players — PPG Ranked 2025–26 Source: NBA.com · StatMuse April 2026 · Basketball-Reference · 2025-26 Regular Season

* A. Davis = 2024-25 stats (missed 2025-26 injured). Sources: NBA.com · StatMuse 2026 · Basketball-Reference Assists Per Game All 11 Players — APG Ranked 2025–26 (Playmakers) Source: NBA.com · StatMuse April 2026 · Basketball-Reference · 2025-26 Regular Season

Jokić leads all 11 in APG (10.9). Giddey (9.2) top-3 in entire NBA. Westbrook (8.3) top-15 in NBA per B-Ref leaders. Rebounds Per Game All 11 Players — RPG Ranked 2025–26 (Rebounders) Source: NBA.com · StatMuse April 2026 · Basketball-Reference · 2025-26 Regular Season

Jokić #1 in RPG (12.9). Davis (11.6*) and Duren (10.6) elite big men. Giddey (8.4) extraordinary for a guard. Sources: NBA.com · StatMuse 2026

FAQ

Frequently Asked Questions — NBA Player Stats 2025–26

Nikola Jokić is averaging **27.9 PPG, 12.9 RPG, and 10.9 APG** for the Denver Nuggets in 2025–26 — a full triple-double season. He leads the NBA in assists, shoots 57.1% FG and 82.7% FT, and holds the #1 spot in analytics rankings. He is a 3x MVP (2021, 2022, 2024), 2023 NBA Champion, and considered the best player in the world by advanced metrics.

Tyrese Maxey is averaging **28.7 PPG, 4.2 RPG, and 6.8 APG** in 2025–26 for the Philadelphia 76ers — all career highs. He also averages 2.0 SPG (top 3 in NBA), 0.8 BPG, and shoots 89.2% FT and 46.3% FG. Maxey is a 2026 All-Star and MIP Award winner (2023-24). He signed a 5-year $204M extension. His plus-minus of +4.6 ranks 14th in the entire NBA.

Deni Avdija is averaging **24.2 PPG, 7.0 RPG, and 6.8 APG** for the Portland Trail Blazers in 2025–26 — up from 16.9 PPG last season (+7.3 pts, biggest jump among major players). He is a first-time All-Star in 2026 on the World roster. Avdija is 24, was the #9 pick in 2020, and ranks top-20 in NBA assists per 36 minutes (7.3). He has played 56+ games this season.

Kawhi Leonard is averaging **24.3 PPG, 5.7 RPG, and 3.5 APG** for the LA Clippers in 2025–26, but has been limited by injuries. He ranks top-3 in steals per game in the NBA and has a plus/minus of +8.5 (top 5-6 in the league). Kawhi is a 2x NBA Champion (2014, 2019), 2x Finals MVP, 2x Defensive Player of the Year. At

34, he remains elite when available.

Josh Giddey is averaging **17.2 PPG, 8.4 RPG, and 9.2 APG** for the Chicago Bulls in 2025–26 — ranking top-3 in assists per game in the entire NBA alongside Jokić and Cunningham. The 22-year-old Australian (drafted #6 in 2021) signed a 4-year $100M deal with Chicago in September 2025. He also averages 1.0 SPG and 1.9 3PM per game. Near-triple-double threat every night.

Jalen Duren is averaging **19.5 PPG and 10.6 RPG** for the Detroit Pistons in 2025–26, leading the NBA in True Shooting percentage. He is a first-time All-Star in 2026. Duren is 21 years old (drafted 13th in 2022). Detroit leads the East at 57-21. He also averages 1.1 BPG with ~68%+ FG. Basketball-Reference lists him 20th in points per 36 minutes (24.9) in the 2025-26 NBA leaders.

Pascal Siakam is averaging approximately **24.5 PPG, 7.2 RPG, and 5.8 APG** for the Indiana Pacers in 2025–26, earning a 2026 All-Star selection. Basketball-Reference lists him at 26.0 PPG per 36 minutes (15th in the NBA). Siakam is a 2019 NBA Champion (Toronto), MIP winner (2018-19), and Cameroonian national. He was traded from Toronto to Indiana in January 2024.

Derrick White is averaging approximately **18.2 PPG, 4.5 RPG, and 4.8 APG** for the Boston Celtics in 2025–26, with an expanded role due to Jayson Tatum's Achilles injury. He also averages 1.2 BPG (elite for a guard) and a plus-minus of +3.9. In 2024-25, White made 265 three-pointers — 4th most in a single NBA season ever. He is a 2024 NBA Champion and was undrafted in 2017.

Michael Porter Jr. is averaging approximately **17.8 PPG, 6.9 RPG, and 1.8 APG** for the Denver Nuggets in 2025–26. He shoots 40%+ from three on 3.5+ attempts per game, ranking top-5 in 3PM per 36 minutes in the NBA. He is a 2023 NBA Champion, was drafted 14th overall in 2018, and has a plus-minus of +3.0. Denver's third scoring option alongside Jokić and Murray.

Russell Westbrook is averaging approximately **14.8 PPG, 6.2 RPG, and 8.3 APG** for the Sacramento Kings in 2025–26, ranking top-15 in assists per 36 minutes and top-13 in assists per 100 possessions per Basketball-Reference leaders. Age 37, 2017 MVP, 9x All-Star, all-time triple-double record holder (198). Career averages: 23.5 PPG, 8.5 APG, 7.4 RPG.

Anthony Davis has missed most of the 2025–26 season with the Washington Wizards due to a finger injury and is expected to miss the rest of the season. His last full stats: **2024-25 with Dallas: 24.7 PPG, 11.6 RPG, 3.5 APG**, plus 2.3 BPG and 1.2 SPG. Davis is a 10x All-Star, 2020 NBA Champion (#1 pick in 2012). Now with Washington following the Luka Doncic trade. Expected to return for 2026-27.

Tyrese Maxey stats 2025-26Kawhi Leonard stats 2026Josh Giddey stats 2026Anthony Davis statsRussell Westbrook stats 2026Jalen Duren stats 2026Jokic stats 2025-26Nikola Jokic 27.9 PPGDerrick White stats 2026Pascal Siakam stats 2026Deni Avdija stats 2026Michael Porter Jr stats 2026NBA player stats per game 2025-26basketball statistics 2026Maxey 28.7 career highGiddey 9.2 assists top-3 NBADuren All-Star 2026Avdija All-Star Portland 2026

STATISTICS REPORT

Gambling in the United States — Statistics & Facts

Updated Mar 3, 2026 · businesstats.com/gambling-in-the-united-states-statistics-facts

$78.72B COMMERCIAL GGR 2025 (RECORD)	**$16.96B** SPORTS BETTING REVENUE 2025	**$10.74B** IGAMING REVENUE 2025
38 STATES WITH LEGAL GAMING	**$18.09B** STATE & LOCAL TAX REVENUE 2025	**~9.2%** YOY REVENUE GROWTH 2025

Executive Summary

America's Gambling Economy — $78.72 Billion in Record Revenue and Six Consecutive Years of Growth

The United States has cemented its status as the world's largest and fastest-growing commercial gambling market. In 2025, US commercial gaming revenue reached a record **$78.72 billion** — a 9.2% year-over-year increase — driven by three distinct and simultaneously accelerating verticals: traditional casino gaming ($50.94 billion), online sports betting ($16.96 billion), and iGaming, the online casino segment ($10.74 billion). Every one of the 38 states with commercial gaming operations recorded an annual revenue increase in 2025 — the clearest possible signal of an industry operating at structural peak performance rather than cyclical momentum. The US gambling industry also generated **$18.09 billion in direct tax revenue** to state and local governments in 2025 — a 15.1% year-over-year increase — funding education, infrastructure, and public services at a scale that makes it one of the most fiscally significant consumer industries in the country.

The structural transformation that has powered this growth traces directly to the United States Supreme Court's May 2018 ruling in Murphy v. National Collegiate Athletic Association, which struck down the Professional and Amateur Sports Protection Act of 1992 (PASPA) and opened the door for states to legalize sports betting. What followed was the most rapid regulated market expansion in American gaming history: from zero legal sportsbooks outside Nevada in mid-2018 to **38 states with legal betting operations** by early 2026. American adults legally wagered **$166.94 billion on sports** in 2025 alone — a volume that rivals

the GDP of dozens of nations. The parallel expansion of iGaming, now legal in seven states, has added a structurally different revenue stream that is less capital-intensive, higher-margin, and growing faster than any other segment — with iGaming surpassing commercial brick-and-mortar revenue in New Jersey, Pennsylvania, and Michigan for the first time in 2025.

The competitive landscape is dominated by two operators — **FanDuel (Flutter Entertainment) and DraftKings** — who together control approximately 70% of total online sports betting handle nationally. Just as dominant digital platforms have compounded revenue through consistent user engagement and product superiority — a dynamic visible in the concentration dynamics that define the global smartphone market. Meanwhile, the National Council on Problem Gambling estimates that **2.5 million US adults** meet clinical criteria for a severe gambling disorder, with up to 10.5 million experiencing some form of gambling-related harm — a public health dimension that regulators, operators, and advocacy groups are grappling with as market access expands.

Key Statistics at a Glance — Gambling in the United States 2025 / 2026

METRIC	VALUE / FIGURE
Total Commercial Gaming Revenue (2025)	$78.72 Billion (Record)
YoY Revenue Growth (2024–2025)	+9.2%
Traditional Casino Gaming Revenue (2025)	$50.94 Billion
Sports Betting Revenue (2025)	$16.96 Billion (+22.8% YoY)
Total Legal Sports Handle (2025)	$166.94 Billion
Online Sports Betting Market Share	96.5% of all sports betting revenue
iGaming (Online Casino) Revenue (2025)	$10.74 Billion (+27.6% YoY)
States with Legal Sports Betting	38 States + DC + Puerto Rico
States with Legal iGaming	7 States (NJ, PA, MI, CT, WV, DE, RI)
State & Local Gaming Tax Revenue (2025)	$18.09 Billion (+15.1% YoY)
Top Sports Betting State (2025)	New York — #1 by revenue
Nevada Casino Revenue (largest state)	~$15.6 Billion annually
Las Vegas Strip Revenue	~$8.8–9.0 Billion (largest single market)

US Adult Gambling Participation (annual)	~22% placed a sports bet in 2025 (Pew)
Mobile Share of Online Wagers	>80% (all digital platforms)
US Problem Gamblers (severe)	~2.5 Million Adults
Adults with Some Gambling-Related Harm	Up to 10.5 Million
Tribal Casinos Nationwide	~500 Tribal Gaming Properties
Total Economic Impact of US Gambling	~$328–329 Billion (direct + indirect)
Jobs Supported by Gaming Industry	~1.75 Million
iGaming Projected Market (2030)	$22.2 Billion at 9.8% CAGR
US Commercial Gaming Revenue Forecast (2030)	$105–115 Billion (estimated)
FanDuel + DraftKings Combined Market Share	~70% of online sports betting handle
Prediction Markets Annual Diverted Tax Revenue	$500M+ (AGA estimate, 2025)

2025 $

78.7B

Market Forecast US Commercial Gaming Revenue Total gross gaming revenue in US$ Billion · 2019 – 2034 78.7B USD · 2025 Actual / Estimated Projected

CAGR ~7.5% (2025–2030) Sources: American Gaming Association, Statista, Grand View Research, Mordor Intelligence · *2026 onwards projected

Online Sports Betting

$16.96 Billion and Accelerating — America's Post-PASPA Sports Betting Revolution

The legalization cascade that followed the Supreme Court's 2018 PASPA ruling has produced one of the most dramatic regulated market expansions in modern American economic history. Sports betting revenue grew from effectively zero in mid-2018 to **$16.96 billion in 2025** — a 22.8% year-over-year increase — on a total legal handle of $166.94 billion wagered. Online sports betting now accounts for **96.5% of all sports betting revenue** nationally, rendering retail sportsbooks an almost incidental part of the industry's economics outside of Nevada's tourist-driven market. The four largest state markets — New York, Illinois,

New Jersey, and Ohio — together account for approximately 40% of national online sports betting revenue, with New York generating over $2.5 billion annually from its 51% tax rate structure.

The market is structurally dominated by two operators. **FanDuel (Flutter Entertainment)** and **DraftKings** together control approximately 70% of total online sports betting handle. BetMGM reached EBITDA profitability in Q3 2025 after years of investment-phase losses. FanDuel and DraftKings have translated their DFS customer databases into betting empires that new entrants struggle to dislodge — a dynamic visible in the long-term trajectory of global consumer brands that build durable revenue through structural market penetration. The most watched American sports — the NFL, NBA, MLB, and college football — drive the overwhelming majority of betting volume, with Super Bowl weekend alone generating an estimated $1.3–1.5 billion in legal wagers annually.

$16.96BSports Betting 2025 +22.8%YoY Growth $166.9BTotal Legal Handle 96.5%Online Market Share 38+States Legalized ~70%FD+DK Handle Share

America's legal sports betting market generated $16.96 billion in revenue in 2025 — a 22.8% year-over-year increase — on a total handle of $166.94 billion wagered legally. Online platforms account for 96.5% of all revenue, with FanDuel and DraftKings controlling approximately 70% of the market between them. New York, Illinois, New Jersey, and Ohio are the four largest state markets by revenue. Regulatory Context Murphy v. NCAA (2018) — The Supreme Court Ruling That Unlocked America's Betting Market

The Professional and Amateur Sports Protection Act of 1992 (PASPA) effectively banned sports betting nationally, with carve-outs for Nevada and a handful of grandfathered states. When New Jersey challenged PASPA in Murphy v. NCAA, the Supreme Court ruled 6-3 on May 14, 2018, that the law violated the anticommandeering doctrine of the Tenth Amendment. Within 72 hours, New Jersey had its first legal wagers placed. Within seven years, 38 states had followed. California (population 40 million) and Texas (30 million) remain the two largest untapped markets.

New States, New Revenue — Missouri, North Carolina, and the Expansion Frontier

Missouri launched legal online sports betting on December 1, 2025 and immediately became the 5th largest market by revenue in its debut month. North Carolina recorded a remarkable 34.3% year-over-year growth rate in 2025. Georgia and Texas — representing a combined 70+ million residents — remain the most significant untapped state markets. California, which rejected two major sports betting ballot measures in November 2022, faces the added complexity of tribal sovereignty over gambling rights.

iGaming — Online Casino

$10.74 Billion and the Fastest-Growing Segment — America's iGaming Emergence

iGaming revenue reached **$10.74 billion in 2025**, a 27.6% year-over-year increase, with iGaming surpassing $1 billion in monthly revenue for the first time in December 2025 ($1.03 billion). Most remarkably, in three states — New Jersey, Pennsylvania, and Michigan — iGaming revenue for the full year 2025 exceeded commercial brick-and-mortar casino revenue. iGaming is currently legal in only seven states: New Jersey, Pennsylvania, Michigan, Connecticut, West Virginia, Delaware, and Rhode Island — meaning the sector's current scale is being achieved with less than 20% of the US population having legal access.

The US online gambling market overall is projected by Grand View Research to reach **$22.2 billion by 2030 at a 9.8% CAGR**. Casino gaming is expected to grow at the highest CAGR of 10.5% through 2030 among all online gambling segments, with live dealer games driving premium-segment engagement. The long-term revenue trajectory of enduring consumer franchises that compound revenue through consistent demand and unit economics illustrates how the structural advantages of first-mover scale play out over decades in regulated markets.

$10.74BiGaming Revenue 2025 +27.6%YoY Growth 7States with Legal iGaming $1.03BDec 2025 — First $1B Month 9.8%CAGR to 2030 $22.2BiGaming Forecast 2030

State & Market Breakdown

Nevada, Pennsylvania, New Jersey — The State-by-State Anatomy of American Gambling

Nevada remains the nation's leading gambling state by total revenue at approximately **$15.6 billion annually**. The Las Vegas Strip remains the single largest gaming market in the United States, generating approximately $8.8–9.0 billion annually and led by properties including the Bellagio, MGM Grand, Caesars Palace, Wynn, and Venetian.

Nevada~$15.6B total revenue — Nation's Largest MarketHome to Las Vegas — the world's gambling capital. The Las Vegas Strip alone generates ~$8.8–9B annually, the single largest gaming market in the US. Nevada has 492 commercial casinos. Nevada gaming contributes roughly one-third of the state's general fund. Sports betting and online poker are legal; online casino gaming beyond poker is not yet permitted. Pennsylvania$6.87B total revenue — #2 State MarketPennsylvania has emerged as the most

diversified gambling state outside Nevada — legal commercial casinos, online sports betting, and fully regulated iGaming. iGaming revenue has now surpassed commercial brick-and-mortar casino revenue. Pennsylvania generated $2.54B in gaming tax revenue in 2024. New Jersey~$6.3B total revenue — Atlantic City + Digital LeaderNew Jersey pioneered post-PASPA sports betting, with its first legal sportsbook opening June 14, 2018. Atlantic City's nine casinos anchor land-based revenue. NJ's iGaming market — the nation's oldest and most mature — generates over $2B annually. New York$5.17B total revenue — Top Sports Betting StateNew York leads the nation in sports betting revenue despite a punishing 51% tax rate on operators. Resorts World NYC remains the highest-grossing commercial property outside Nevada. Online casino gaming has repeatedly failed to pass the legislature. Michigan$4.19B total revenue — iGaming Pioneer StateMichigan collected $451.4M from online gambling operators in 2024. Michigan's fully integrated online gambling framework serves as a model for states considering comprehensive digital gambling legalization. Detroit's three commercial casinos anchor land-based revenue. Illinois, Ohio, Arizona & Emerging MarketsEach $2.5–3.5B range — High-growth sports betting statesIllinois (#2 in sports betting by revenue) and Ohio (#4) have rapidly grown into top-tier markets. Arizona and Massachusetts both recorded 29% year-over-year sports betting growth in 2025. Missouri — launching December 1, 2025 — instantly became the 5th largest market. North Carolina (+34.3% YoY) demonstrates powerful initial adoption curves.

Casino & Tribal Gaming

$50.94 Billion in Traditional Casino Revenue — Las Vegas, Atlantic City, and 500 Tribal Properties

Traditional casino gaming remains the foundational pillar of American gambling, generating **$50.94 billion in 2025** — a 2.3% increase year-over-year. Slot machines remain the dominant revenue driver. Casino admissions rose 5.3% in 2025 across key reporting states. The Las Vegas Strip remains unmatched as a tourism-driven gaming ecosystem, generating approximately $8.8–9 billion in annual GGR.

Beyond commercial casinos, the United States hosts approximately **500 tribal gaming properties** operating under compacts negotiated with state governments under the Indian Gaming Regulatory Act (IGRA) of 1988 across 31 states. California's tribal gaming sector alone produces more than one-quarter of all Indian gaming revenue nationally. The total economic impact of gambling in the US — including tribal gaming, commercial casinos, sports betting, and lotteries — is estimated at approximately **$328–329 billion annually**, supporting 1.75 million jobs.

Traditional casino gaming generated $50.94 billion in 2025 — the highest-grossing year on record for commercial brick-and-mortar gambling. The Las Vegas Strip remains the single largest gaming market in the United States, generating approximately $8.8–9 billion annually from its cluster of destination resort-casinos. Slot machines remain the dominant revenue driver across all commercial and tribal casino properties nationwide.

For another year, legal commercial gaming in the United States has delivered exceptional results for consumers, operators, and the communities we serve. These record revenues and tax contributions demonstrate the broad appeal of regulated gaming markets.

— Bill Miller, President & CEO, American Gaming Association, 2026

Problem Gambling & Social Impact

2.5 Million Problem Gamblers and a Public Health System Under Pressure

America's gambling expansion has generated a commensurate growth in problem gambling prevalence. The National Council on Problem Gambling (NCPG) estimates that approximately **2.5 million US adults** meet DSM-5 diagnostic criteria for a severe gambling disorder — with a further 5–8 million experiencing mild or moderate gambling problems. When the ripple effect of problem gambling is factored in, the total number of Americans experiencing gambling-related harm potentially exceeds **20 million people**. A 2025 study from UCLA found that the spread of legal sports betting caused consumers to take on more problematic debt and led to measurable increases in personal bankruptcy rates.

The social cost burden of problem gambling in the United States is estimated by research economists at **$6–7 billion annually** in direct costs. Total annual state spending on problem gambling services across all 50 states is estimated at approximately $90–120 million — less than 0.7% of gaming tax revenue.

2.5MSevere Problem Gamblers 10.5MSome Gambling Harm ~1%Adult Severe Rate $18BGambling Tax Revenue <0.7%Tax $ on Treatment 22%Adults Bet Sports (2025)

Demand Drivers

Six Forces Driving America's Gambling Economy

1Post-PASPA State Legalization Cascade — The Legislative Engine Driving Market ExpansionThe Supreme Court's 2018 Murphy ruling ignited a state-by-state legalization race that continues to unfold. From 2018 to 2026, 38 states legalized sports betting — with each new state generating an initial surge in customer

acquisition spending from operators, followed by a multi-year period of organic volume growth. Missouri's December 2025 launch generating $250,000+ in active accounts on day one demonstrates the pent-up demand that accumulates in states during multi-year legalization debates. With California (pop. 40M) and Texas (pop. 30M) still outside the legal framework, the legalization pipeline represents an additional $10–15 billion in annual market opportunity that remains structurally dormant. 2NFL, NBA, and College Sports Integration — America's Sports Culture as Betting InfrastructureAmerican sports gambling is structurally intertwined with the country's most-watched sports. The NFL season drives the largest single-sport wagering volumes globally, with Super Bowl wagering estimated at

$1.3–1.5 billion in legal bets

in 2025. March Madness (NCAA basketball tournament) generates an estimated $3.1 billion in legal wagers. The integration of live betting odds into broadcast graphics, sportsbook advertising during broadcasts, and partnerships between major operators and leagues have embedded betting engagement into the core viewing experience for the 25–54 male demographic. 3Mobile-First Digital Infrastructure — 80%+ of Bets Placed via SmartphoneAmerica's legal sports betting and iGaming markets are almost entirely mobile markets. Over

80% of all online wagers

are placed via smartphone apps — driven by the iOS and Android app ecosystems of FanDuel, DraftKings, BetMGM, Caesars, and Fanatics. Mobile betting enables live in-play wagering, same-game parlay building, instant cashout, and real-time player performance micro-markets — all features that systematically increase session length, bet frequency, and revenue per user. Generation Z posts an 11.98% CAGR in online gambling participation from 2026. 4Lottery and Instant Gaming — $100 Billion+ in Annual Consumer SpendState lotteries represent the most geographically universal form of American gambling — operating in 48 of 50 states and generating annual sales exceeding

$100 billion nationally

, with net proceeds approximately $30–35 billion. Powerball and Mega Millions — with jackpots regularly exceeding $1 billion — generate media-amplified national participation spikes. Digital lottery ticket sales, growing via iLottery platforms, are expected to reach 20–25% of total lottery sales by 2028. 5Gambling Advertising — $1.5B+ Annually and the Youth Exposure DebateUS sports betting operators collectively spend an estimated

$1.5 billion or more annually on advertising and marketing

. During NFL regular season broadcasts, sports betting advertisements can appear dozens of times per game. Research indicates that 31% of US adults aged 18–29 placed a sports bet in 2025. Connecticut's Governor proposed the Underage Wagering Prevention Act in 2026 to restrict advertising targeting younger audiences. 6Tribal Sovereignty and IGRA — Native American Gaming as an Economic Development FrameworkThe Indian Gaming Regulatory Act of 1988 established a federal framework allowing federally recognized tribes to offer gaming on tribal lands, subject to compacts negotiated with state governments. The result — nearly 500 tribal gaming properties across 31 states — has made tribal gaming one of the most significant drivers of economic self-sufficiency for Native American nations. California's tribal gaming sector alone produces more than one-quarter of all Indian gaming revenue nationally.

Industry Trends

Eight Forces Reshaping US Gambling Through 2030

Prediction Markets — The $500M+ Tax Revenue Threat to State Sportsbooks

Unregulated prediction market platforms — led by Kalshi and Polymarket — began offering event contracts on sporting outcomes in 2025, operating under CFTC commodity trading frameworks rather than state gambling regulations. The AGA estimates these platforms diverted $500M+ in potential state sports betting tax revenue. A coalition of 27 states plus DC filed amicus briefs supporting tribal and commercial operator challenges. The federal vs. state regulatory boundary is the most consequential regulatory dispute in American gambling since PASPA.

iGaming Legalization Wave — New York, Illinois, and Ohio as $5B+ Potential Markets

New York — already the nation's largest sports betting market at $2.5B+ annually — has repeatedly attempted online casino legislation; analysts project a successful NY iGaming launch would generate $2–3B in annual revenue alone. Illinois introduced the Internet Gaming Act (SB1963) in 2025 at a 25% tax rate. Maine signed LD1164 into law in January 2026, granting tribal exclusive iGaming rights. Each new iGaming state adds an estimated $400M–$2.5B in annual revenue.

AI and Personalization — Transforming Odds, Risk Management, and Player Experience

AI-driven odds-setting engines process vast real-time data streams to optimize hold percentages. Personalized betting recommendations and AI-curated parlay suggestions are increasing revenue-per-user by an estimated 15–25% in early operator tests. The same AI systems capable of maximizing engagement

are also capable of identifying and targeting at-risk gamblers — raising significant responsible gambling compliance concerns.

Sweepstakes Casino Crackdown — California, New York Bans Signal Regulatory Shift

Social sweepstakes casinos have operated in up to 45 states under US sweepstakes law. In 2026, California and New York officially banned the dual-currency model to protect tribal gaming and state casino revenues. Mississippi, Iowa, and Oklahoma advanced crackdown legislation in early 2026. The AGA and tribal gaming associations have been the primary advocates for sweepstakes bans.

Responsible Gambling Infrastructure — BetCheck, NCPG Helpline, and the Self-Exclusion Gap

The US lacks the unified national self-exclusion framework that Australia's BetStop and the UK's GAMSTOP systems provide. Players seeking to self-exclude must do so individually with each licensed operator in each state. The NCPG's 1-800-GAMBLER helpline handled record call volumes in 2025. Total investment ($90–120M nationally) remains far below what the NCPG has identified as adequate for the scale of harm.

Esports Betting — The Next Frontier for 18–30 Male Demographics

Esports wagering — betting on professional video game competitions including League of Legends, CS2, and Valorant — is an established and growing category for all major licensed US sportsbook operators. Adults aged 18–27 accounted for 44% of all esports bets in 2024. US esports betting turnover grew approximately 40–50% in 2025.

Crypto and Blockchain Gambling — Offshore Markets and Regulatory Grey Zones

Cryptocurrency-based gambling — primarily through offshore platforms accepting USDT, USDC, and Bitcoin — represents a significant and growing regulatory blind spot. Stablecoins are expected to account for over 70% of all crypto-betting transactions in 2026, driving a sector valued globally at over $65 billion. The CFTC and FinCEN are both engaged in ongoing enforcement actions against crypto gambling platforms accepting US customers.

Tax Structure Debates — High Rates, the FULL HOUSE Act, and Interstate Compacts

The vast disparities in state gambling tax rates — from New York's 51% sports betting rate to Indiana's 9.5% — create major operator profitability differences. Illinois's progressive surcharge reaches 40% for operators generating over $200M annually. The FULL HOUSE Act (S2230/HR6985), a bipartisan Congressional effort, seeks to restore 100% deductibility of gambling losses against winnings.

Structural Challenges

Regulatory Fragmentation, Problem Gambling Scale, and the California Conundrum

150-State Regulatory Patchwork — Inconsistent Consumer Protection Across State LinesWith gambling regulated exclusively at the state level under the Tenth Amendment framework, the US has created a patchwork of 38+ distinct regulatory regimes — each with different tax rates (9.5% to 51%), different operator license structures, different responsible gambling requirements, and different product availability. A player in New York can legally bet on sports but not play an online slot; the same player in Pennsylvania can do both. This fragmentation prevents the implementation of a uniform national responsible gambling framework. 2California and Texas — The $10-15 Billion Dormant MarketsCalifornia and Texas together represent approximately 70 million residents and remain the largest sports betting and iGaming markets in the world that are not yet legal. California's complexity is unique: Native American tribes hold structural political power over gambling legislation, and the 2022 ballot failures of both Prop 26 and Prop 27 demonstrated how difficult it is to align competing tribal, commercial, and consumer interests. Texas requires a constitutional amendment — needing two-thirds legislative approval before voter ratification. 3Operator Duopoly Risk — FanDuel and DraftKings' Market ConcentrationFanDuel and DraftKings together controlling ~70% of online sports betting handle creates structural risks for market competition. Challenger operators — including BetMGM, Caesars, Fanatics, and ESPN Bet — have collectively spent billions in customer acquisition without meaningfully denting the market share of the two leaders. High customer acquisition costs (estimated $300–600 per new registered active customer) and the entrenched loyalty of FanDuel and DraftKings' DFS-era user bases create near-prohibitive barriers to meaningful challenger growth. 4Youth Gambling Exposure — The Advertising Saturation and Collegiate Athlete Prop Bet DebateThe saturation of gambling advertising in NFL, NBA, and college sports broadcasts has created documented changes in gambling awareness and intent among Americans aged 13–24. Research consistently shows that children aged 8–14 in sports-watching households can identify and describe multiple gambling brands. Connecticut's Underage Wagering Prevention Act (2026) and the NCPG's advocacy for mandatory responsible gambling messaging represent the leading edge of an emerging regulatory consensus that broadcast gambling advertising requires stricter federal-level oversight. 5Federal Wire Act and Online Poker's Unresolved StatusThe Wire Act of 1961 has been subject to shifting DOJ interpretations regarding its applicability to online gambling beyond sports betting. A 2011 DOJ opinion held the Wire Act applied only to sports betting, enabling states to launch online poker and casino gaming.

A 2018 opinion reversed this position; a 2021 district court decision struck down the 2018 opinion; the matter remains in ongoing federal litigation. Nevada, New Jersey, Delaware, and Michigan have formed an interstate poker compact, but expansion is limited by Wire Act ambiguity.

Market Outlook

US Gambling Market Forecast — Path to $105–115 Billion by 2030

The United States commercial gaming market is projected to grow from **$78.72 billion in 2025** to an estimated **$105–115 billion by 2030**, at a CAGR of approximately 6–8%. The iGaming market alone is projected by Grand View Research to reach **$22.2 billion by 2030 at a 9.8% CAGR**. If California legalizes online sports betting before 2030, analysts project annual revenue of $3–5 billion from the state alone. New York iGaming would add $2–3 billion annually. Just as consumer platform markets demonstrate winner-take-most dynamics — a pattern evident in sectors from consumer technology to global brand competition — the US gambling market's maturation phase will likely see further consolidation around FanDuel, DraftKings, and MGM's BetMGM.

Growth Projections US Commercial Gaming Market — Path to 2030 $110BEst. Total Market 2030 ~7.5%CAGR 2025–2030 $28B+Sports Betting 2030 $22.2BiGaming Revenue 2030 $28B+Gaming Tax Rev. 2030 45+States Legal Betting 2030

Key Growth Drivers Through 2030

California and Texas Legalization — The $10-15B Market OpportunityIf California legalizes online sports betting before 2030 — through a tribal-inclusive framework — analysts project annual revenue of $3–5 billion from the state alone. Texas, if it clears constitutional amendment hurdles, adds a further $2–4 billion annually. Together these two states represent the largest single market expansion opportunity remaining in the US gambling economy. iGaming Expansion to High-Population States — New York's $2-3B PrizeNew York iGaming legalization is widely considered the most significant near-term market expansion catalyst in US gambling. With a 51% sports betting tax already generating $2.5B+ annually and millions of existing registered sports betters, the infrastructure for an immediate iGaming launch already exists. Analysts project New York iGaming would generate $2–3 billion annually at equilibrium. Super Bowl and Mega-Event Wagering Growth — Annual Wagering RecordsAnnual Super Bowl wagering has grown from approximately $150 million (2018, pre-PASPA) to an estimated $1.3–1.5 billion in 2025 — a 10x increase in seven years. March Madness wagering, NBA Finals, World Series, and College Football Playoffs each generate billions in incremental handle. The structural sports calendar provides a recurring demand engine unlike almost any

other consumer industry. Tribal Gaming Digital Expansion — Online Sports Betting Under Compact EvolutionAs tribal nations seek to protect and expand their gaming revenue streams in the digital era, compact renegotiations are increasingly incorporating digital sports betting rights and iGaming into tribal exclusivity agreements. Florida's Seminole Tribe operates Hard Rock Bet under a tribal compact framework that authorises statewide mobile sports betting — a model being watched closely in other states with strong tribal gaming sectors. Live Dealer and Immersive iGaming — Premium Segment Driving ARPU GrowthLive dealer casino games — delivered via HD video streaming with real-time interaction — are the fastest-growing product category within US iGaming, driving the highest average revenue per user (ARPU) of any online gambling product. Operators are investing heavily in live dealer studio capacity expansions. The integration of AR and VR elements into live dealer experiences is expected to create a new premium tier by 2028–2030.

FAQ

Frequently Asked Questions

The US commercial gaming market reached a record **$78.72 billion in gross gaming revenue in 2025** — a 9.2% year-over-year increase and the industry's sixth consecutive record year. This includes $50.94B from traditional casino gaming, $16.96B from sports betting, and $10.74B from iGaming. The total economic impact of US gambling is approximately $328–329 billion annually, supporting 1.75 million jobs.

As of early 2026, **38 states plus Washington D.C. and Puerto Rico** have legalized sports betting in some form. Online/mobile sports betting is available in over 30 states. Major holdouts include California, Texas, Georgia, and Alaska. Online sports betting accounts for 96.5% of all sports betting revenue nationally.

Nevada leads all US states in total gambling revenue at approximately $15.6 billion annually. The Las Vegas Strip is the single largest gaming market in the United States at roughly $8.8–9 billion. Pennsylvania ($6.87B) and New Jersey (~$6.3B) are second and third. In sports betting specifically, New York holds the #1 position.

iGaming refers to online casino gaming — real-money slots, blackjack, roulette, poker, and live dealer games. US iGaming revenue reached **$10.74 billion in 2025** — a 27.6% increase — and is currently legal in 7 states. iGaming has surpassed physical casino revenue in New Jersey, Pennsylvania, and Michigan. The US iGaming market is projected to reach $22.2 billion by 2030 at a 9.8% CAGR.

The NCPG estimates approximately **2.5 million US adults** meet DSM-5 criteria for a severe gambling disorder, with up to 10.5 million experiencing some level of gambling-related harm. A 2025 UCLA study

found that legal sports betting expansion increased consumer debt and bankruptcy rates.

US commercial gaming revenue is projected to reach **$105–115 billion by 2030** at a CAGR of approximately 7.5%, driven by iGaming expansion ($22.2B projected), sports betting growth ($28B+), and potential legalization in large states like California, Texas, and New York's online casino market. Gaming tax revenue to states is expected to exceed $28 billion by 2030.

Data Sources & References

Primary: American Gaming Association (AGA) — Commercial Gaming Revenue Tracker 2025

Primary: American Gaming Association — State of the States 2025 Annual Report

Primary: National Council on Problem Gambling (NCPG) — Problem Gambling Statistics & Resources

External: World Health Organization (WHO) — Gambling and Public Health Fact Sheet

External: Grand View Research — US Online Gambling Market Size & Forecast, 2025–2030

Additional: Nevada Gaming Control Board · Mordor Intelligence US Online Gambling Market Report · Statista — US Gambling Market Outlook · NIGC Indian Gaming Annual Reports · Pew Research Center 2025 Sports Betting Survey · UCLA 2025 Sports Betting & Consumer Debt Study · Flutter Entertainment PLC Investor Reports · DraftKings Inc. Q3 2025 Earnings · BetMGM Q3 2025 EBITDA Report

US Gambling StatisticsSports BettingiGaming RevenueLas VegasOnline Casino USAProblem GamblingFanDuel DraftKingsState Legalization2025–2026Industry Report

STATISTICS REPORT

Gambling in Australia — Statistics & Facts

Updated May 30, 2026 · businesstats.com/gambling-in-australia-statistics-facts

AU$25.5B TOTAL GAMBLING LOSSES 2025	**AU$1,272** PER CAPITA LOSS (WORLD #1)	**~196K** POKIE MACHINES NATIONWIDE
70% ADULT PARTICIPATION RATE	**AU$6.2B** ONLINE GAMBLING MARKET 2025	**~5.3%** CAGR TO 2030

Executive Summary

Australia's Gambling Economy — AU$25.5 Billion in Annual Losses and the World's Highest Per Capita Gambling Rate

Australia's gambling market is one of the most structurally entrenched in the world. Despite accounting for less than 0.4% of global population, Australia generates approximately **3–4% of world gambling revenue** — a staggering overrepresentation explained by the uniquely permissive regulatory environment for electronic gaming machines (pokies), the country's historically deep gambling culture, and the explosive growth of digital sports wagering. In 2025, total gambling losses across all legal forms reached an estimated **AU$25.5 billion**, a 4.2% increase on 2024 and representing a new nominal record for the sector.

The defining statistic of Australia's gambling economy is its per capita loss figure: Australian adults lose approximately **AU$1,272 per person per year** — the highest rate in the world, ahead of Singapore (AU$1,174), Ireland (AU$588), Finland (AU$533), and Canada (AU$493). This figure has remained the world's highest for over two decades, embedded in the structural framework of a gambling infrastructure that includes approximately **196,000 poker machines** operating across 6,600+ venues nationwide — providing one of the world's most accessible gambling environments for the 26 million Australian population. Electronic gaming machines (pokies) remain the single largest contributor to gambling losses, accounting for approximately **52–55% of total industry revenue**, followed by online wagering at 24% and casino table games at 12%.

The structural dynamics of Australia's gambling market are shifting rapidly. The online sports betting sector — anchored by operators like Sportsbet, Tab, Ladbrokes, and Pointsbet — has been the fastest-growing

segment for the past eight consecutive years, growing from approximately AU$1.1 billion in losses in 2017 to an estimated **AU$6.2 billion in 2025**. This growth trajectory mirrors the revenue diversification seen in other major consumer-facing industries — just as the long-term revenue compounding seen in dominant consumer brands like Nike reflects the power of structural brand engagement, Australia's gambling operators have successfully converted casual participants into regular digital bettors through mobile app ecosystems, in-play betting, same-game multis, and algorithmically personalised promotional offers. According to the World Health Organization's overview of gambling and health, problem gambling is recognised as a significant public health concern in high-income countries — a classification that squarely applies to Australia's market given its per capita loss figures and documented harm rates.

Key Statistics at a Glance — Gambling in Australia 2025 / 2026

METRIC	VALUE / FIGURE
Total Gambling Losses (2025 estimate)	AU$25.5 Billion
Per Capita Adult Gambling Losses	AU$1,272 (World's Highest)
YoY Growth in Total Gambling Losses (2024–2025)	+4.2%
Electronic Gaming Machine (Pokie) Losses	~AU$13.5 Billion (53% of total)
Number of Pokie Machines (Venues ex-casinos)	~185,000 across 5,800+ venues
Total Pokie Machines (inc. casinos)	~196,000 nationwide
Online / Digital Gambling Market Size (2025)	AU$6.2 Billion
Online Wagering Growth (2017–2025)	+464% over 8 years
Adult Participation Rate (any gambling)	~70–73%
Adults with Moderate-to-High Problem Gambling Risk	~400,000–500,000 (2–2.5%)
Problem Gamblers Affected (family members included)	~5–10 people per problem gambler
Total Casino Resorts in Australia	6 Major Casinos
Casino Revenue (2024–25 est.)	AU$4.2–4.8 Billion
NSW Gambling Losses (largest state)	~AU$8.8–9.1 Billion (35% of national)
Sports Betting Market Size (2025)	AU$5.5–6.0 Billion in turnover losses
Mobile Betting Share of Online Wagers	>75%

Lotteries & Scratch Cards Revenue	AU$3.2 Billion
Racing (TAB) Industry Losses	AU$2.4 Billion
Gambling Taxes Collected by States/Territories	AU$6.4–6.9 Billion annually
Projected Total Gambling Market (2030)	AU$31–33 Billion
Online Gambling Projected Market Share (2030)	30%+ of total revenue

2025 AU$

25.5B

Market Forecast Australia Total Gambling Losses Total gambling losses in AU$ Billion · 2019 – 2034 25.5B AU$ · 2025 Actual / Estimated Projected

CAGR ~5.3% (2025–2030) Sources: H2 Gambling Capital, AGSA, QGSO, Statista, ACIL Allen Consulting · *2026 onwards projected

Electronic Gaming Machines

196,000 Pokies, AU$13.5 Billion in Losses — Australia's Electronic Gaming Machine Dominance

Electronic gaming machines — universally known in Australia as "pokies" — are the defining structural feature of Australian gambling and the primary driver of gambling-related harm. Australia operates approximately **196,000 pokie machines nationwide**, of which roughly 185,000 are located in clubs, pubs, and hotels outside of casinos — giving Australia the highest concentration of non-casino gaming machines per capita of any country in the world. Expressed differently: there is approximately **one pokie for every 136 Australian adults**. In the state of New South Wales alone, over **85,000 poker machines** operate across some 2,800+ licensed venues — a density that no other comparable jurisdiction globally approaches.

Pokie machines generated an estimated **AU$13.5 billion in losses in 2025** — approximately 53% of total national gambling losses — despite representing a slowly declining share of the overall gambling economy as digital sports wagering grows. The average NSW pokie machine generates approximately AU$80,000–AU$100,000 in revenue per year, with premium machines in high-traffic metropolitan venues generating substantially more. Maximum bet limits — AU$10 per spin in most states — have been a persistent flashpoint of regulatory debate, with harm minimisation advocates arguing that mandatory AU$1

bet limits (as trialled in some jurisdictions) materially reduce both per-session losses and problem gambling rates. Victoria and Queensland have introduced progressive reforms around pre-commitment technology and cash input limits, though comprehensive national regulatory harmonisation remains elusive.

~196KTotal Pokie Machines AU$13.5BPokie Losses 2025 85K+NSW Machines Alone 1:136Machine-to-Adult Ratio 53%Share of Total Losses 6,600+Licensed Venues Australia's electronic gaming machine (pokie) sector is the single largest contributor to gambling losses in the country — generating an estimated AU$13.5 billion per year across 196,000 machines. New South Wales alone hosts more than 85,000 pokies in pubs, clubs, and hotels — the highest density outside of casinos of any jurisdiction globally. Global Context Australia vs the World — AU$1,272 Per Capita Gambling Loss, Highest on Earth

Australia's per capita gambling loss of **AU$1,272 per adult per year** in 2025 is approximately 2.2x the rate of Ireland (AU$588), 2.6x Finland (AU$533), and more than double Canada (AU$493). The nearest competitor is Singapore (AU$1,174), where gambling access is concentrated in two integrated casino resorts. Australia's figure encompasses all legal forms, with pokies alone accounting for approximately AU$680 per adult. The combination of uniquely accessible non-casino machine gambling, a strong sports wagering culture, and six major casino complexes creates the structural conditions for Australia's unmatched global per capita position.

Online Sports Betting

AU$6.2 Billion and Accelerating — Australia's Online Wagering Revolution

Australia's online sports betting market has been the gambling sector's most explosive growth segment for nearly a decade. Total online wagering losses grew from approximately AU$1.1 billion in 2017 to an estimated **AU$6.2 billion in 2025** — a 464% increase across eight years that reflects the structural power of mobile-first betting ecosystems, the legalisation and normalisation of in-play betting on Australian rules football, rugby league, cricket, and international sports, and the increasing sophistication of same-game multi (SGM) wagering products that dramatically increase per-event betting engagement. The sector is dominated by four major operators — **Sportsbet (Flutter Entertainment), TAB (Entain), Ladbrokes/Neds, and PointsBet** — which collectively hold an estimated 80–85% of online wagering market share.

Mobile betting now accounts for over **75% of all online wager volume**, driven by iOS and Android apps that integrate push notification promotions, live score tracking, cashout functionality, and personalised odds boosts. The AFL and NRL seasons drive the largest betting volumes, with individual AFL grand finals generating estimated wagering of AU$150–200 million in a single day across all platforms. The 2025

Cricket World Cup and Rugby World Cup tournaments also generated record-level Australian online wagering volumes. The Interactive Gambling Act 2001, which prohibited most forms of online casino gaming and in-play betting via internet, has remained in place — though grey market offshore casino access by Australian players continues to generate significant cross-border regulatory complexity. Just as the global expansion of dominant platforms has created winner-take-most market dynamics across consumer industries — a dynamic visible in the concentration of smartphone market share among a small number of dominant vendors — Australia's online wagering sector is consolidating rapidly around a handful of scaled operators with the capital to sustain customer acquisition costs and marketing investment.

AU$6.2BOnline Gambling 2025 +464%Growth Since 2017 75%+Mobile Bet Share 80–85%Top-4 Operator Share 24%Share of Total Losses AU$200MAFL Grand Final Single Day

Sports Betting Product Innovation — Same-Game Multis, Cash-Out, and In-Play

The structural acceleration of online wagering in Australia is product-driven, not merely volume-driven. The same-game multi (SGM) — a wager combining multiple outcomes within a single sporting event at combined multiplied odds — has become Australia's single most popular sports betting product format since its widespread rollout in 2019–2020. SGMs offer operators significantly higher margins (estimated 12–18% hold rate versus 5–6% on single-event bets) while generating higher engagement and session duration. Cashout functionality — allowing bettors to settle bets for a guaranteed return before event completion — has driven average session lengths up by approximately 35–40% according to operator data. The result is a product ecosystem specifically engineered to maximise customer lifetime value through engagement intensity rather than bet volume alone.

State & Territory Breakdown

NSW, Victoria, Queensland — The State-by-State Anatomy of Australian Gambling Losses

Australia's gambling market is administered primarily at the state and territory level, creating a fragmented regulatory environment with significant variation in machine density, tax rates, harm minimisation requirements, and casino licensing. New South Wales is by far the largest gambling state, accounting for an estimated **35–38% of total national gambling losses** — a figure driven primarily by the extraordinary density of non-casino pokies in NSW clubs and pubs under the state's unique club industry structure. Victoria's market is shaped by the Crown Melbourne casino's dominant role and a more centralised gaming machine regulatory framework.

New South Wales ~AU$8.9B losses — 35% of national total Highest pokies density in the world outside casinos: 85,000+ machines in 2,800+ clubs and pubs. Home to Star Entertainment's The Star Sydney casino. NSW clubs are structurally dependent on pokie revenue for subsidised dining, sports facilities, and community programs — creating entrenched political resistance to machine reduction. NSW online wagering losses also highest nationally, driven by population size and digital adoption. Victoria ~AU$5.8B losses — 23% of national total Crown Melbourne — Australia's largest casino complex with AU$2.3B+ annual revenue — anchors Victoria's gambling economy. The state's pokies are exclusively operated in hotels (pubs) rather than clubs, limiting machine concentration per venue. Victoria led the national adoption of mandatory pre-commitment technology (YourPlay system) on all EGMs. Ongoing Crown casino ownership restructure (Blackstone acquisition) reshaping premium gaming segment. Queensland ~AU$4.2B losses — 16% of national total The Star Gold Coast and Treasury Brisbane anchor casino revenue. Queensland's pokie market is significant but more regulated than NSW — pub and club machines capped at 45 per venue. Gold Coast tourism drives high casino visitation volumes from domestic and international visitors. Sports betting is disproportionately strong among QLD residents due to NRL culture. Lottery revenue via Golden Casket historically significant. Western Australia AU$1.8B losses — unique pokies prohibition WA is the only state/territory in Australia that prohibits electronic gaming machines outside of Crown Perth casino — making it a global outlier in pokies regulation. Crown Perth (being acquired by Burswood Ltd interests) is the sole legal EGM venue. Despite pokies prohibition, WA sports betting and lottery losses are comparable to national averages per capita. TABtouch dominates wagering. Remote community gambling harm is a significant policy focus. South Australia AU$1.5B losses — SkyCity Adelaide anchor SkyCity Adelaide casino (NZX-listed operator) is SA's primary casino venue. SA has approximately 13,000 pokies in venues, with the state government having progressive harm minimisation legislation including mandatory pre-commitment from 2025. SA's gambling tax regime generates approximately AU$500M+ annually for state revenue. The Adelaide Cup and AFL Power/Crows seasons drive significant sports wagering seasonality. ACT, NT & Tasmania Combined AU$1.2B — small populations, elevated per capita rates The ACT has moved to dramatically reduce pokies through a buyback scheme, targeting a reduction from 4,900 to 4,000 machines by 2030. The Northern Territory is home to the online gambling licence frameworks that allowed operators like Sportsbet and Betfair to establish Australian operations — the NT Racing Commission licences the majority of Australia's online wagering operators. Tasmania's Federal Group long held a monopoly on pokies and casinos, restructured in 2024.

Casino Sector

Six Casino Resorts, AU$4.5 Billion Revenue — Crown, Star, and the Premium Gaming Segment

Australia operates six major casino resorts across its five largest states, each holding an exclusive or near-exclusive casino licence for its jurisdiction. These six properties — **Crown Melbourne, Crown Perth, The Star Sydney, The Star Gold Coast, SkyCity Adelaide, and Treasury Brisbane** — collectively generate an estimated **AU$4.2–4.8 billion in annual gaming revenue**, with non-gaming revenue (hotels, food & beverage, entertainment) adding approximately AU$1.5–2.0 billion to total complex revenues. Crown Melbourne alone — Australia's largest casino complex, hosting over 2,500 gaming machines and 500 table games across 510,000 square feet of gaming space — generated approximately AU$2.3 billion in gaming revenue in its most recent full financial year.

The casino sector in Australia has undergone its most significant regulatory disruption in decades across 2021–2025. Following scathing royal commissions in Victoria (Finkelstein), New South Wales (Bell), and Western Australia (Owen), all three Crown Resorts casinos were found temporarily or conditionally unsuitable to hold casino licences due to money laundering risks, junket operator relationships, and governance failures. Crown Resorts was subsequently acquired by Blackstone Real Estate for AU$8.9 billion in 2022 in one of Australia's largest private equity transactions — marking the privatisation of what had been Australia's dominant listed gaming company. Star Entertainment Group faced simultaneous suitability challenges in NSW and Queensland, entering administration in 2024 under the weight of AU$1.6 billion in remediation costs, compliance failures, and revenue losses from international VIP market exit.

Australia's six major casino resorts collectively generate approximately AU$4.5 billion in annual gaming revenue. Crown Melbourne — Australia's largest integrated resort casino — is the dominant single venue, followed by The Star Sydney and Crown Perth. The sector has undergone its most dramatic regulatory restructuring in three decades following royal commission findings across 2021–2024.

Australia's gambling industry is structurally embedded in community infrastructure, state government revenue, and the cultural fabric of pub and club life to a degree that has no close equivalent in any other comparable developed economy.

— ACIL Allen Consulting, Australian Gambling Industry Review, 2024

Problem Gambling & Social Impact

400,000–500,000 Problem Gamblers and AU$22B+ in Annual Social Costs

Australia's high gambling participation rates and per capita losses generate a commensurate burden of problem gambling and associated social harm. The Australian Institute of Health and Welfare (AIHW) estimates that approximately **400,000–500,000 Australian adults** (2–2.5% of the adult population) experience moderate-to-high levels of gambling-related harm — including financial crisis, relationship breakdown, employment loss, depression, anxiety, and suicidal ideation — at any given point in time. When accounting for the documented ripple effect of problem gambling on family members, friends, and workplace colleagues — estimated at 5–10 people per problem gambler — the number of Australians meaningfully affected by problem gambling harm may exceed **2.5–4 million people**.

The total social costs of problem gambling in Australia — encompassing financial losses beyond means, mental health treatment, family services, criminal justice costs, lost productivity, and homelessness — have been estimated at **AU$22–24 billion annually** by various econometric studies, including work by AGSA and state-commissioned impact assessments. This figure significantly exceeds the AU$6.4–6.9 billion in gambling taxes collected by state and territory governments each year, raising persistent policy questions about whether the fiscal benefits of gambling to government budgets are adequately matched by expenditure on harm prevention, treatment, and community support. The OECD's framework for measuring social costs of unhealthy behaviours provides a useful comparative methodology for contextualising the AU$22B+ burden alongside other regulated harm categories such as alcohol and tobacco.

500KProblem Gamblers Est. 2.5%Adult Population Affected AU$22B+Annual Social Cost Est. AU$6.7BGambling Taxes Collected 5–10xPeople Affected Per Gambler 80%Problem Gambling from Pokies

Sector Demand Drivers

Six Forces Driving Australia's Gambling Economy

1The Club Industry Structural Model — Pokies as Community Infrastructure FundingAustralia's registered club sector — RSL clubs, bowling clubs, football clubs, and community organisations — operates the vast majority of non-casino pokies under a uniquely Australian model where gambling revenue subsidises community services, sporting facilities, dining, and social programs. This structural arrangement creates a deeply embedded constituency for pokie preservation: millions of Australians benefit from subsidised club meals, free sports facilities, and community functions funded by pokie losses. In NSW alone, the registered clubs sector employs approximately

65,000 people

and contributes an estimated AU$4+ billion to the state economy. This community embeddedness makes pokies uniquely resistant to the reformist policies that have reduced machine availability in peer countries like the UK. 2Sports Culture and Wagering Integration — AFL, NRL, Cricket, and Horse RacingAustralia's gambling economy is structurally intertwined with its sports culture in a way that has no direct global equivalent. The AFL and NRL — Australia's two most watched sports leagues — broadcast live betting odds alongside scores, with wagering operators holding prominent naming and jersey sponsorships at club level. Horse racing generates approximately

AU$2.4 billion in TAB and bookmaker losses annually

, underpinned by iconic events including the Melbourne Cup (the world's largest annual prize pool race), the Cox Plate, and Sydney's spring carnival. The Melbourne Cup Day generates an estimated AU$300M+ in wagering — with approximately 80% of Australian adults placing at least one bet on the race each year, making it the single most widely participated gambling event globally by population share. 3Lottery and Instant Scratch Tickets — AU$3.2 Billion in Low-Harm Mass ParticipationLotteries and instant scratch cards represent the most broadly participated and lowest-harm gambling format in Australia. The Lott (operated by Tabcorp) and Oz Lotto generate approximately

AU$3.2 billion in losses annually

across Saturday Lotto, Powerball, Set for Life, and the full suite of instant scratch products. Lottery participation is the most demographically even form of Australian gambling — with near-equal engagement across income, age, and geographic groups. Digital lottery ticket sales have grown significantly since 2020, with online purchase now accounting for approximately 45% of all lottery transactions. Lotteries also generate significant charity and sporting body funding through mandatory community benefit contributions attached to licences. 4Gambling Advertising — AU$300M+ Spent and Normalising Wagering for Young AustraliansAustralia's sports betting operators collectively spend an estimated

AU$300–350 million per year on advertising and marketing

— one of the highest per-capita gambling advertising investments in the world. During AFL and NRL broadcasts, betting advertisements can appear more than 100 times over a 90-minute match window including pre-game, in-match, and post-match placements. Research by the Australian Gambling Research Centre (AGRC) found that children as young as 8 could name multiple gambling brands and associate them with sport viewing, raising concerns about normalisation of wagering behaviour among the next generation of adults. Following sustained regulatory pressure, the federal government announced a phased ban on gambling advertising during live sports broadcasts — to be implemented from 2026 — representing the

most significant regulatory reform to the advertising landscape in decades. 5Tourism and Destination Gambling — International Visitors to Australia's Casino ResortsPrior to COVID-19, Australia's casino resorts — particularly Crown Melbourne and The Star Sydney — derived significant revenue from international VIP (junket) gamblers, primarily from mainland China, Hong Kong, and Southeast Asia. At their peak in 2018–19, international VIP programs were generating approximately

AU$1.5–2.0 billion in combined revenue

for Crown and Star. The royal commissions of 2021–2023 effectively ended the structured VIP junket model in Australia following revelations of money laundering facilitation. International mass-market tourism-driven gaming is recovering gradually in 2024–2026 as inbound tourism to Australia recovers, but the structural high-roller revenue model that previously characterised Australia's premium casino segment is unlikely to return in its previous form under post-royal commission compliance frameworks. 6Responsible Gambling Technology — Pre-Commitment, Self-Exclusion, and BetStopAustralia launched the national BetStop self-exclusion register in August 2023 — allowing problem gamblers to exclude themselves from all licensed online wagering operators with a single registration. By 2025, over

85,000 Australians had registered on BetStop

— significantly exceeding government projections and confirming both the scale of problem gambling demand for support tools and the effectiveness of frictionless access to self-exclusion. Victoria's mandatory pre-commitment system (YourPlay) on electronic gaming machines — requiring players to set time and money limits before beginning play — has been cited as a model for national harmonisation. Western Australia's pokies-free model for non-casino venues remains the most radical harm reduction approach in the country and is used by reformers as evidence that pokies prohibition is economically compatible with robust state revenue performance through casino operations alone.

Industry Trends

Seven Forces Reshaping Gambling in Australia Through 2030

The Mobile-First Wagering Revolution — 75%+ of Bets Now Placed via Smartphone

Australia's online wagering sector is now overwhelmingly mobile-first. Over 75% of all sports bets are placed via smartphone apps, with Sportsbet, Ladbrokes, and TAB apps consistently ranking among the most downloaded in Australia's App Store. Mobile betting has democratised in-play wagering, same-game multis, and micro-market betting (individual player performance markets) in ways that fundamentally

increase engagement intensity per sporting event. The convergence of sporting content and betting apps in a single mobile experience is considered the single most significant structural driver of online wagering growth through 2030.

Live Sports Betting Advertising Ban — 2026 Federal Reform and Its Market Impact

The Australian federal government's announced ban on gambling advertising during live sports broadcasts — scheduled for phased implementation from mid-2026 — represents the biggest regulatory shift in the wagering sector since online betting was first legalised. The ban will prohibit wagering ads during live sport broadcasts between 6am and 10pm, with an immediate 8:30pm–5am ban applying from 2026. Industry analysts estimate this could reduce online wagering customer acquisition volumes by 15–25%, though operators with established customer databases are expected to adapt through digital direct channels, affiliate marketing, and app engagement.

Casino Sector Remediation — Crown, Star, and the Post-Royal Commission Rebuild

Australia's two major casino groups — Crown (now Blackstone-owned) and Star Entertainment — have collectively spent over AU$2.0 billion on compliance remediation, technology systems, responsible gambling infrastructure, and governance overhaul since 2021. Crown Melbourne regained its suitability in late 2023. Crown Perth received conditional approval in 2024. Star Entertainment entered administration in 2024 with AU$1.6B in liabilities, with a rescue consortium from private equity and real estate interests acquiring the business in 2025. The post-royal commission era is fundamentally reshaping the risk tolerance, operating model, and profitability expectations of Australian casino operations.

Pokies Reform Debate — Cashless Gaming Cards and Bet Limit Reductions

The push for cashless electronic gaming — requiring all pokie play via registered player card rather than anonymous cash — has gained significant legislative momentum since 2023, following the ACT's leading adoption and the federal government's commitment to explore national cashless gaming frameworks. Proponents argue that card-based play enables real-time spending tracking, self-exclusion enforcement, and consumer data for harm identification. NSW, with the largest pokie fleet nationally, is the pivotal jurisdiction. Industry groups estimate that a mandatory AU$1 max bet limit on pokies could reduce annual EGM revenue by 35–40% — making NSW club revenue viability the central battleground of Australia's most significant gambling policy debate.

Offshore Illegal Online Casinos — AU$3B+ in Grey Market Consumer Spend

Despite the Interactive Gambling Act 2001's prohibition on most forms of online casino gaming by Australian residents, an estimated AU$2.5–3.5 billion per year in Australian consumer spend flows to unlicensed offshore online casino operators. These operators — primarily licensed in Curaçao, Malta, and Isle of Man — offer Australian residents the roulette, blackjack, online slots, and live dealer games that domestic operators cannot legally provide. The ACMA operates a website blocking regime that has blocked over 900 illegal gambling sites since 2019, but sophisticated consumers readily circumvent this via VPN.

Esports and Gaming Betting — Emerging Category for 18–35 Male Demographic

Esports wagering — betting on professional video game competitions including CS:GO, League of Legends, Dota 2, and Valorant — has emerged as a structurally significant new wagering category in Australia since 2021. Estimated Australian esports betting turnover reached AU$180–250 million in 2025, with strong growth trajectory among 18–30-year-old male bettors. All major licensed operators now offer esports markets. Esports betting's appeal to digital-native younger demographics concerns harm prevention researchers given that pathway gambling — starting with low-stakes familiar activities and escalating — is a documented risk factor for developing problem gambling behaviours.

First Nations Gambling Harm — Remote Community Policy Priority

Gambling harm in First Nations communities — particularly in remote Northern Territory, Western Australia, Queensland, and South Australia communities — is disproportionately severe relative to income levels and access to support services. Research indicates problem gambling rates in some remote Indigenous communities may be 3–5x the national average, with limited access to counselling, financial hardship services, or culturally appropriate support. Community permit systems in the NT limiting gambling venue access to community members have shown measurable harm reduction outcomes. Federal government policy under the National Strategy for Gambling Reform (2022–2025) identifies First Nations gambling harm reduction as a priority area requiring dedicated funding and community-led solutions.

Structural Challenges

Regulatory Fragmentation, Social Harm, and the Advertising Normalisation Problem

1State-by-State Regulatory Fragmentation — A Patchwork of 8 Different RegimesAustralia's gambling regulation is administered by state and territory governments, creating eight distinct legislative frameworks with varying machine density caps, tax rates, responsible gambling requirements, advertising rules, and harm minimisation obligations. This fragmentation creates regulatory arbitrage opportunities for operators

— particularly online wagering businesses licenced in the Northern Territory that serve customers across all jurisdictions — and makes national policy coordination extraordinarily difficult. The federal government's ability to impose uniform standards is constitutionally constrained, requiring cooperative federalism mechanisms and negotiated intergovernmental frameworks that move slowly relative to the pace of product and technology innovation in the sector. 2Gambling Revenue Dependence in State Government BudgetsAustralian state and territory governments collected an estimated

AU$6.4–6.9 billion in gambling taxes in 2024–25

— equivalent to approximately 5–7% of total state own-source revenue across the largest states. NSW gambling tax revenue exceeded AU$2.2 billion; Victoria AU$1.9 billion; Queensland AU$1.1 billion. This structural dependence on gambling taxation creates an inherent tension in regulatory reform — state governments simultaneously responsible for harm minimisation and financially reliant on continued high-volume gambling activity. It is a conflict of interest that critics argue has materially slowed pokies reform, advertising restriction, and harm reduction investment relative to the level of evidence supporting more aggressive intervention. 3Youth Gambling Exposure — Advertising Normalisation Among Under-25sThe saturation of gambling advertising in Australian sports media has created measurable changes in gambling attitude and behaviour among young Australians. Research by the AGRC found that 78% of young Australians aged 12–17 had seen gambling advertising in the past week. By age 18, many young Australians have already developed defined brand preferences among wagering operators based on advertising exposure — before placing a single legal bet. The normalisation concern is compounded by the integration of "free play" gaming apps, loot boxes in video games, and social casino gaming platforms that simulate gambling mechanics without real money, potentially establishing reward-seeking patterns that transition to real-money wagering on reaching legal age. 4Financial Hardship and Debt — The AU$22 Billion Social Cost BurdenThe estimated AU$22–24 billion annual social cost of problem gambling in Australia — encompassing financial crisis, family breakdown, mental health, legal system, and productivity impacts — is poorly matched by government investment in harm prevention and treatment services. Total annual government spending on gambling harm treatment and prevention across all jurisdictions is estimated at approximately AU$150–200 million — less than 1% of the social cost burden and less than 2.5% of gambling tax revenue collected. Advocacy groups including the Alliance for Gambling Reform have consistently argued that the treatment-to-harm ratio in Australian gambling public policy is among the most imbalanced of any regulated harmful product sector globally. 5Climate of Algorithmic Personalisation — Inducements, Bonuses, and Targeted PromotionsAustralia's licensed online wagering operators deploy sophisticated customer data analytics platforms to deliver algorithmically personalised bonus offers, odds

boosts, and re-engagement promotions to dormant or high-risk customers. Research indicates that targeted inducements — particularly "bonus bets" and "multi-boost" offers sent via push notification at high-risk times (late night, immediately after salary crediting) — are disproportionately directed at customers exhibiting early signs of problem gambling behaviour. The 2024 review of inducements by the federal government's National Consumer Protection Framework for online wagering resulted in voluntary code commitments from major operators, but critics argue enforceable statutory restrictions are required given the commercial incentives to continue targeted promotion of high-risk customers.

Market Outlook

Australia Gambling Market Forecast — Path to AU$33 Billion by 2030

Australia's total gambling market is projected to grow from an estimated **AU$25.5 billion in 2025** to approximately **AU$31–33 billion by 2030**, at a CAGR of approximately 4.5–5.5%. Online wagering will be the dominant growth engine — projected to grow from AU$6.2 billion to AU$10–12 billion by 2030 as mobile betting penetration deepens, product innovation (same-game multis, micro-markets, in-play on expanded sports) drives per-customer revenue, and the advertising ban reshapes marketing mix without materially reducing aggregate demand. Electronic gaming machines are forecast to grow more slowly — at 2–3% CAGR — as cashless gaming reforms, machine number caps, and demographic shifts (older pokie players replaced by digital-native younger cohorts less oriented to EGMs) moderate the sector's contribution. The parallel trajectory of large consumer industries demonstrates that revenue scale built over decades through consistent market penetration and product innovation creates durable market positions — a dynamic evident in the long-term revenue trajectories of global franchise businesses that have compounded revenue steadily over 20+ year periods, and Australia's gambling operators display similar structural revenue resilience.

Growth Projections Australia Gambling Market — Path to 2030 AU$33BTotal Market 2030 ~5.3%CAGR 2025–2030 AU$11B+Online Wagering 2030 30%+Online Share 2030 AU$7.5BGambling Tax 2030 77%Mobile Bet Share 2030

Key Growth Drivers Through 2030

Online Wagering Mobile App Deepening — Engagement Intensity Over Customer AcquisitionWith sports betting customer acquisition costs at historical highs (estimated AU$300–500 per new registered customer for major operators), growth through 2030 will be driven primarily by increasing revenue per existing customer through product innovation, retention mechanics, and same-game multi adoption. Operators are

investing heavily in AI-driven personalisation engines, streaming sports content integration, and social gambling features that increase session frequency without requiring new customer recruitment. These dynamics will sustain online wagering revenue growth even if the advertising ban reduces new customer acquisition by 15–20%. Casino Resort Reinvestment — Crown Melbourne Expansion and Integrated EntertainmentFollowing Blackstone's acquisition, Crown Melbourne is undertaking a AU$1.8 billion reinvestment program focused on premium hotel expansion, food and beverage repositioning, entertainment venue upgrades, and a revised gaming floor layout to maximise domestic premium mass-market yield rather than international VIP volumes. This strategic reorientation — toward the domestic high-net-worth Australian gaming and hospitality market — is expected to generate sustainable revenue growth from a better-regulated, lower-risk base than the pre-royal commission international junket model. Cashless Gaming Reform Implementation — Structural Change to EGM Sector EconomicsThe staged implementation of cashless electronic gaming card requirements — starting in the ACT and expected to roll out nationally through 2027–2030 — will structurally reshape the pokie sector's economics. While reformers hope for significant loss reduction per player from the pre-commitment and limit-setting features of registered cards, operators are adapting through gamification of loyalty programs, integrated rewards ecosystems, and frictionless digital top-up functionality that may partially offset harm reduction benefits through increased convenience and engagement. Potential Online Casino Legalisation — AU$3B+ Regulatory OpportunityThe ongoing federal review of Australia's online gambling framework — specifically whether to legalise and regulate domestic online casino gaming currently prohibited under the Interactive Gambling Act — represents the single largest potential structural change to the Australian gambling market. If Australia follows New Zealand's model of regulated domestic online gambling, the estimated additional legal market size could be AU$2.5–4.0 billion, redirecting consumer spend from grey-market offshore sites to regulated domestic operators with mandatory responsible gambling controls, AML frameworks, and Australian tax obligations. Womens Sport and Expanding Betting Markets — AFL Women's, W-League, and NetballThe rapid growth of professional women's sport in Australia — particularly AFLW (AFL Women's), the W-League (women's football), Super Netball, and women's cricket — is creating significant new betting market opportunities for licensed wagering operators. AFLW wagering volumes have grown approximately 45% year-on-year since the league's inception, with increasing media rights deals, expanded fixture calendars, and growing attendance driving liquidity. Women's sports wagering is projected to represent AU$400–600 million in annual operator revenue by 2028 as scheduling, broadcast coverage, and public profile continue to expand rapidly.

FAQ

Frequently Asked Questions

Australians lose approximately **AU$25.5 billion per year** on gambling — equating to AU$1,272 per adult per year, the highest per capita gambling losses in the world. This figure covers all legal gambling forms including electronic gaming machines (pokies), sports betting, lotteries, and casinos.

Approximately **70–73% of Australian adults** participate in some form of gambling each year. Lottery and scratch cards are the most popular form, followed by electronic gaming machines (pokies) and sports betting. Around 39% engage in non-lottery forms of gambling.

Australia has approximately **185,000–196,000 electronic gaming machines (pokies)** operating across some 6,600+ venues. This represents roughly one pokie machine for every 136 adults. New South Wales has the largest concentration with over 85,000 machines — the highest density outside of casinos of any jurisdiction in the world.

Australia's online gambling market was valued at approximately **AU$6.2 billion in 2025**, driven primarily by sports betting and online wagering. The market has grown 464% since 2017. It is projected to grow to AU$10–12 billion by 2030, with mobile betting accounting for over 75% of all online wagers.

New South Wales records the highest total gambling losses in Australia, accounting for approximately 35–38% of all national gambling revenue (~AU$8.9 billion). NSW also has the highest concentration of pokies outside of casinos of any jurisdiction in the world. Victoria is the second-largest gambling state, anchored by Crown Melbourne.

Australia's total gambling market is projected to grow from AU$25.5 billion in 2025 to approximately **AU$31–33 billion by 2030**, at a CAGR of ~5.3%. Online wagering is forecast to reach AU$10–12 billion and capture 30%+ of total gambling revenue by 2030, driven by mobile app growth, product innovation, and potential domestic online casino regulation.

Data Sources & References

Primary: Australian Institute of Health and Welfare (AIHW) — Gambling in Australia Reports 2023-2025

Primary: Queensland Government Statistician's Office (QGSO) — Australian Gambling Statistics 40th Edition

Primary: Australian Gambling Research Centre (AGRC) — National Survey of Gambling Participation

External: World Health Organization (WHO) — Gambling and Public Health Overview

External: OECD — Measuring the Social Costs of Unhealthy Behaviours (Comparative Framework)

External: Gambling Therapy (Gordon Moody) — International Problem Gambling Support & Research

Additional: H2 Gambling Capital — Australia Online Wagering Market Reports · ACIL Allen Consulting — Economic Impact of Gambling · Statista — Australian Gambling Market Size 2019-2030 · ACMA — Australian Interactive Gambling Division Annual Reports · ABS — Household Expenditure Survey · Crown Resorts/Blackstone Annual Reports · Star Entertainment Group ASX Filings · NT Racing Commission Licensed Operator Data

Gambling AustraliaPokies StatisticsSports BettingCasino RevenueProblem GamblingOnline WageringCrown MelbourneNSW Gambling2025–2026Industry Report

STATISTICS REPORT

The Sportswear Scoreboard: 15 Brands by the Numbers

Updated Oct 12, 2026 · businesstats.com/sports-brands

$46.4B NIKE REVENUE, FY2026	**$28.1B** ADIDAS REVENUE, 2025	**$11.2B** ANTA SPORTS REVENUE, 2025
+30% ON NET SALES GROWTH, 2025	**23.8%** ANTA OPERATING MARGIN	**$986M** NIKE IEEPA TARIFF RECOVERY

Overview

Fifteen companies, one scoreboard

Sportswear is dominated by a small number of listed companies that publish detailed accounts, which makes it possible to compare them on hard numbers rather than on brand surveys or market-size estimates. This report takes fifteen of the largest and most watched: Nike, adidas, Puma, Anta Sports, Amer Sports, lululemon, VF Corporation, Deckers Brands, On, Asics, Skechers, New Balance, Li Ning, Under Armour and Columbia Sportswear. Together they reported about 166 billion dollars of revenue in their latest full years.

All figures come from the companies themselves. Where a company reports in euros, yuan, yen or Swiss francs, BusinessStats converted the total to dollars at the Federal Reserve average rate for 2025, so the dollar ranking reflects business size rather than exchange rate swings during the year. Growth rates are quoted as each company reported them, usually in its own currency. The euro and dollar relationship behind those conversions is tracked in our euro to dollar exchange rate history.

The focus here is the brands as companies: how big they are, how fast they are growing, how much they earn and where they sell. The size of the US sporting goods retail market and sports participation are covered in our separate report on the sporting goods industry.

$46.4BNike revenueFiscal 2026, year to 31 May 2026.15Companies comparedLatest full fiscal year.5 of 15Grew by double digitsOn, Amer, Asics, New Balance, Anta.2Made operating lossesPuma and Under

Armour.

COMPANY	INDICATOR	VALUE	DATE
Nike	Employees	about 73,000	31 May 2026
Nike	Owned stores (Nike and Converse)	988	31 May 2026
Anta Sports	Employees	more than 69,100	End of 2025
VF Corporation	Employees	about 26,000	March 2026
Puma	Employees	about 20,000	June 2026
New Balance	Associates	14,000	2025
lululemon	Company-operated stores	811	1 February 2026
Li Ning	Points of sale, Li Ning brand	7,609	31 December 2025
Skechers	Retail stores	about 5,300	September 2025

Revenue Ranking

The largest sportswear companies by revenue

Nike leads by a wide margin. Its 46.4 billion dollars in fiscal 2026 is 1.65 times the dollar value of adidas, the second largest company, and more than four times the size of Anta Sports in third place. Behind them the field is tightly bunched: nine companies, from lululemon to Under Armour, reported between 5 and 11.1 billion dollars.

Leading Sportswear Companies by Revenue, Latest Fiscal Year (billion US dollars)Flags show the country of headquarters. Skechers shows 2024, its last full year as a listed company.

Data:

Nike FY2026 (to May 2026), VF, Deckers and Under Armour FY2026 (to March 2026), lululemon FY2025 (to February 2026), others calendar 2025. New Balance from its own sales statement.

Note:

euro, yuan, yen and franc revenues converted by BusinessStats at Federal Reserve 2025 annual averages. Anta revenue excludes Amer Sports and Puma, which it holds as associates. Compiled by BusinessStats.Switch to the table for exact figures.

One giant, then a crowd: Nike alone is larger than adidas and Anta combined, while the other thirteen companies sit between 3.4 and 11.2 billion dollars.

Two rankings in the middle depend on the exchange rate. Anta and lululemon are almost level at about 11.1 to 11.2 billion dollars, and Puma, converted from 7.3 billion euros, comes in just below Skechers, whose figure is now more than a year old. The table gives the local-currency totals so readers can apply a different rate.

COMPANY (HQ)	FISCAL YEAR	REPORTED REVENUE	IN US DOLLARS	MAIN BRANDS
Nike (US)	FY2026, to May 2026	$46.40 billion	$46.40 billion	Nike, Jordan, Converse
adidas (Germany)	2025	EUR 24.81 billion	$28.05 billion	adidas
Anta Sports (China)	2025	RMB 80.22 billion	$11.16 billion	ANTA, FILA (China), Descente, Kolon Sport
lululemon (Canada)	FY2025, to Feb 2026	$11.1 billion	$11.1 billion	lululemon
VF Corporation (US)	FY2026, to Mar 2026	$9.61 billion	$9.61 billion	The North Face, Vans, Timberland
New Balance (US, private)	2025	$9.2 billion	$9.2 billion	New Balance
Skechers (US, private since 2025)	2024	$8.97 billion	$8.97 billion	Skechers
Puma (Germany)	2025	EUR 7.30 billion	$8.25 billion	Puma
Amer Sports (Finland)	2025	$6.57 billion	$6.57 billion	Arcteryx, Salomon, Wilson, Peak Performance
Deckers Brands (US)	FY2026, to Mar 2026	$5.47 billion	$5.47 billion	HOKA, UGG
Asics (Japan)	2025	JPY 810.9 billion	$5.42 billion	ASICS, Onitsuka Tiger
Under Armour (US)	FY2026, to Mar 2026	$5.0 billion	$5.0 billion	Under Armour, Curry

Li Ning (China)	2025	RMB 29.60 billion	$4.12 billion	LI-NING, LI-NING YOUNG
On Holding (Switzerland)	2025	CHF 3.01 billion	$3.63 billion	On
Columbia Sportswear (US)	2025	$3.40 billion	$3.40 billion	Columbia, SOREL, prAna, Mountain Hardwear

Revenue is only one way to measure size. The stock market values several of these companies very differently from their sales, and the largest listed companies across all industries are compared in our ranking of the biggest companies by market value.

Growth Leaders and Laggards

Who is growing and who is shrinking

The latest full year split the industry in two. Five companies grew by double digits, led by On and Amer Sports, while the two largest groups barely moved: Nike rose 0.2 percent in dollars, and adidas 4.8 percent in euros, although currency moves hid a 10 percent currency-neutral gain at adidas. At the bottom, Puma lost 13.1 percent of its reported sales during a strategic reset, and Under Armour fell 3.8 percent.

Revenue Growth of Sportswear Companies, Latest Fiscal Year (%)Reported growth in each company currency; Skechers is excluded because it no longer reports.

Data:

company filings and releases.

Note:

currency-neutral growth was higher for On (35.6 percent), adidas (10 percent) and Asics (19.4 percent), and lower for Nike (-2 percent); Puma fell 8.1 percent currency-adjusted. VF, Columbia and Nike growth calculated by BusinessStats from reported totals. Compiled by BusinessStats.Switch to the table for exact figures.

A two-speed industry: challengers grew 19 to 30 percent while the two largest brands grew less than 5 percent in reported terms.

Currency is the main reason the reported and underlying pictures differ. The euro strengthened against the dollar in 2025, so a European company like adidas earned less when it translated dollar-area sales back into euros; adidas said the translation effect cut more than 1 billion euros from 2025 revenue. On, which

reports in Swiss francs, faced the same effect: 30.0 percent reported growth became 35.6 percent at constant exchange rates.

COMPANY	REPORTED GROWTH	CURRENCY-NEUTRAL GROWTH	WHAT DROVE IT
On	+30.0%	+35.6%	Asia-Pacific sales almost doubled (+96.4%)
Amer Sports	+27%	+26%	Greater China +43%, DTC +42%
Asics	+19.5%	+19.4%	Onitsuka Tiger and SportStyle each +43%
New Balance	+19%	not stated	Europe +30% or more, North America +20% or more
Anta Sports	+13.3%	not stated	Other brands (Descente, Kolon Sport) +59.2%
Deckers	+9.8%	+9%	HOKA +15.9%, international +26.8%
adidas	+4.8%	+10%	Double-digit growth in every market, adidas brand +13% excluding Yeezy
lululemon	+5%	+6% (excl. 53rd week)	China Mainland +29%, Americas -1%
Nike	+0.2%	-2%	Wholesale +6%, NIKE Direct -6%, Converse -31%
Under Armour	-3.8%	-5.2%	North America -8%, footwear -11%
Puma	-13.1%	-8.1%	Wholesale -12.8% as the company cut distribution

The Nike Reset

The Nike reset: wholesale back, China down

Nike revenue peaked at 51.4 billion dollars in fiscal 2024. It fell 10 percent to 46.3 billion dollars in fiscal 2025, as the company cleared inventory and cut back on older franchises, and then held flat at 46.4 billion dollars in fiscal 2026. Gross margin edged up 0.2 points to 42.9 percent, and net income fell 3 percent to 3.1 billion dollars. The long-run revenue series is covered in our report on Nike sales since 2005; this section looks only at the current turnaround.

The geography of fiscal 2026 explains the flat total. North America, by far the largest region, grew 4.8 percent to 20.5 billion dollars and lifted its operating profit (EBIT) 14 percent to 5.4 billion dollars. Greater China fell 11 percent to 5.8 billion dollars with EBIT down 20 percent, and Converse lost 31 percent of its

revenue. EMEA rose 2.6 percent in dollars and Asia Pacific and Latin America was flat.

Nike Revenue by Region, Fiscal 2025 vs Fiscal 2026 (billion US dollars)Fiscal years end 31 May. NIKE Brand geographies (APLA = Asia Pacific and Latin America) plus Converse.

Data:

NIKE, Inc. results release and Form 10-K for fiscal 2026.

Note:

regional figures exclude Global Brand Divisions (49 million dollars). Compiled by BusinessStats.Switch to the table for exact figures.

North America up, China and Converse down: a 939 million dollar gain at home was cancelled out by a 739 million dollar fall in Greater China and a 518 million dollar fall at Converse.

The sales channel story reversed. Over the previous decade Nike had pushed sales toward its own stores and apps. In fiscal 2026 wholesale revenue rose 6 percent to 27.5 billion dollars while NIKE Direct fell 6 percent to 17.7 billion dollars, so wholesale partners now account for about 61 percent of NIKE Brand revenue. The company is rebuilding accounts it had cut back and relying less on discounting in its own digital channels.

MEASURE	FY2025	FY2026	CHANGE
Total revenue	$46.31 billion	$46.40 billion	0% (-2% currency-neutral)
NIKE Brand footwear	$29.51 billion	$29.53 billion	0%
NIKE Brand apparel	$12.97 billion	$13.45 billion	+4%
NIKE Brand equipment	$2.19 billion	$2.20 billion	0%
Wholesale	about $25.9 billion	$27.5 billion	+6%
NIKE Direct	about $18.8 billion	$17.7 billion	-6%
Gross margin	42.7%	42.9%	+0.2 points
EBIT (company total)	$3.78 billion	$3.85 billion	+2%
Net income	$3.22 billion	$3.11 billion	-3%
Inventories	$7.49 billion	$7.50 billion	0%

The first quarter of fiscal 2027, to 31 August 2026, showed the reset is not finished. Revenue fell 4 percent to 11.2 billion dollars, NIKE Direct dropped 8 percent with digital sales down 13 percent, and Greater China fell 22 percent to 1.18 billion dollars. North America grew 2 percent. Chief executive Elliott Hill said the performance business was improving but that there was more work to do in Sportswear, Jordan Brand and Greater China, and Nike now expects fiscal 2027 revenue to decline by a high single-digit percentage.

Profit in fiscal 2026 was also flattered by a one-off. After the US Supreme Court struck down tariffs imposed under the International Emergency Economic Powers Act (IEEPA), Nike recorded an expected recovery of 986 million dollars in its fourth quarter, of which 965 million dollars sat in North America EBIT. Without it, company EBIT would have been about 2.9 billion dollars, a margin of roughly 6.2 percent instead of 8.3 percent.

adidas After Yeezy

adidas: from a 2023 loss to record sales

adidas has recovered faster than any other large brand. In 2023, the year it ended its Yeezy partnership, it made an operating loss of 58 million euros. By 2025 revenue reached a record 24.81 billion euros, up 10 percent currency-neutral, and operating profit rose to 2.06 billion euros, a margin of 8.3 percent. The adidas brand itself grew 13 percent currency-neutral in both 2024 and 2025 once the roughly 650 million euros of Yeezy sales in 2024 are excluded.

Growth was broad. Europe, the largest segment at 8.14 billion euros, posted a segment operating margin of 20.8 percent, and Latin America grew 22 percent in the adidas brand. North America remained the weak spot: revenue of 5.09 billion euros was slightly lower in euros than in 2024 and earned a segment margin of only 10.7 percent, about half the European level.

SEGMENT	NET SALES 2025	NET SALES 2024	SEGMENT OPERATING PROFIT 2025	SEGMENT MARGIN
Europe	EUR 8,136m	EUR 7,551m	EUR 1,692m	20.8%
North America	EUR 5,087m	EUR 5,128m	EUR 544m	10.7%
Greater China	EUR 3,623m	EUR 3,459m	EUR 802m	22.1%
Emerging Markets	EUR 3,510m	EUR 3,310m	EUR 701m	20.0%
Latin America	EUR 2,926m	EUR 2,772m	EUR 609m	20.8%
Japan and South Korea	EUR 1,406m	EUR 1,339m	EUR 305m	21.7%

Group (after central costs)	EUR 24,811m	EUR 23,683m	EUR 2,056m	8.3%

Segment margins of around 20 percent shrink to 8.3 percent at group level because marketing, brand and central costs are carried outside the segments. That gap is where adidas has the most room to improve. In the first half of 2026, helped by demand around the FIFA World Cup in North America, revenue rose 14 percent currency-neutral to 13.34 billion euros, and second-quarter sales reached a record 6.74 billion euros. adidas raised its 2026 forecast to currency-neutral growth of 9 to 10 percent with operating profit of about 2.3 billion euros. The football economy behind that demand is set out in our data on FIFA revenue.

Puma and Anta

Puma: a reset year and a new largest shareholder

Puma had the worst year among the large brands. Sales fell 13.1 percent in euros (8.1 percent currency-adjusted) to 7.30 billion euros in 2025, gross margin dropped 2.6 points to 45.0 percent and the company reported an EBIT loss of 357 million euros, including 192 million euros of one-time costs. Wholesale sales fell 12.8 percent currency-adjusted as Puma deliberately cut distribution, while its own direct-to-consumer business grew 3.4 percent and rose to 32.4 percent of sales.

Puma called 2026 a transition year and expects sales to decline by a low to mid single-digit percentage at constant currency, with an EBIT loss of 50 to 150 million euros. First-half 2026 sales were 3.55 billion euros, down 5.2 percent currency-adjusted, with Asia Pacific the only growing region (+8.3 percent).

Ownership has changed too. In January 2026 Anta Sports agreed to buy a 29.06 percent stake in Puma from Groupe Artemis, the Pinault family holding company, and announced completion on 7 October 2026, making it the largest Puma shareholder. Anta said it would seek supervisory board representation and does not plan a takeover offer. The Pinault family also controls Kering, whose luxury brands appear in our luxury brand value ranking.

Profit Margins

Who makes the most money on each dollar of sales

Size and profitability do not line up. Anta Sports, with a 23.8 percent operating margin, and Deckers, at about 23 percent, earn almost three times as much per unit of revenue as Nike or adidas. lululemon (19.9 percent) and Asics (17.6 percent) are also well ahead of the two leaders. At the other end, Columbia and VF earned about 6 percent, and Puma and Under Armour made losses.

Operating Margin of Sportswear Companies, Latest Fiscal Year (%)Reported basis. On reports adjusted EBITDA instead (18.8 percent) and is not shown.

Data:

company filings.

Note:

Nike margin is total EBIT divided by revenue and includes a 986 million dollar tariff recovery; Deckers, Nike and Under Armour margins calculated by BusinessStats. Amer Sports adjusted margin was 12.8 percent, VF adjusted 6.9 percent. Li Ning is excluded because its release does not give a consistent operating profit figure; its net margin was 9.9 percent. Compiled by BusinessStats.Switch to the table for exact figures.

Small can be more profitable: Anta and Deckers earn about 23 cents of operating profit on every unit of sales, against about 8 cents at Nike and adidas.

Three factors explain the spread. The first is gross margin, which reflects pricing power: On reported 62.8 percent, Amer Sports 57.6 percent, Deckers 57.7 percent, lululemon 56.6 percent and Asics 56.8 percent, against 51.6 percent at adidas, 45.0 percent at Puma and 42.9 percent at Nike. The second is marketing and overhead, which weigh heavily on companies that sponsor leagues, teams and athletes worldwide. The third is the mix of channels and regions, covered below.

Margins are also moving. lululemon lost 3.8 points in fiscal 2025 as gross margin fell 2.6 points, and its forecast for fiscal 2026 implies further pressure. Asics gained 2.8 points, Amer Sports 1.6 points and adidas 2.6 points. Athlete endorsement costs, one source of the overhead gap, can be seen in our list of the highest-paid NBA players, many of whom carry signature shoe deals.

Regional Mix

Regional mix: dependence on North America and China

Where a brand sells matters as much as how much it sells, because it decides exposure to US tariffs, to the slowdown in Chinese consumer spending and to currency moves. The companies divide into three groups: US-centred brands that earn half or more of revenue in the Americas, European brands with a larger home base, and Chinese groups that sell almost entirely in China.

COMPANY	REGION AS REPORTED	SHARE OF REVENUE	BASIS
On	Americas	57.7%	2025 annual report

Deckers	United States (domestic)	about 58%	3.19 of 5.47 billion dollars
Under Armour	North America	about 58%	2.9 of 5.0 billion dollars
Columbia	United States and Canada	about 65%	2.21 of 3.40 billion dollars
VF Corporation	Americas	50%	Form 10-K, FY2026
Nike	North America	45.4%	Share of NIKE Brand revenue
Puma	Americas	35.1%	2.56 of 7.30 billion euros
Amer Sports	Americas	32.4%	2.13 of 6.57 billion dollars
adidas	North America	20.5%	5.09 of 24.81 billion euros

Greater China is the other big swing factor. Nike earned 12.9 percent of NIKE Brand revenue there in fiscal 2026 and adidas 14.6 percent in 2025, but they moved in opposite directions: Nike fell 11 percent while adidas grew 13 percent currency-neutral. Amer Sports is the most China-exposed of the Western-listed groups, with 28.4 percent of revenue from Greater China after 43.4 percent growth, and lululemon grew 29 percent in China Mainland in fiscal 2025.

COMPANY	GREATER CHINA REVENUE	SHARE OF TOTAL	CHANGE
Nike (FY2026)	$5.85 billion	12.9% of NIKE Brand	-11%
Nike (Q1 FY2027)	$1.18 billion	10.8% of NIKE Brand	-22%
adidas (2025)	EUR 3.62 billion	14.6%	+13% currency-neutral
Amer Sports (2025)	$1.86 billion	28.4%	+43.4%
Amer Sports (Q2 2026)	$556 million	34.1%	+35.5%
lululemon (FY2025)	not disclosed	not disclosed	+29%
lululemon (Q2 FY2026)	not disclosed	not disclosed	+4%

lululemon is a reminder that China growth can fade quickly: after 29 percent in fiscal 2025, growth in China Mainland slowed to 4 percent in the quarter to August 2026, and comparable sales there fell. The wider economy behind these trends is covered in our China GDP data.

Footwear vs Apparel

Footwear vs apparel: how each brand makes its money

Most leading sportswear companies are footwear companies first. Shoes made up 93 percent of On net sales in 2025, about 65 percent of NIKE Brand revenue and 57 percent at adidas and Puma. Under Armour is the main exception: it began as a performance apparel brand and still earns about two thirds of its revenue from clothing, while its footwear sales fell 11 percent in fiscal 2026.

Footwear as a Share of Revenue, Latest Fiscal Year (%)Companies that report sales by product category.

Data:

On, adidas, Puma and Li Ning 2025; Nike FY2026 (NIKE Brand only); Under Armour FY2026.

Note:

Under Armour share is approximate (1.1 of 5.0 billion dollars). Compiled by BusinessStats.Switch to the table for exact figures.

Shoes carry the industry: five of the six companies earn about half or more of revenue from footwear.

Apparel is where several brands are now finding growth. NIKE Brand apparel grew 4 percent in fiscal 2026 while footwear was flat. adidas apparel rose to 8.76 billion euros from 7.94 billion euros, faster than footwear, and On apparel grew 68 percent, albeit from a small base of 170 million francs. New Balance said its global apparel business passed 1 billion dollars for the first time in 2025.

COMPANY	FOOTWEAR	APPAREL	EQUIPMENT AND ACCESSORIES
Nike (NIKE Brand, FY2026)	$29.53B (65.3%)	$13.45B (29.7%)	$2.20B (4.9%)
adidas (2025)	EUR 14.23B (57.4%)	EUR 8.76B (35.3%)	EUR 1.82B (7.3%)
Puma (2025)	EUR 4.11B (56.4%)	EUR 2.33B (31.9%)	EUR 0.85B (11.7%)
Li Ning (2025)	RMB 14.65B (49.5%)	RMB 12.33B (41.6%)	RMB 2.62B (8.9%)
On (2025)	CHF 2.80B (93.0%)	CHF 0.17B (5.6%)	CHF 0.04B (1.3%)
Under Armour (FY2026)	$1.1B	$3.4B	$0.41B

Sourcing is concentrated in a few Asian countries. Nike said factories in Vietnam, Indonesia and China made about 52, 27 and 16 percent of NIKE Brand footwear in fiscal 2026. That dependence is the reason tariff policy matters so much to these companies, and the trade flows behind it appear in our ranking of the leading export countries.

Direct vs Wholesale

Direct-to-consumer vs wholesale

For a decade the industry pushed toward direct-to-consumer (DTC) selling through owned stores and websites, because it captures the full retail price and customer data. The latest figures show most large brands now settle at 40 to 50 percent direct. Amer Sports is the most direct of the group at 48.9 percent after DTC sales jumped 41.5 percent, and Columbia sells 47.6 percent direct. Nike, by contrast, is moving back toward wholesale.

Direct-to-Consumer Share of Revenue, Latest Fiscal Year (%)Owned stores plus own e-commerce as a share of revenue.

Data:

company filings.

Note:

Li Ning figure covers the LI-NING brand only (e-commerce 31 percent plus direct retail 23 percent). adidas is 100 minus its stated 60 percent wholesale share. Nike is NIKE Direct as a share of NIKE Brand revenue. lululemon sells mainly through its own 811 stores and e-commerce and is not shown. Compiled by BusinessStats.Switch to the table for exact figures.

The direct share has plateaued: most large brands sell 40 to 50 percent of their goods directly, and Nike is now moving back toward wholesale.

The latest results show why the pure DTC model has lost some appeal. Nike Direct fell 6 percent in fiscal 2026 and its digital sales fell 13 percent in the first quarter of fiscal 2027, while lululemon, which sells almost entirely through its own channels, saw Americas revenue fall 8 percent in the quarter to August 2026. Growth among the challengers came from both channels: On wholesale grew 27.5 percent and DTC 33.7 percent in 2025, and Deckers grew wholesale faster (12.3 percent) than DTC (6.3 percent). Wider online retail trends are in our report on global retail e-commerce growth.

Challenger Brands

On, HOKA, Asics and New Balance: the challengers

The clearest change in sportswear over the past five years is the rise of performance running brands that compete directly with Nike and adidas. On, founded in Zurich in 2010, grew net sales from 725 million Swiss francs in 2021 to 3.01 billion francs in 2025, more than four times as much. It expects at least 23 percent currency-neutral growth in 2026, later lowered to the low 20 percent range, implying sales of 3.47 to 3.56 billion francs.

On Net Sales, 2021 to 2025 (million Swiss francs)Calendar years, as reported in Swiss francs.

Data:

On Holding AG annual reports and full-year results releases.

Note:

the 2026 company outlook (3.47 to 3.56 billion francs at July 2026 spot rates) is a forecast and is not shown. Compiled by BusinessStats.Switch to the table for exact figures.

Four times bigger in four years: On net sales rose from 725 million francs in 2021 to 3,014 million in 2025.

HOKA, owned by Deckers, followed a similar path. Its net sales rose from 571 million dollars in fiscal 2021 to 2.59 billion dollars in fiscal 2026, a 4.5 times increase, although growth has slowed from more than 50 percent a year to 15.9 percent. Deckers expects low double-digit HOKA growth in fiscal 2027. UGG, the other Deckers brand, is still slightly larger at 2.74 billion dollars.

YEAR	HOKA NET SALES (DECKERS FISCAL YEAR)	HOKA GROWTH	ON NET SALES	ON GROWTH
2021	$571 million	n/a	CHF 725 million	n/a
2022	$892 million	+56%	CHF 1,222 million	+68.5%
2023	$1,413 million	+58%	CHF 1,792 million	+46.6%
2024	$1,807 million	+28%	CHF 2,318 million	+29.4%
2025	$2,233 million	+24%	CHF 3,014 million	+30.0%
2026	$2.59 billion	+15.9%	outlook: low 20s % currency-neutral	forecast

Asics has turned into one of the most profitable large brands. Net sales rose 19.5 percent to 810.9 billion yen in 2025 and operating margin reached 17.6 percent, up from 14.8 percent. Two fashion-led lines did most of the work: Onitsuka Tiger sales grew 43 percent to 136.5 billion yen with a category margin of 37.7

percent, and SportStyle grew 43.6 percent. Asics targets 950 billion yen of sales and an 18 percent operating margin in 2026.

New Balance, which is privately owned and publishes only headline figures, said sales rose 19 percent to 9.2 billion dollars in 2025, its fifth straight year of double-digit growth, after 7.8 billion dollars in 2024. It reported growth of 30 percent or more in Europe and 20 percent or more in North America, and is one of the few large brands that still makes shoes in the United States, at five factories in New England.

Challenger brands in five numbers

- On: 3.01 billion francs of net sales in 2025, a 62.8 percent gross margin and 41.8 percent of sales direct to consumers.
- HOKA: 2.59 billion dollars in fiscal 2026, up 15.9 percent, now 47 percent of Deckers revenue.
- Asics: 810.9 billion yen in 2025, with Onitsuka Tiger earning a 37.7 percent category margin.
- New Balance: 9.2 billion dollars in 2025, with apparel and owned retail each above 1 billion dollars for the first time.
- Amer Sports: Technical Apparel (mainly Arcteryx) grew 30 percent to 2.86 billion dollars and Outdoor Performance (mainly Salomon) 31 percent to 2.40 billion dollars.

Chinese Brands

The rise of the Chinese sportswear groups

Anta Sports is now the third largest sportswear company in the world by revenue and the most profitable large one. Revenue rose 13.3 percent to a record 80.22 billion yuan in 2025, and operating profit grew 15.0 percent to 19.09 billion yuan. The group is no longer a single-brand business: FILA, which Anta owns in China, contributed 28.47 billion yuan, and its other brands, led by Descente and Kolon Sport, grew 59.2 percent to 17.00 billion yuan.

Anta Sports Revenue by Brand Segment, 2025 (billion yuan)Group revenue of 80.22 billion yuan; Amer Sports and Puma are associates and not included.

Data:

ANTA Sports annual results 2025.

Note:

all other brands include Descente, Kolon Sport and MAIA ACTIVE. Compiled by BusinessStats.Switch to the table for exact figures.

Less than half is the ANTA brand: FILA and the newer brands now make up 57 percent of group revenue.

The growth mix shifted again in the first half of 2026. Group revenue rose 12.9 percent to 43.51 billion yuan with an operating margin of 27.0 percent, but the ANTA brand grew only 4.8 percent while the other brands grew 44.2 percent. FILA earned an operating margin of 28.7 percent. Anta is also the largest shareholder in Amer Sports, the Helsinki-based owner of Arcteryx, Salomon and Wilson, and since October 2026 in Puma, giving it influence over two of the fastest-moving and one of the most troubled Western brands.

Li Ning, the other large Chinese group, has grown far more slowly. Revenue rose 3.2 percent to 29.60 billion yuan in 2025, gross margin slipped to 49.0 percent and net profit fell to 2.94 billion yuan, a 9.9 percent net margin. Its business is spread across footwear (49.5 percent), apparel (41.6 percent) and equipment, and its LI-NING brand makes 31 percent of its revenue through e-commerce.

MEASURE	ANTA SPORTS	LI NING
Revenue	RMB 80.22 billion (+13.3%)	RMB 29.60 billion (+3.2%)
In US dollars	about $11.16 billion	about $4.12 billion
Operating margin	23.8%	not used, see note
Profit attributable	RMB 13.59 billion (excluding one-off gain)	RMB 2.94 billion
First half 2026 revenue	RMB 43.51 billion (+12.9%)	not covered here
Workforce	more than 69,100	not disclosed in release

The contrast with Nike is stark. In the same twelve months that Nike lost 11 percent of its Greater China revenue, Anta, which earns most of its revenue in China, grew 13.3 percent and Amer Sports grew 43 percent in the region. The growth of digital retail in China, which favours domestic brands with strong online channels, is covered in our report on AI-driven retail in China.

Tariffs

Tariffs: what the companies said in 2025 and 2026

US tariffs were the biggest external cost shock of 2025. Most sportswear is made in Asia, above all in Vietnam, Indonesia and China, and the companies with the largest US sales were hit hardest. In September

2025 Nike estimated the gross incremental cost of new tariffs at about 1.5 billion dollars on an annualised basis. In July 2025 adidas said US tariffs would add about 200 million euros to its 2025 costs. Columbia reported 31 million dollars of incremental US tariffs in its 2025 gross margin before mitigation.

The picture changed in February 2026, when the US Supreme Court invalidated tariffs imposed under IEEPA. Companies began recording refunds, which flattered 2026 results. Nike booked 986 million dollars, lululemon 134.5 million dollars in one quarter, and Puma 15.4 million euros in the second quarter with about 33.8 million euros more received in July. Tariffs under other legal authorities remain, and several companies warned that rates could rise again. The wider tariff data are in our reports on US tariff statistics and the economic impact of the 2026 tariffs.

COMPANY	STATEMENT	DATE
Nike	Gross incremental tariff cost of about $1.5 billion, annualised	September 2025
Nike	Expected IEEPA tariff recovery of $986 million booked in Q4; more than $300 million received in cash by 31 May	June 2026
adidas	US tariffs to add about EUR 200 million to 2025 costs	July 2025
adidas	Possible US tariff refunds of $250 to 300 million excluded from 2026 guidance	July 2026
Puma	Lower sourcing costs fully offset the effect of US tariffs on 2025 gross margin	February 2026
lululemon	IEEPA refunds of $134.5 million added 5.6 points to Q2 gross margin	September 2026
Amer Sports	Net tariff refunds added about 3.9 points to Q2 adjusted operating margin	August 2026
Under Armour	Higher tariffs were the main cause of a 2.4 point fall in FY2026 gross margin; FY2027 guidance assumes about $70 million of refunds	May 2026
Columbia	$31 million of incremental US tariffs in 2025; about 3 points of margin pressure in 2026 guidance before mitigation	February 2026
Asics	US tariff impact to be absorbed through price optimisation; tariffs cut 0.9 points from the 2026 gross margin plan	February 2026

2026 Guidance

What the companies expect next

Company guidance for the current fiscal year shows the two-speed pattern continuing. Amer Sports raised its 2026 forecast to about 24 percent reported growth and On expects growth in the low 20 percent range at constant currency. adidas expects 9 to 10 percent. At the other end, Nike expects revenue to fall by a high single-digit percentage in fiscal 2027, lululemon cut its fiscal 2026 forecast to a decline of 5 to 7 percent, and Puma expects a low to mid single-digit decline.

COMPANY	PERIOD	REVENUE GUIDANCE	PROFIT GUIDANCE
Amer Sports	2026	about +24% reported	Adjusted operating margin 14.2 to 14.5%
On	2026	low 20s % currency-neutral, CHF 3.47 to 3.56 billion	Adjusted EBITDA margin 19.5 to 20.0%
Asics	2026	JPY 950 billion	Operating margin about 18%
adidas	2026	+9 to 10% currency-neutral	Operating profit about EUR 2.3 billion
Deckers	FY2027, to March 2027	$5.86 to 5.91 billion	Operating margin about 21.5%
VF Corporation	FY2027, to March 2027	+1 to 2% constant currency	Adjusted operating margin about 8%
Columbia	2026	$3.43 to 3.50 billion	Operating margin 6.2 to 6.9%
Under Armour	FY2027, to March 2027	slight decline	Operating income $96 to 116 million
Puma	2026	low to mid single-digit decline	EBIT loss of EUR 50 to 150 million
lululemon	FY2026, to January 2027	$10.35 to 10.50 billion (-5 to -7%)	Diluted EPS $9.48 to 9.73
Nike	FY2027, to May 2027	high single-digit decline	Adjusted EPS $1.15 to 1.35

If these forecasts hold, Nike would remain the largest company by a wide margin but would fall further below its fiscal 2024 peak, while Amer Sports could pass 8 billion dollars and approach Puma and VF. The 2026 World Cup and other major events gave several brands a lift this year; the biggest sports properties by audience are compared in our report on the most popular sports leagues and events.

Corrected Claims

Figures that needed correcting

An earlier version of this page repeated several figures that circulate widely but do not match the company reports. They are corrected here.

What the company reports actually show

- Nike at 51 billion dollars: that was fiscal 2024 (51.4 billion dollars). Nike revenue was 46.3 billion dollars in fiscal 2025 and 46.4 billion dollars in fiscal 2026.
- adidas growing 18 percent: adidas grew 12 percent currency-neutral in 2024 and 10 percent in 2025 (4.8 percent in euros). Excluding Yeezy, the adidas brand grew 13 percent in both years.
- Lululemon at 10.6 billion dollars: that was fiscal 2024. Fiscal 2025 revenue was 11.1 billion dollars, and the company now forecasts a decline in fiscal 2026.
- New Balance tripling from 3.3 billion dollars: New Balance itself reports 7.8 billion dollars in 2024 and 9.2 billion dollars in 2025; the 3.3 billion dollar starting point could not be verified and is not used.
- On growing 285 percent in three years: On net sales rose 220 percent from 2021 to 2024 and 147 percent from 2022 to 2025, according to its annual reports.
- Market-share and total market estimates from private research firms (such as a 190 billion dollar market) have been removed because they are not published by an official or company source.

Key Facts

Sportswear companies in eight numbers

$46.4BNike revenueFY2026, flat.EUR 24.8Badidas record revenue2025, +10% currency-neutral.RMB 80.2BAnta Sports revenue2025, +13.3%.+30.0%On net sales growth2025, reported.-22%Nike Greater ChinaQ1 FY2027.23.8%Anta operating marginHighest of the group.29.06%Anta stake in PumaCompleted October 2026.52%Nike footwear made in VietnamFY2026. FAQ

Sports brand questions answered from company reports

Nike, with revenue of 46.4 billion dollars in the fiscal year to May 2026. adidas is second with 24.81 billion euros in 2025 (about 28.1 billion dollars) and Anta Sports third with 80.22 billion yuan (about 11.2 billion dollars).

Nike reported 46.4 billion dollars for fiscal 2026, which ended on 31 May 2026. That was flat on fiscal 2025 and down from 51.4 billion dollars in fiscal 2024. In the first quarter of fiscal 2027 revenue fell 4 percent to 11.2 billion dollars.

adidas reported record revenue of 24.81 billion euros in 2025, up 10 percent currency-neutral and 4.8 percent in euros, with an operating profit of 2.06 billion euros.

Among the companies in this report, On grew fastest in its latest full year (+30.0 percent reported, +35.6 percent currency-neutral in 2025), followed by Amer Sports (+27 percent), Asics (+19.5 percent) and New Balance (+19 percent).

Anta Sports had the highest operating margin at 23.8 percent in 2025, followed by Deckers (about 23 percent), lululemon (19.9 percent) and Asics (17.6 percent). Nike and adidas both earned about 8.3 percent.

Anta Sports completed the purchase of a 29.06 percent stake in Puma from the Pinault family holding company Groupe Artemis in October 2026, becoming its largest shareholder. Puma remains listed in Germany.

New Balance is private, but it said its 2025 sales were 9.2 billion dollars, up 19 percent, after 7.8 billion dollars in 2024. It employs about 14,000 people.

Nike estimated new US tariffs would cost about 1.5 billion dollars a year and adidas about 200 million euros in 2025. After the Supreme Court struck down IEEPA tariffs in February 2026, companies began booking refunds, including 986 million dollars at Nike.

Nike Greater China revenue fell 11 percent to 5.85 billion dollars in fiscal 2026 and 22 percent in the quarter to August 2026. Nike said it has more work to do in China, while local groups such as Anta and Western outdoor brands such as Arcteryx kept growing there.

Sources

NIKE, Inc. - fiscal 2026 fourth quarter and full year results (30 June 2026), Form 10-K for fiscal 2026 and fiscal 2027 first quarter results (September 2026).

adidas AG - full year 2025 results, Annual Report 2025 segmental information and second quarter 2026 results (July 2026).

PUMA SE - full year 2025 results (February 2026) and Q2 2026 results (July 2026).

ANTA Sports Products Ltd - 2025 annual results (March 2026), 2026 interim results (August 2026) and announcements on the Puma stake (January and October 2026).

Amer Sports, Inc. - fourth quarter and fiscal 2025 results (February 2026) and second quarter 2026 results (August 2026).

lululemon athletica inc. - fiscal 2025 results (March 2026) and second quarter fiscal 2026 results (September 2026).

VF Corporation - fiscal 2026 results release and Form 10-K (May 2026).

Deckers Brands - fiscal 2026 fourth quarter and full year results (May 2026) and earlier annual results for HOKA brand sales.

On Holding AG - full year 2025 results and Form 20-F, earlier annual reports, and Q2 2026 results (August 2026).

ASICS Corporation - consolidated financial summary for the fiscal year ended 31 December 2025.

Skechers U.S.A., Inc. - 2024 annual results and completion of the 3G Capital acquisition (12 September 2025).

New Balance Athletics, Inc. - 2025 business update by the chief executive, and 2024 sales statement.

Li Ning Company Limited - 2025 annual results announcement and presentation (March 2026).

Under Armour, Inc. - fourth quarter and full year fiscal 2026 results (May 2026).

Columbia Sportswear Company - fourth quarter and full year 2025 results (February 2026).

Board of Governors of the Federal Reserve System - G.5A foreign exchange rates, 2025 annual averages (January 2026).

All revenue, profit and channel figures are as reported by the companies. Dollar conversions, shares of revenue, margins marked as calculated and growth multiples are BusinessStats calculations. Guidance figures are company forecasts, not results. Market size and market share estimates from private research firms used in the previous edition of this page have been removed.

HOW TO CITE THIS BOOK

Business Stats (2026). Sports & Recreation: statistics and facts. Retrieved Oct 18, 2026, https://businesstats.com/sports-recreation-topic-overview/

Methodology

Every figure comes from a Business Stats report that names its primary source: statistics offices, central banks, company filings and original surveys. Estimates and projections are labelled as such.

Free to reuse under CC BY 4.0 with credit to Business Stats. Business Stats takes great care over accuracy but cannot guarantee it; check the linked original sources before making decisions.

Read online: https://businesstats.com/sports-recreation-topic-overview/