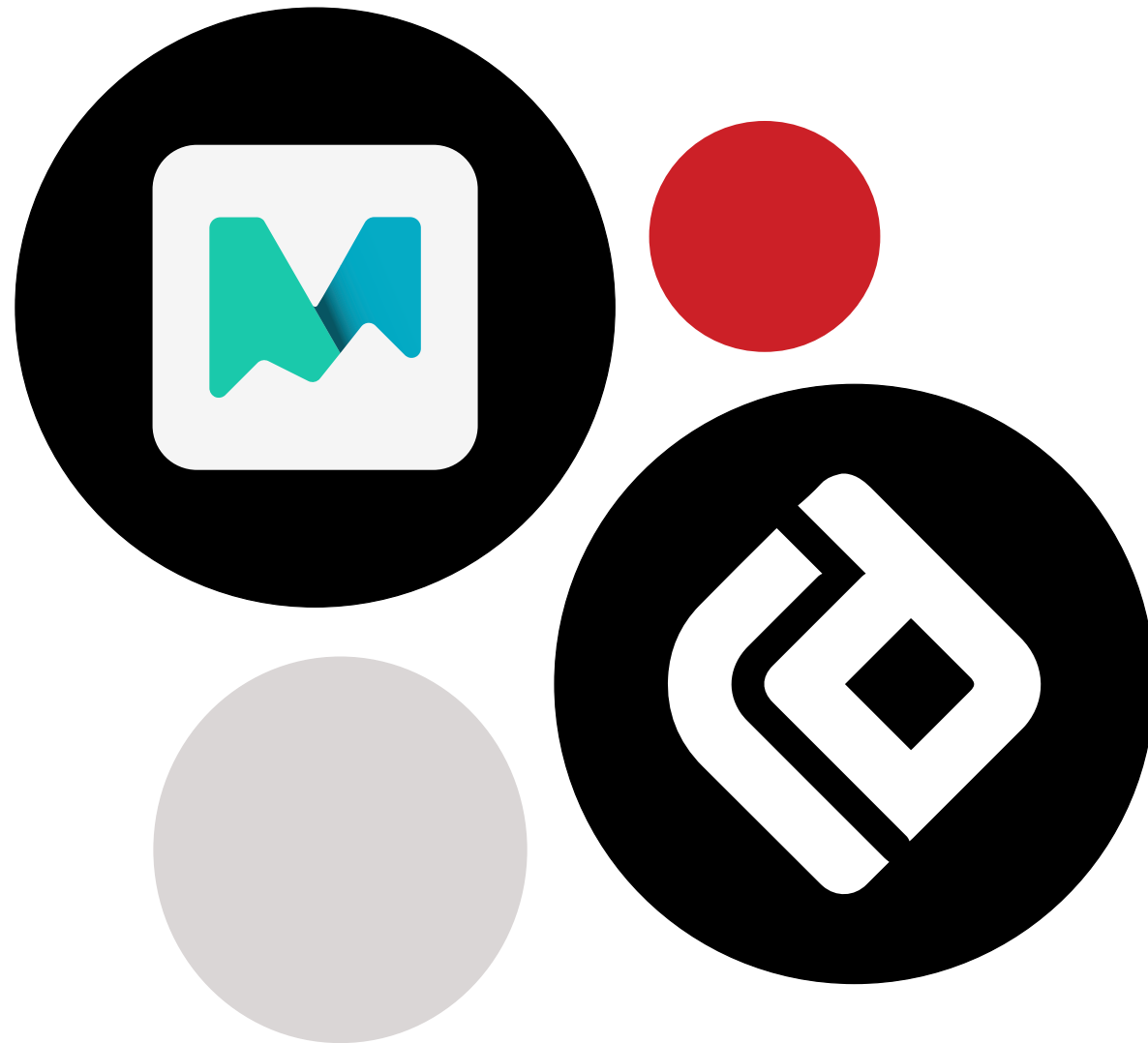


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UNSURE OF WHERE TO **INVEST** YOUR MARKETING SPEND?

Our **AdTrends** research series, produced in collaboration with [Red Door Interactive \(RDI\)](#) and [MNTN](#), highlights important marketing and advertising statistics across major industries like healthcare, higher education, food and beverage, and more.

In this installment, we delve into broad sports industry research and key insights across live sports streaming, fan engagement, and advertising trends. Sports marketers can leverage this information to shape their marketing strategies and optimize budget allocations for 2024 and beyond.

WHAT'S INSIDE?

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- 01 → Sporting Goods
- 02 → Footwear
- 03 → Professional Sports

01

SPORTING GOODS

**SPORTING AND ATHLETIC
GOODS BRANDS SPEND \$1.58B
ON ADVERTISING IN 2022, A 32%
INCREASE FROM \$1.2B IN 2021⁵**



65% OF ADULTS PARTICIPATE
IN SPORTS
in the United States⁶

**THE WORLDWIDE REVENUE
GROWTH OF THE SPORTING GOODS
MARKET FROM 2011 TO 2021 IS
APPROXIMATELY 39.27%⁶**

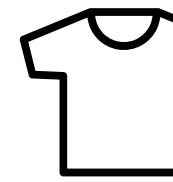
THE FITNESS EQUIPMENT SEGMENT
MAKES UP APPROXIMATELY

20% of the total sports
equipment industry⁶





BY 2025



**THE ATHLETIC APPAREL
MARKET'S REVENUE IS
FORECAST TO HIT**

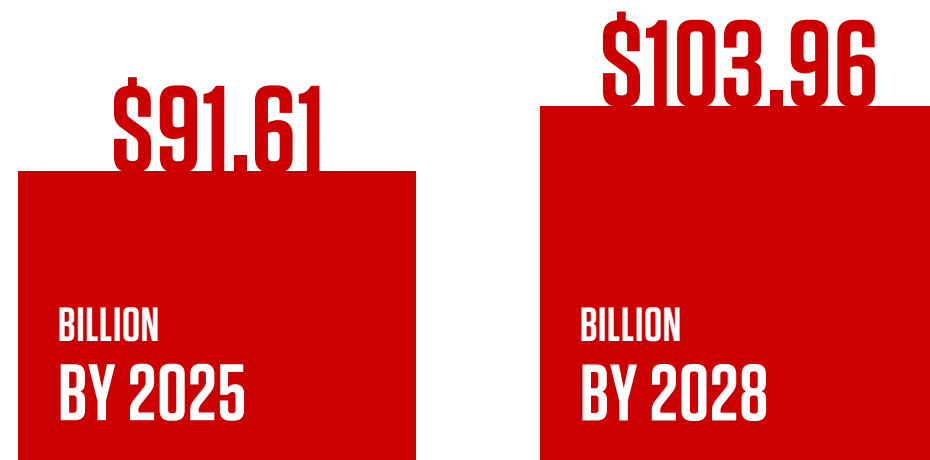
\$233.65B⁷ 

02

FOOTWEAR

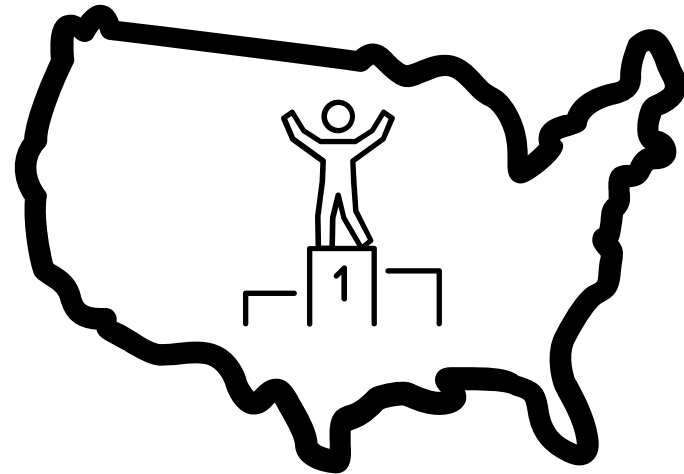


THE US FOOTWEAR MARKET IS FORECASTED TO GROW BY \$12.5B US DOLLARS BY 2028.⁸



THE MARKET SIZE IS PREDICTED TO BALLOON ANNUALLY BY 2.95% FROM 2023 TO 2028. ON THIS ACCOUNT, BY 2028, THE ATHLETIC FOOTWEAR MARKET IN THE US WILL BE WORTH \$17.2B





**THE ESTIMATED REVENUE OF THE
ATHLETIC FOOTWEAR INDUSTRY
WAS AN ESTIMATED**

\$14.9 BILLION

**IN 2023 THE US IS THE TOP GLOBAL
PERFORMER IN THIS INDUSTRY.**



THE **AVERAGE PRICE OF** ATHLETIC FOOTWEAR IN THE US WAS **\$133.4** IN 2023.

This displays a 3.5% increase from the 2022 price and 11.8% growth from the 2021 price



**AN AVERAGE HOUSEHOLD
EXPENDITURE ON FOOTWEAR
IS WORTH \$314**



THE TOTAL PREDICTED
VOLUME OF **THE FOOTWEAR**
MARKET IS APPROXIMATELY



IT IS ESTIMATED THAT
INDIVIDUALS IN THE US
PURCHASE **5.39** PAIRS
PER CAPITA





AMERICANS MOSTLY PROCURE THEIR ATHLETIC FOOTWEAR FROM **OFFLINE** **RETAIL CHANNELS**

This is about 172% greater in comparison to the market share of the online sales channel



1/3

ATHLETIC SHOES
ACCOUNT FOR 1/3
OF ALL FOOTWEAR
REVENUE IN THE US



03

PROFESSIONAL SPORTS

US DIGITAL LIVE SPORTS VIEWERS ARE
PROJECTED TO REACH AROUND

126.8 MILLION

BY 2027, MARKING A MAJOR
OPPORTUNITY FOR SPORTS BRANDS
AND TEAMS TO ADVERTISE¹⁰



LIVE SPORTS STREAMING
NOW ACCOUNTS FOR



49% OF LIVE SPORTS STREAMERS
AGREED WITH THE STATEMENT:

**“TV ADS ARE AN IMPORTANT PART
OF MY TV-WATCHING EXPERIENCE,”**¹³



62%

SAID THEY HAD
DISCOVERED NEW
PRODUCTS AS A RESULT
OF WATCHING ADS ON
STREAMING SERVICES¹²



SPORTS-LOVING FANS HAVE MORE REASONS THAN EVER TO WATCH CTV

NEARLY

39% OF VIEWERS

primarily watch sports via ad-supported CTV platforms¹ or social media

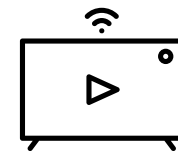
This matches the 39% who still watch on cable



BY 2025 IT'S ESTIMATED THAT 118M U.S. VIEWERS WILL STREAM THEIR FAVORITE SPORT



This is an increase of 71% compared to 2021²

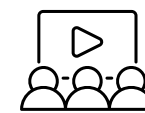


44% OF CABLE TV SUBSCRIBERS SAY THEY WOULD CANCEL THEIR SERVICE if they could access sports from streaming³



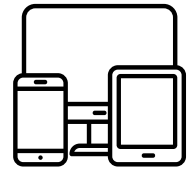


AROUND 80% OF ENTERTAINMENT INDUSTRY EXECUTIVES BELIEVE **SPORTS CONTENT NEEDS TO STRETCH BEYOND REGULAR LIVE BROADCASTS AND INTO **PERSONALIZED EXPERIENCES, BETTER STATS, AND EVEN IMMERSIVE FEATURES**¹¹**



67%

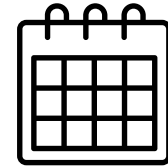
of sports streamers said they pay more attention to ads that match their lifestyle and interests¹²



57%

of those who watch sports TV content

MULTITASK ON OTHER DEVICES AT THE SAME TIME¹¹



53%

of adults watch or stream sporting events

AT LEAST ONCE PER MONTH¹²



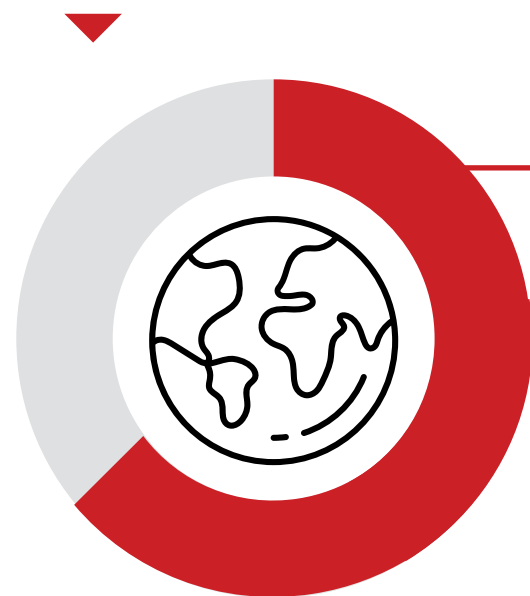
49%

of live sports streamers believe TV ads are

AN IMPORTANT PART OF THEIR TV-WATCHING¹²



GLOBAL SPEND ON STREAMING SERVICES IS PROJECTED TO REACH **\$8.5B** THIS YEAR ALONE.⁴



64%

INCREASE FROM 2022
with North America
leading the charge



05

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