

# The Club Index 2021: How the Sports Industry is Emerging from the Pandemic

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Introduction to Euromonitor International's Club Index

How a data-driven approach can navigate uncertainty for sponsors

Understanding club performance during the pandemic

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## CLUB INDEX: TOP 20 RESULTS

Club Index 2021: Top 10 ranking

European football clubs reign supreme in the 2021 Club Index

Club Index 2021: 11-20 ranking

11-20 ranking largely comprised of top NFL, NBA and MLB teams

Manchester United is the number one sports team globally

Real Madrid is the number two sports team globally

FC Barcelona is the number three sports team globally

Bayern Munich is the number four sports team globally

Liverpool is the number five sports team globally

Arsenal is the number six sports team globally

Chelsea is the number seven sports team globally

Manchester City is the number eight sports team globally

Dallas Cowboys is the number one sports team in North America

Tottenham Hotspur is one of the top 10 sports teams globally

## CLUB EXPOSURE DURING COVID-19

Club Index 2021: What it takes to come out on top

Exposure impacts sports properties' index position

Varied exposure for sponsors across top leagues

European football clubs reign supreme in digital exposure

European football and NBA teams persevere while MLB falls

Exposure to live and digital audiences varies within NFL

NPB and Australian Football League clubs lead in APAC

Argentinian football clubs lead in Latin America

Top 10 clubs in social media following by region

Social media has been crucial to keeping fans engaged

Top three Club Index teams lead in social media following globally

TikTok leads in follower growth among clubs ranked 11-20

Juventus and PSG lead in social media following

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## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/the-club-index-2021-how-the-sports-industry-is-emerging-from-the-pandemic/report](https://www.euromonitor.com/the-club-index-2021-how-the-sports-industry-is-emerging-from-the-pandemic/report).