

# TURNING THE WORLD CUP INTO A BUSINESS OPPORTUNITY



## Executive Summary

With kickoff less than two weeks away, Mexico's workforce is mobilizing to turn the 2026 World Cup into one of the year's biggest income events. A new PayJoy survey of 5,300 Mexico-based customers finds the country is approaching the tournament with broad optimism — and active preparation.

**73% of the Mexican workforce believes Mexico will benefit financially from hosting**, and among those planning to earn from the tournament, **79% expect their own household income to rise during the games**, with one in four expecting a jump of more than 51%.

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believe Mexico will benefit financially from hosting

**43%**

of Mexico-based customers plan to earn from the tournament

**79%**

of plan-to-earners expect household income to rise





# Two Workforces, Two Playbooks



The data reveals two distinct playbooks: gig workers are investing capital to scale their businesses around the tournament, while full-time employees are stacking shifts and side hustles on top of their day jobs. For PayJoy customers operating on razor-thin margins, access to flexible credit is emerging as the difference between watching the opportunity pass and capturing it.

Mexico's gig workers are investing capital to scale their businesses around the tournament; full-time employees are stacking shifts and side hustles on top of their day jobs. The split shows up across nearly every measure of preparation.

- Gig workers are mobilizing more aggressively. 75% of gig and independent workers plan to take on tournament-related work, compared with 55% of full-time employees.
- Gig workers expect bigger income gains. 85% of gig workers expect household monthly income to rise during the tournament, compared with 75% of full-time employees. Gig workers are also more likely to expect a significant lift: 64% expect a 26%+ income increase, vs. 49% of full-time employees.
- The playbooks are fundamentally different. 54% of gig workers are investing capital upfront — primarily in equipment, inventory, and staff. Full-time employees, by contrast, are leaning on labor: 11% plan to add hours on top of their existing jobs, and many are moonlighting in tournament-related roles.

# Who's Hustling Hardest: Women, Younger Workers, Parents

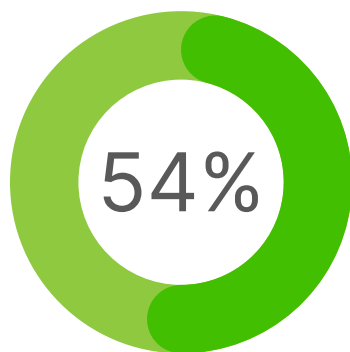


Worker type, gender, age, and parental status all shape how Mexicans planning to earn money from the tournament are preparing. The pattern is striking: the segments with the most to gain are also the ones moving fastest.

- **Female gig workers are reshaping their work around the tournament.** 49% are adapting their products or offerings to serve tournament crowds — the highest rate of any segment. They are also far more likely than men to be working in home services (8% vs. 3%) and street vending (9% vs. 5%), while men dominate app-based work (18% vs. 3%).
- **Younger workers are moving faster.** 60% of gig workers aged 18–44 plan to invest upfront for World Cup demand, vs. 47% of those 45+. They expect higher income lifts too: 67% of younger gig workers expect monthly income to climb by more than 26%, compared with 59% of older workers.
- **Parents are investing with more at stake.** Among full-time employed parents, 51% expect household income to grow by 26% or more during the tournament, vs. 45% of non-parents. 82% of parent households depend on a single primary income source, making the tournament window especially high-stakes.

## Spending Now to Earn Later

Gig workers preparing for the tournament aren't simply picking up extra shifts - they're putting capital into their operations. **54% are investing upfront to prepare for tournament demand, and 68% are committing more than 2,000 MXN, with spending concentrated in equipment (37%), inventory (34%), and staff (22%).** And the investments aren't built to end with the tournament: **99% of gig workers investing upfront expect those investments to keep generating income after the final whistle.**



of gig workers are investing upfront for tournament demand

## The Infrastructure Behind the Data

For Mexico's informal workforce, the question isn't whether the tournament will create opportunity - it's who has the working capital to act on it. **More than half (53%) of plan-to-earn gig workers say they would not have been able to prepare for World Cup demand at all without PayJoy credit - a figure that rises to 59% among female gig workers. 73% say PayJoy credit greatly or moderately improved their ability to get ready, with 51% calling the improvement significant.** As Mexico's informal and independent workforce scales up for the tournament, access to flexible credit is emerging as the difference between watching the opportunity pass and capturing it.