



BusinessStats

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STATISTICS DOSSIER

Sports & Recreation: statistics and facts

54 reports · 7 sections · Edition October 2026

5

REAL MADRID TITLES
(RECORD)

16

EDITIONS, 2009-2024

\$24.1B

NFL REVENUE 2025 —
WORLD'S #1 SPORTS
LEAGUE

\$6.8T

VALUE IN 2024

ABOUT THIS DOSSIER

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.

KEY FIGURES AT A GLANCE

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5	Real Madrid Titles (Record)	Most Club World Cup Titles: Real Madrid's 5 Lead 2000-2026
16	Editions, 2009-2024	FIFA Puskas Award Winners 2009-2026: Every Best Goal
\$24.1B	NFL Revenue 2025 — World's #1 Sports League	NFL Statistics and Facts 2026 — Revenue, Viewership, Teams, Super Bowl, Records
\$6.8T	Value in 2024	Wellness Market Value: \$6.8 Trillion in 2024, \$9.8T by 2029
\$55.7M	Curry — Highest Salary	NBA Top Earner Makes HOW MUCH? 2026 Full Salary List

**\$78.72B**

Commercial GGR 2025 (Record)

Gambling in the United States — Statistics & Facts
2026**\$46.4B**

Nike Revenue, FY2026

Sports Brands Statistics 2026: Nike \$46.4B Leads 15
Rivals**\$110M**

Team Prize Fund

Womens World Cup 2023 Prize Money per Team,
\$2.25M to \$10.5M**CONTENTS****1. World Cup**

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01

World Cup

32 reports

1.1

Most Club World Cup Titles: Real Madrid's 5 Lead 2000-2026

Updated Jun 16, 2026

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

Real Madrid has won the most FIFA Club World Cup titles with five, ahead of Barcelona's three, while Chelsea won the first 32-team edition in 2025.

Full report with charts and data: businessstats.com/won-titles-at-the-club-world-cup-since-2000

1.2

Womens World Cup 2023 Prize Money per Team, \$2.25M to \$10.5M

Updated Oct 18, 2026

\$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

Exact 2023 Womens World Cup payout for all 32 nations: Spain \$10.5M, England \$7.5M, players \$30K to \$270K each. Sortable table, confederation totals, FIFPRO.

Full report with charts and data: businessstats.com/womens-world-cup-prize-money-breakdown



1.3

Womens World Cup Prize Money Is Up 19x. Will 2027 Hit \$655M?

Updated Oct 18, 2026

\$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

FIFA paid \$5.8M in 2007 and \$110M in 2023. Eight months before Brazil 2027 no fund is set: what parity with the \$655M men pool would mean, edition by edition.

Full report with charts and data: businessstats.com/womens-world-cup-prize-money

1.4

Most Women's World Cup Appearances: Lilly's 30 Matches

Updated Jun 16, 2026

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

Kristine Lilly holds the Women's World Cup appearance record with 30 matches, while Brazil's Formiga played a record seven tournaments from 1995 to 2019.

Full report with charts and data: businessstats.com/most-womens-world-cup-appearances



1.5

Women's World Cup Top Scorers: Marta's 17 Goals Lead

Updated Jun 16, 2026

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

Marta leads all-time Women's World Cup scoring with 17 goals, ahead of Birgit Prinz and Abby Wambach on 14, across nine tournaments from 1991 to 2023.

Full report with charts and data: businessstats.com/womens-world-cup-top-scorers-all-time

1.6

FIFA Net Income 2015-2026: World Cup Years Drive Profit

Updated Jun 9, 2026

\$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

FIFA's net income swings with its four-year cycle: losses in non-World Cup years and profits over \$1.8 billion in 2018 and 2022, with a record 2026 projected.

Full report with charts and data: businessstats.com/fifa-net-income



1.7

Women World Cup Winners by Country: USA 4 Titles Lead

Updated Jun 9, 2026

4

USA TITLES (MOST)

2

GERMANY TITLES

9

EDITIONS PLAYED

5

DIFFERENT CHAMPIONS

32

TEAMS IN 2023

1

SPAIN'S FIRST TITLE

The USA has won the most FIFA Women's World Cup titles with four, ahead of Germany's two, while Norway, Japan and Spain have each won one from 1991 to 2023.

Full report with charts and data: businessstats.com/womens-world-cup-title-winners

1.8

Which Team Had the Oldest Squad at World Cup 2022? Average Age

Updated May 31, 2026

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

YOUSSEOUFA MOUKOKO (GERMANY)
- THE YOUNGEST PLAYER

Iran had the oldest squad at World Cup 2022 (average age 28.9), while Ghana was the youngest at 24.7. Full ranking of all 32 teams by average player age.

Full report with charts and data: businessstats.com/average-player-age-national-teams-qatar-world-cup



1.9

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

Updated May 31, 2026

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

Barcelona had the most players at World Cup 2022 with 17, an all-time record, ahead of Bayern Munich and Manchester City (16). Full ranking of clubs by players.

Full report with charts and data: businessstats.com/clubs-most-world-cup-players

1.10

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

Updated May 31, 2026

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

The Premier League sent the most players to World Cup 2022 with 136, almost double La Liga's 83. Full ranking of the top leagues at Qatar 2022.

Full report with charts and data: businessstats.com/league-most-world-cup-players

1.11

Who Was the Top Scorer at World Cup 2022? Golden Boot Goals

Updated May 30, 2026

8

MBAPPE'S GOALS - GOLDEN BOOT WINNER AT WORLD CUP 2022

7

MESSI'S GOALS - 2ND, WON GOLDEN BALL AND THE TROPHY

172

TOTAL GOALS - A RECORD FOR A 32-TEAM WORLD CUP

2.69

GOALS PER MATCH - ACROSS 64 GAMES AT QATAR 2022

3

MBAPPE'S FINAL HAT-TRICK - FIRST IN A WC FINAL SINCE 1966

4

GOALS EACH - ALVAREZ AND GIROUD TIED FOR THIRD

Kylian Mbappe won the World Cup 2022 Golden Boot with 8 goals, including a final hat-trick, ahead of Messi (7). Full list of top scorers at Qatar 2022.

Full report with charts and data: businessstats.com/world-cup-qatar-top-scorers

1.12

Who Was the Most Valuable Player at World Cup 2022? Player Values

Updated May 30, 2026

EUR 202M

JUDE BELLINGHAM - MOST VALUABLE PLAYER AT WORLD CUP 2022

EUR 201M

VINICIUS JUNIOR - BRAZIL'S TOP PLAYER, SECOND OVERALL

EUR 185M

KYLIAN MBAPPE - FRANCE'S MOST VALUABLE, 4TH OVERALL

19

BELLINGHAM'S AGE - YOUNGEST-EVER MOST VALUABLE WC PLAYER

EUR 165.6M

HAALAND - MOST VALUABLE PLAYER WHO MISSED THE TOURNAMENT

13.5%

BELLINGHAM'S SHARE OF ENGLAND'S ENTIRE SQUAD VALUE

Jude Bellingham was the most valuable player at World Cup 2022 (EUR 202M), just ahead of Vinicius Junior and Phil Foden. Full ranking of the top players.

Full report with charts and data: businessstats.com/top-player-market-value-qatar-world-cup



1.13

Which World Cup 2022 Squad Was Worth the Most? Team Market Values

Updated May 30, 2026

EUR 1.26B

ENGLAND - MOST VALUABLE SQUAD
AT WORLD CUP 2022

EUR 1.14B

BRAZIL - SECOND MOST VALUABLE
SQUAD

EUR 12.4B

COMBINED VALUE OF ALL 32
SQUADS (TRANSFERMARKT)

EUR 14.9M

QATAR - LEAST VALUABLE SQUAD
OF THE 32 TEAMS

7th

ARGENTINA'S VALUE RANK - YET
THEY WON THE TITLE

85x

ENGLAND'S SQUAD VALUE VS
QATAR'S

England had the most valuable squad at World Cup 2022 (EUR 1.26B). All 32 teams ranked by market value, from Brazil and France to Qatar's EUR 14.9M.

Full report with charts and data: businessstats.com/value-of-the-national-teams-at-the-qatar-world-cup

1.14

How Does FIFA Pay Clubs and Teams? World Cup Contributions 2002-2022

Updated May 29, 2026

\$649M+

TOTAL FINANCIAL CONTRIBUTIONS
TO TEAMS AND CLUBS AT QATAR
2022

\$440M

QATAR 2022 PRIZE POOL -
DISTRIBUTED TO 32 NATIONAL
TEAMS

\$209M

2022 CLUB BENEFIT PROGRAMME -
440 CLUBS IN 51 COUNTRIES

\$4.6M

MANCHESTER CITY - HIGHEST CLUB
PAYMENT AT QATAR 2022

\$355M

2026 CLUB BENEFIT PROGRAMME -
CONFIRMED BY FIFA/ECA

0 to \$209M

CLUB BENEFIT PROGRAMME
GROWTH: 2002 LAUNCHED IN 2010

FIFA paid \$649M+ to clubs and national teams at Qatar 2022 - including \$209M just to clubs. Club payments grew from \$0 in 2002. Full data, 4 programmes.

Full report with charts and data: businessstats.com/fifa-world-cup-prize-money



1.15

World Cup Winners Prize Money Hit \$50M as Spain Won 2026

Updated Oct 18, 2026

\$50M

SPAIN, 2026 CHAMPION

\$33M

ARGENTINA, RUNNER UP

\$17M

VALUE OF WINNING THE FINAL

7.6%

CHAMPION SHARE OF \$655M

\$50.5M

FRANCE 2018 IN JULY 2026
DOLLARS

\$80M

SPAIN, TWO TITLES COMBINED

Spain earned a record \$50M for the 2026 World Cup, \$17M more than Argentina. Every champion prize since 2010, its share of the pot and value after inflation.

Full report with charts and data: businessstats.com/fifa-world-cup-winners-prize-money

1.16

World Cup Goals Per Tournament: 172-Goal 2022 Record

Updated Sep 3, 2026

172

QATAR 2022 - RECORD TOTAL
GOALS, 2.69 PER GAME

5.38

SWITZERLAND 1954 - ALL-TIME
GOALS PER GAME RECORD

2,720

TOTAL GOALS ACROSS ALL 22
WORLD CUPS 1930-2022

2.21

ITALY 1990 - LOWEST GOALS PER
GAME IN MODERN ERA

964

TOTAL MATCHES PLAYED ACROSS
ALL 22 EDITIONS

2.82

ALL-TIME AVERAGE GOALS PER
MATCH (2,720 / 964)

Goals at every FIFA World Cup, 1930-2022: Qatar 2022 holds the record (172), 1954 the highest rate (5.38 per game), and 2,720 across 22 editions.

Full report with charts and data: businessstats.com/number-of-goals-scored-at-fifa-world-cups-since-1930



1.17

Players With the Most World Cup Appearances 1930-2022 – Messi 26, Matthaus 25

Updated May 28, 2026

26

MESSI - ALL-TIME RECORD, 5 TOURNAMENTS 2006-2022

25

MATTHAUS - GERMANY, 5 TOURNAMENTS 1982-1998

24

KLOSE - GERMANY, 4 TOURNAMENTS 2002-2014

23

MALDINI - ITALY, 4 TOURNAMENTS, MOST WITHOUT WINNING

2216

MALDINI - RECORD WORLD CUP MINUTES PLAYED

5

GERMANY PLAYERS IN ALL-TIME TOP 15 - MORE THAN ANY NATION

Messi holds the World Cup appearance record with 26 matches (5 tournaments). Matthaus 2nd (25), Klose 3rd (24), Maldini 4th (23). Full table 1930-2022.

Full report with charts and data: businessstats.com/players-most-matches-fifa-world-cup

1.18

Countries With the Most Men's World Cup Titles 1930-2022 – Brazil 5, Germany 4

Updated May 28, 2026

5

BRAZIL - MOST TITLES, 1958 TO 2002, ONLY 5-TIME CHAMPION

4

GERMANY AND ITALY - JOINT 2ND, 4 TITLES EACH

3

ARGENTINA - 3 TITLES AFTER QATAR 2022 WIN

8

NATIONS THAT HAVE WON THE WORLD CUP IN 92 YEARS

22

TOTAL WORLD CUP EDITIONS 1930-2022

0

AFRICAN, ASIAN, OR NORTH AMERICAN NATIONS TO WIN

Brazil have won the most World Cup titles with 5 (1958-2002). Germany and Italy follow with 4 each. Argentina 3rd with 3. Full title history 1930-2022.

Full report with charts and data: businessstats.com/number-of-world-cup-titles-won-by-country-since-1930

1.19

Players With the Most World Cup Goals 1930–2022 – Klose 16 Goals All-Time Record

Updated May 27, 2026

16

MIROSLAV KLOSE - ALL-TIME RECORD, GERMANY, 4 TOURNAMENTS

15

RONALDO - BRAZIL, 4 TOURNAMENTS 1994-2006

13

JUST FONTAINE - ALL IN ONE TOURNAMENT (1958)

13

LIONEL MESSI - 5 TOURNAMENTS 2006-2022

12

KYLIAN MBAPPE - 2 TOURNAMENTS, CLOSEST ACTIVE CHALLENGER

2.17

JUST FONTAINE GOALS PER GAME - MOST PROLIFIC EVER

Klose holds the World Cup record with 16 goals. Ronaldo 2nd (15), Gerd Muller 3rd (14). Messi and Fontaine joint 4th (13). Full top scorers table 1930-2022.

Full report with charts and data: businessstats.com/leading-scorers-at-the-fifa-world-cup-since-1930

1.20

All Time World Cup Table 1930–2022 – Brazil Top With 247 Points

Updated May 27, 2026

247

BRAZIL - 1ST ALL-TIME, 5 TITLES, 22/22 EDITIONS

225

GERMANY - 2ND, 4 TITLES, 21 EDITIONS

158

ARGENTINA - 3RD AFTER QATAR 2022 WIN

237

BRAZIL GOALS - MOST BY ANY NATION EVER

8

NATIONS THAT HAVE WON THE WORLD CUP IN 92 YEARS

80+

NATIONS HAVE COMPETED AT LEAST ONCE 1930-2022

Brazil top the all-time World Cup table with 247 points. Germany 2nd (225pts), Argentina 3rd (158pts). Full sortable table for all nations 1930-2022.

Full report with charts and data: businessstats.com/all-time-standings-of-national-soccer-teams-at-the-world-cup-since-1930



1.21

FIFA World Cup 2022 Prize Money Distribution – \$440M Total, \$42M for Argentina

Updated May 27, 2026

\$440M

TOTAL PRIZE POOL - \$40M UP FROM RUSSIA 2018

\$42M

ARGENTINA - CHAMPION PRIZE, HIGHEST EVER AT THAT TIME

\$30M

FRANCE - RUNNER-UP PRIZE

\$9M

MINIMUM PRIZE - EVERY GROUP STAGE TEAM GUARANTEED

\$25M

MOROCCO - 4TH PLACE, RECORD FOR AFRICAN NATION

\$209M

CLUB BENEFIT PROGRAMME - PAID TO 440 CLUBS

Argentina won \$42M at World Cup 2022. Runner-up France \$30M. Group exit: \$9M each. Full \$440M prize distribution by stage, team, and confederation.

Full report with charts and data: businessstats.com/prize-money-distribution-qatar-world-cup

1.22

FIFA World Cup Total Prize Pool 2002-2026 — \$40M to \$655M

Updated May 26, 2026

\$655M

TOTAL 2026 PRIZE POOL - 50% UP FROM QATAR 2022

\$50M

CHAMPION PRIZE 2026 - ALL-TIME RECORD

\$9M

GROUP STAGE MINIMUM - EVERY TEAM GUARANTEED

\$40M

TOTAL PRIZE POOL 2002 - 1,538% GROWTH IN 24 YEARS

\$727M

TOTAL FUND INCL. PREP BONUSES AND CLUB BENEFITS

\$215M

INCREASE VS QATAR 2022 - BIGGEST JUMP IN HISTORY

FIFA World Cup prize pool grew from \$40M (2002) to \$655M (2026). Winner gets \$50M. Group exit gets \$9M. Full breakdown by stage 2002-2026.

Full report with charts and data: businessstats.com/fifa-world-cup-prize-pot



1.23

Distribution of Games at FIFA World Cup 2026 by Location – All 16 Host Cities

Updated May 25, 2026

9

DALLAS - MOST MATCHES OF ANY CITY (AT&T STADIUM)

78

USA MATCHES - 75% OF ALL 104 (11 HOST CITIES)

13

MEXICO MATCHES - 3 CITIES (MEXICO CITY, GUADALAJARA, MONTERREY)

13

CANADA MATCHES - 2 CITIES (TORONTO, VANCOUVER)

Dallas and Atlanta lead with 9 and 8 matches each. USA hosts 78 of 104 total. Mexico and Canada host 13 each. Full match distribution by city and country.

Full report with charts and data: businessstats.com/matches-fifa-world-cup-city-country

1.24

Confederation With Most Teams at FIFA World Cup 2026 – UEFA 16, CAF 10, AFC 9

Updated May 25, 2026

16

UEFA (EUROPE) - MOST TEAMS, 33% OF TOTAL FIELD

10

CAF (AFRICA) - DOUBLED FROM 5 AT QATAR 2022

9

AFC (ASIA) - NEARLY DOUBLED FROM 4.5 AT QATAR 2022

6

CONMEBOL - 6 OF 10 SOUTH AMERICAN NATIONS (60%)

6

CONCACAF - INCLUDING 3 CO-HOSTS (USA, MEXICO, CANADA)

1

OFC - NEW ZEALAND, FIRST GUARANTEED OCEANIA SPOT

UEFA leads with 16 teams. CAF doubled from 5 to 10. AFC nearly doubled to 9. Full 48-team World Cup 2026 breakdown by confederation.

Full report with charts and data: businessstats.com/fifa-world-cup-teams-confederations



1.25

Top Teams Most Likely to Win FIFA World Cup 2026 – Odds and Chances

Updated May 24, 2026

20%

SPAIN - HIGHEST WIN PROBABILITY
(+400 BETMGM)

2.4%

USA - HOST NATION ODDS (+4000-6000)

18.2%

FRANCE - #2 FAVORITE (+450)

\$370M

PREDICTION MARKET TRADING
VOLUME (KALSHI + POLYMARKET)

14.3%

ENGLAND - BEST ODDS OF ANY
NON-WINNER (+600)

0/5

#1 RANKED TEAM HAS WON 0 OF
LAST 5 WORLD CUPS

Spain 20% chance. France 18%. England 14%. But the #1 ranked team has NEVER won any of the last 5 World Cups. Who wins in 2026? Full odds and analysis.

Full report with charts and data: businessstats.com/win-probability-fifa-world-cup-teams

1.26

Total Cost of Hosting the World Cup 1994-2022 – \$0.5B USA to \$220B Qatar

Updated May 30, 2026

\$220B

QATAR 2022 - MOST EXPENSIVE
WORLD CUP AND SPORTING EVENT
EVER

\$0.5B

USA 1994 - CHEAPEST, USED
EXISTING STADIUMS

\$15B

BRAZIL 2014 - SECOND MOST
EXPENSIVE, SPARKED MASS
PROTESTS

19x

QATAR COST MULTIPLE VS THE
PREVIOUS WORLD CUP

\$11.6B

RUSSIA 2018 - THIRD MOST
EXPENSIVE WORLD CUP

\$6.5-10B

QATAR STADIUM COST - REST WAS
NATIONAL INFRASTRUCTURE

USA 1994: \$0.5B. Qatar 2022: \$220B. A 440x cost explosion in 28 years. Full hosting cost for every World Cup with stadium and infrastructure breakdown.

Full report with charts and data: businessstats.com/world-cup-host-total-costs



1.27

FiFa World Cup 2026 Tourism Impact: 6.8M Fans, Overseas Trips -7%

Updated Oct 11, 2026

6.81M

STADIUM ATTENDANCE

99.7%

SEATS FILLED

-7.0%

US OVERSEAS ARRIVALS, JULY

\$680M

EXTRA US ROOM REVENUE

+28.6%

CANADA ARRIVALS FROM TEAM
NATIONS

\$3.5B

NY AND NJ ECONOMIC IMPACT

World Cup 2026 tourism results: 6.81M fans and \$680M extra US hotel room revenue, yet overseas arrivals to the US fell 7% in July. Forecasts vs actual data.

Full report with charts and data: businessstats.com/fifa-world-cup-2026-tourism-impact

1.28

Share of US Adults Planning to Buy FIFA World Cup 2026 Tickets – Survey Data

Updated May 24, 2026

14%

US ADULTS PLAN TO BUY TICKETS
(YOUNGOV APRIL 2026)

78%

US ADULTS SAY NO TO BUYING
TICKETS

75%

PLAN TO FOLLOW TOURNAMENT IN
SOME WAY (PERFORMANCE
RESEARCH)

41%

GEN Z (18-29) INTEREST - HIGHEST
AGE GROUP

57%

CITE TICKET PRICES AS BIGGEST
BARRIER

32%

PLAN TO ACTIVELY WATCH
(NUMERATOR MAY 2026)

Only 14% of US adults plan to buy World Cup 2026 tickets. 78% say no. But 75% plan to follow. Gen Z leads at 41% interest. Full survey data and fan sentiment.

Full report with charts and data: businessstats.com/world-cup-interest-us-2026

1.29

FIFA World Cup 2026 Investment Budget Breakdown – \$3.76B by Segment

Updated May 24, 2026

\$3.76B

TOTAL FIFA INVESTMENT BUDGET -
WORLD CUP 2026

\$1.12B

OPERATIONS - LARGEST SEGMENT
(30%)

\$1.02B

PRIZES AND FINANCIAL
CONTRIBUTIONS (27%)

\$813M

TEAM SERVICES - 48 TEAMS
ACROSS 39 DAYS (22%)

\$655M

PRIZE POOL WITHIN PRIZES
SEGMENT (+50% VS 2022)

\$86M

ADMINISTRATION - JUST 2% OF
TOTAL BUDGET

FIFA spending \$3.76B on World Cup 2026. Operations \$1.12B. Prizes \$1.02B. Team services \$813M. Full budget breakdown by segment from FIFA-WTO March 2025.

Full report with charts and data: businessstats.com/investment-budget-fifa-world-cup

1.30

FIFA World Cup 2026 Spending by Source – \$13.9B Total Expenditure Breakdown

Updated May 23, 2026

\$13.9B

TOTAL ESTIMATED EXPENDITURE -
FIFA-WTO MARCH 2025

\$6.2B

TOURIST/VISITOR SPENDING -
LARGEST SHARE (45%)

\$3.76B

FIFA OPERATIONAL SPENDING (27%
OF TOTAL)

\$4.264B

TV BROADCASTING RIGHTS
REVENUE - RECORD

+216%

MATCHDAY REVENUE INCREASE VS
QATAR 2022

\$655M

PRIZE POOL (+50% VS QATAR 2022
\$440M)

\$13.9B total spending. \$6.2B from tourists. \$3B matchday revenue (+216% vs Qatar). Full FIFA World Cup 2026 expenditure breakdown by source.

Full report with charts and data: businessstats.com/fifa-world-cup-investment-spending

1.31

FIFA World Cup 2026 Host Cities Distribution – USA 11, Canada 2, Mexico 3

Updated May 23, 2026

16

TOTAL HOST CITIES ACROSS THREE COUNTRIES

11

US HOST CITIES - 78 MATCHES (75% OF TOTAL)

78

USA MATCHES OUT OF 104 TOTAL

92,542

ROSE BOWL LA - LARGEST VENUE CAPACITY

\$3.3B

NEW YORK/NJ - HIGHEST CITY ECONOMIC IMPACT

16 host cities. 3 countries. 1 World Cup final at MetLife Stadium. The USA hosts 75% of all matches across 11 cities while Mexico gets the opening game at Estadio Azteca. Full host city breakdown, stadium capacities, match allocation, and \$13B+ economic impact data.

Full report with charts and data: businessstats.com/fifa-world-cup-host-cities-countries

1.32

FIFA World Cup 2026 Statistics and Facts – USA, Mexico, Canada Host Nations

Updated May 23, 2026

48

TEAMS - FIRST 48-TEAM WORLD CUP (EXPANDED FROM 32 IN QATAR 2022)

104

TOTAL MATCHES - UP FROM 64 IN 32-TEAM TOURNAMENTS

16

HOST CITIES - 11 IN USA, 3 IN CANADA, 2 IN MEXICO

\$13B

FIFA REVENUE CYCLE 2023-2026 - HIGHEST WORLD CUP EVER

1.8B

PROJECTED FINAL VIEWERS - NEW ALL-TIME VIEWERSHIP RECORD

The biggest World Cup ever is here. 48 teams. 104 matches. \$150B in betting. A single ticket resold for \$143,750. FIFA World Cup 2026 across USA, Mexico and Canada breaks every record - \$13B revenue cycle, \$655M prize pool, 500 million ticket requests. Here are the numbers behind the spectacle

Full report with charts and data: businessstats.com/2026-fifa-world-cup



02

FIFA

12 reports

2.1

FIFA Puskas Award Winners 2009–2026: Every Best Goal

Updated Jun 16, 2026

16

EDITIONS, 2009-2024

16

DIFFERENT WINNERS

0

REPEAT WINNERS

2

BRAZILIAN WINNERS (MOST)

7

MESSI NOMINATIONS, 0 WINS

12

WINNING NATIONS

The FIFA Puskas Award for the best goal has gone to a different player every year since 2009, from Cristiano Ronaldo to Alejandro Garnacho in 2024.

Full report with charts and data: businessstats.com/puskas-award-winners-all-time

2.2

Best FIFA Women's Player Winners: Bonmati 3 Lead 2016–2026

Updated Jun 16, 2026

3

BONMATI'S WINS (RECORD)

7

DIFFERENT WINNERS

10

EDITIONS, 2016-2025

5

BARCELONA SEASONS

5

SPANISH WINS (MOST)

4

MIDFIELDER WINS

Aitana Bonmati has won The Best FIFA Women's Player award three times in a row since 2023, ahead of Putellas, with Barcelona producing five winning seasons.

Full report with charts and data: businessstats.com/fifa-best-womens-award-winners



2.3

The Best FIFA Men's Player Winners: Messi 3 Lead 2016–2026

Updated Jun 16, 2026

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

Lionel Messi has won The Best FIFA Men's Player award three times since 2016, ahead of Ronaldo and Lewandowski, with Ousmane Dembele the 2025 winner.

Full report with charts and data: businessstats.com/fifa-best-mens-award-winners

2.4

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

Updated Jun 16, 2026

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)

Spain lead the FIFA Women's World Ranking in 2026 with 2,083 points, just 28 ahead of the USA, with England, Germany and Japan completing the top five.

Full report with charts and data: businessstats.com/fifa-world-ranking-of-womens-national-soccer-teams



2.5

FIFA Total Expenses 2015–2026: Where the Money Goes

Updated Jun 16, 2026

\$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

FIFA's total expenses grew from \$5.29 billion in 2015–2018 to a confirmed \$6.30 billion in 2019–2022, with a projected \$10 billion for the 2023–2026 cycle.

Full report with charts and data: businessstats.com/expenses-of-the-football-association-fifa

2.6

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

Updated Jun 9, 2026

\$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

FIFA's revenue hit a record budgeted \$13 billion for 2023–2026, with 211 member associations and a 2022 World Cup final watched by nearly 1.5 billion people.

Full report with charts and data: businessstats.com/fifa



2.7

FIFA Sponsorship Revenue: How \$714M Became \$2.69 Billion (2003–2026)

Updated May 30, 2026

\$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

FIFA marketing rights grew from \$714M (2003–06) to \$1.8B (2019–22), with \$2.69B budgeted for 2023–26. FIFA Partners pay \$70–100M/year each.

Full report with charts and data: businessstats.com/fifa-revenue-from-marketing-rights-worldwide

2.8

How Much Does FIFA Make From TV Rights? Broadcasting Revenue 2015–2026

Updated May 30, 2026

\$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

FIFA's TV broadcasting revenue grew from \$3.13B (2015–2018) to \$3.43B (2019–2022), with \$4.26B budgeted for 2023–2026. Europe is the biggest market.

Full report with charts and data: businessstats.com/revenue-from-television-broadcasting-rights-of-fifa



2.9

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

Updated May 30, 2026

\$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

TV broadcasting is FIFA's biggest revenue stream at \$3.43B (45%). Marketing \$1.8B, hospitality/tickets \$949M, licensing \$769M. Full breakdown 2015-2026.

Full report with charts and data: businessstats.com/fifas-income-by-economic-sectors-in-2009

2.10

How Much Money Does FIFA Make? Revenue 2015–2026

Updated May 30, 2026

\$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)

FIFA earned a record \$7.57B in the 2019-2022 cycle and projects \$13B for 2023-2026. Qatar 2022 alone brought \$5.77B. Full revenue data 2015-2026.

Full report with charts and data: businessstats.com/revenue-of-the-football-association-fifa



2.11

Revenue: Hotel Rights, Catering, and Ticket Sales of FIFA 2008–2022

Updated May 25, 2026

\$929M

2022 RECORD - QATAR WC YEAR
(\$686M TICKETS + \$243M
HOSPITALITY)

\$5M

NON-WC YEAR AVERAGE - DROPS
99% BETWEEN WORLD CUPS

+35%

GROWTH FROM RUSSIA 2018
(\$689M) TO QATAR 2022 (\$929M)

\$3.1B

2026 PROJECTED TICKET REVENUE
ALONE (+352% VS 2022)

\$686M

QATAR 2022 TICKET SALES - 2.45M
TICKETS AT ~\$280 AVERAGE

\$243M

QATAR 2022 HOSPITALITY - +64%
VS RUSSIA 2018 (\$148M)

FIFA earned \$929M from hotel, catering and ticket sales in 2022. Up from \$5M in non-WC years. Tickets: \$686M. Hospitality: \$243M. Full 2008-2022 breakdown.

Full report with charts and data: businessstats.com/rights-hotel-catering-fifa-world

2.12

Highest-Ranked Men National Soccer Teams 2026 – FIFA World Ranking April 2026

Updated May 24, 2026

1,877

FRANCE #1 - 1,877.32 POINTS (UP 2
PLACES)

0.92

POINTS GAP #1 TO #2 - TIGHTEST
EVER

12/20

UEFA TEAMS IN TOP 20 - EUROPEAN
DOMINANCE

16th

USA RANKING - HOST NATION
POSITION

8th

MOROCCO - HIGHEST RANKED
AFRICAN TEAM

18th

JAPAN - HIGHEST RANKED ASIAN
TEAM

France #1 by just 0.92 points over Spain. Argentina #3. The tightest top-3 battle ever. Full FIFA men's ranking April 2026 with points and data.

Full report with charts and data: businessstats.com/world-ranking-of-national-soccer-teams



03

NFL

3 reports

3.1

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

Updated May 21, 2026

\$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

NFL statistics and facts 2026. \$24.1B revenue, 127.7M Super Bowl LIX viewers, Dallas Cowboys \$10.1B valuation, \$279.2M salary cap. League financials, TV viewers, fan data, Super Bowl history, attendance, league records, player salaries all in one place.

Full report with charts and data: businessstats.com/national-football-league

3.2

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

Updated Sep 3, 2026

\$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



The world's biggest sports leagues ranked for 2026: NFL leads at \$23B+, IPL is valued at \$18.5B, NBA at \$14.3B, and the Premier League draws 3.2B viewers.

Full report with charts and data: businessstats.com/most-popular-sports-leagues-events

3.3

Who is NFL Highest Paid Player 2026? Top 50 Salaries

Updated May 12, 2026

\$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

Dak Prescott hits \$60M. 8 QBs earn \$50M+. NFL salary cap at \$255M. Mahomes vs Allen vs Burrow who wins? Full 2026 NFL salary rankings & contract data.

Full report with charts and data: businessstats.com/nfl-players-with-the-highest-salaries



04

Wellness

2 reports

4.1

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

Updated Sep 21, 2026

\$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

The global wellness market grew from \$4.5 trillion in 2017 to \$6.8 trillion in 2024, and is forecast to reach \$9.8 trillion by 2029. See the full value trend.

Full report with charts and data: businessstats.com/wellness-market-value-worldwide

4.2

Wellness Industry Statistics: A \$6.8 Trillion Global Market

Updated Sep 21, 2026

\$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

The global wellness economy reached \$6.8 trillion in 2024, double its 2013 size. Explore the 11 sectors, leading markets, growth rates and forecasts to 2029.

Full report with charts and data: businessstats.com/wellness-industry-statistics



05

NBA

2 reports

5.1

NBA Top Earner Makes HOW MUCH? 2026 Full Salary List

Updated May 12, 2026

\$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

Curry earns \$679K per game. Jokic & Embiid tied at \$51.4M. 5 players cross \$50M for the first time ever. Full top-30 NBA salary rankings & cap data 2025/26.

Full report with charts and data: businessstats.com/nba-players-with-the-highest-salaries

5.2

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

Updated Apr 5, 2026

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

NBA player stats 2025-26: Jokić 27.9/12.9/10.9, Maxey 28.7 PPG, Avdija 24.2 PPG All-Star, Kawhi 24.3, Giddey 9.2 APG, Duren TS% #1, Siakam, Derrick White, Michael Porter Jr, Westbrook & Anthony Davis. Full per game stats, career facts & analysis.

Full report with charts and data: businessstats.com/nba-player-stats-2025-26



06

Gambling

2 reports

6.1

Gambling in the United States — Statistics & Facts 2026

Updated Mar 3, 2026

\$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

The US gambling market hit a record \$78.72B in 2025. Discover sports betting revenue, iGaming growth, state-by-state breakdowns, problem gambling stats, and the full market forecast to 2030.

Full report with charts and data: businessstats.com/gambling-in-the-united-states-statistics-facts

6.2

Gambling in Australia Statistics & Facts 2026 | BusinessStats

Updated May 30, 2026

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

Gambling in Australia statistics 2026: AU\$25.5B total losses, AU\$1,272 per capita - world #1. 196,000 pokies, sports betting boom & full 2030 forecasts.

Full report with charts and data: businessstats.com/gambling-in-australia-statistics-facts



07

More statistics

1 reports

7.1

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

Updated Oct 12, 2026

\$46.4B

NIKE REVENUE, FY2026

+30%

ON NET SALES GROWTH, 2025

\$28.1B

ADIDAS REVENUE, 2025

23.8%

ANTA OPERATING MARGIN

\$11.2B

ANTA SPORTS REVENUE, 2025

\$986M

NIKE IEEPA TARIFF RECOVERY

Nike booked \$46.4B in FY2026, adidas \$28.1B and Anta \$11.2B. Revenue, growth, margins, China, DTC and tariff data for 15 sportswear brands from filings.

Full report with charts and data: businessstats.com/sports-brands



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Every figure in this dossier comes from a Business Stats report that names its primary source: statistics offices, central banks, company filings and original surveys. The reports are updated continuously; this PDF shows them as of Oct 18, 2026.

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