

EUROPE Social Brands

842.5 M •

337.0 M

168.5 M •

TOTAL FANBASE 1.6 B

COUNTRIES ANALYSED

1° & 2° Divisions



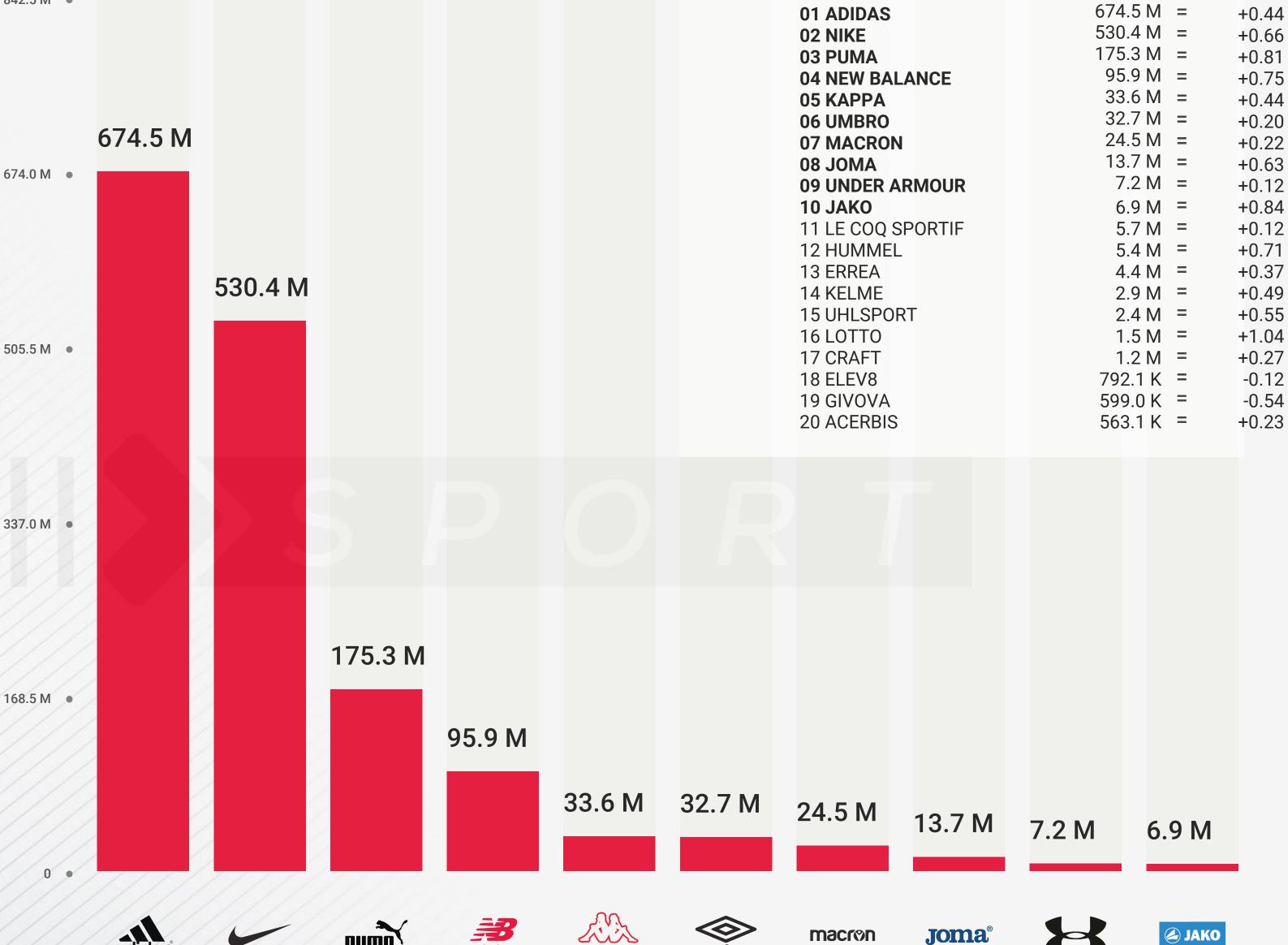
1° Divisions



Potential Social Media exposition of the **Sport Brands** on jerseys in relation to the total fanbase of the 300 sponsored European football clubs.

*[from May 15, 2020 to June 16, 2020]

YouTube subscribers' data are rounded, since the social media provides data in this format. @2020 IQUII SRL. THE CONTENT OF THIS FILE IS PROPERTY OF IQUII. IT CANNOT BE COPIED, REPRODUCED, PUBLISHED OR DISTRIBUTED, IN WHOLE OR IN PART, IN ANY WAY WITHOUT THE PRIOR WRITTEN CONSENT OF IQUII.













SPONSORS





FANS

% VAR*

-0.12

-0.54

