

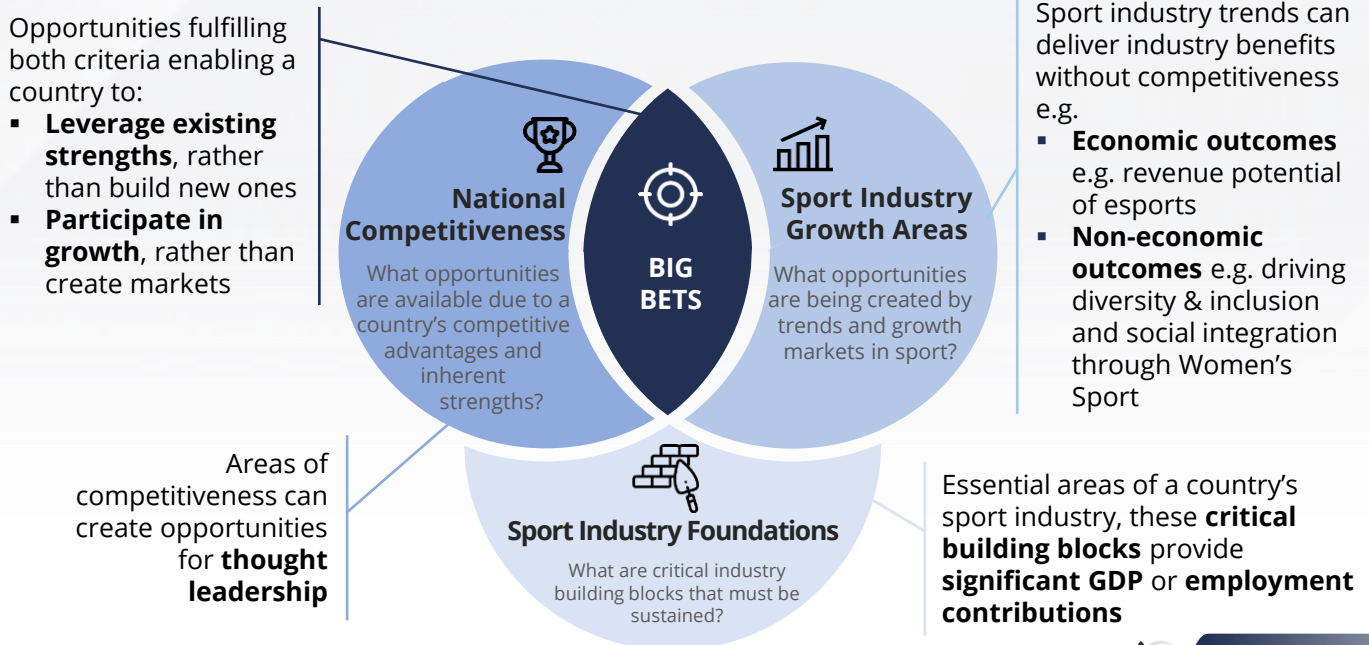
Sports Industry – Fuelling growth

Industry assessment

The starting point of any data-driven strategy is a comprehensive diagnostic of the current market. Sports Industries can be assessed using both quantitative *e.g. GDP value* and qualitative metrics *e.g. workforce skills and qualifications*. We typically support our clients to assess an industry’s strengths, weaknesses, challenges and opportunities across all priority sub-sectors, in 3 areas: (1) The Industry; (2) The Workforce; (3) Wider Value *e.g. social and health impact*.

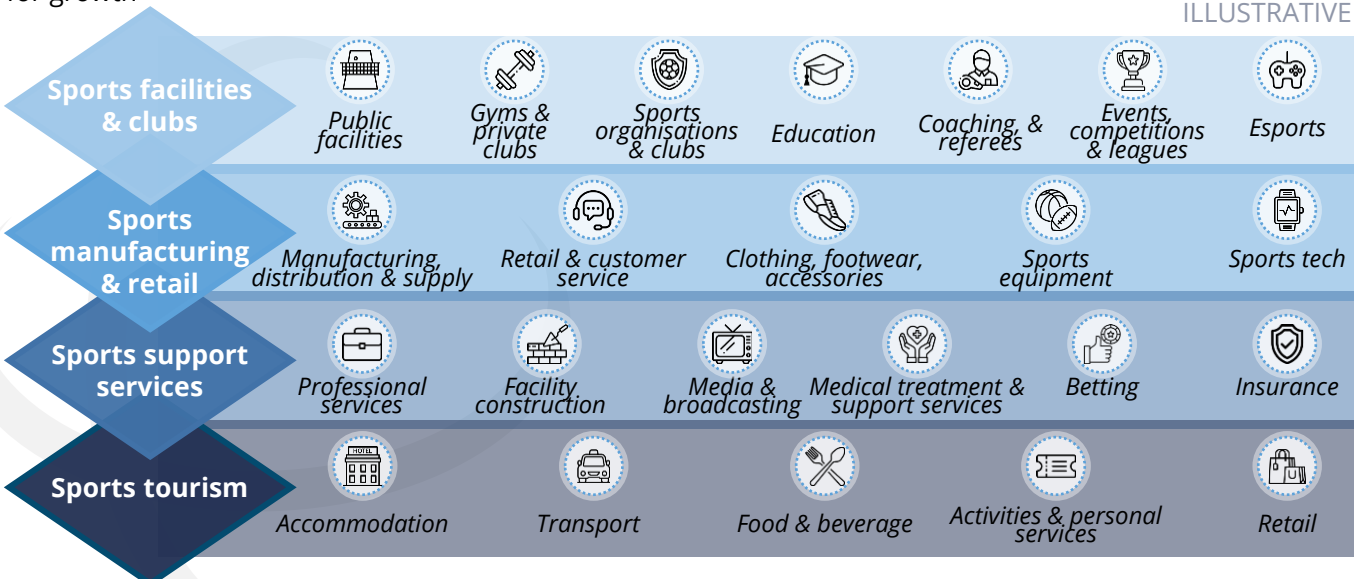
Industry strategy development

Identifying where to focus efforts and investment is critical to maximising return on investment. We have supported clients to develop Sports Industry strategies through three lenses



Industry segmentation

We help our clients to develop a comprehensive framework to capture all sub-sectors of the Sports Industry. This is essential to quantify contribution to GDP and employment, and to develop detailed sub-sector plans for growth



Global trends

Major economic growth trends in sport will continue to transform the industry over the next 5 years. Alongside local trends and competitive advantages, governments should leverage these areas for growth.

WHAT WE PLAY

Esports

Global audience projected to grow from 495M in 2020 to 646M in 2023

Women's Sport

Growth of women's sport (1Bn viewers for WC 2019)

Fantasy Sports

The APAC fantasy sports market is projected to register a CAGR of 18.32% from 2021-2026

HOW WE PLAY

Sport Data and Analytics

Market projected to grow from US\$1.9Bn to US\$5.2Bn by 2024

Consumer Sport Tech

The US Sports Technology Market size is estimated to reach US\$7Bn by 2026

In-home Fitness

Gyms adopting hybrid model (72% now offer online workouts, from 25% in 2019)

WHAT WE CONSUME

Sport M&A

102 SPACs¹ with a sports connection were formed in 2020

Sport Gambling

Global Online Sports Betting market is predicted to grow by a CAGR of 8.83% from 2018 to 2024

Sport Science and Medicine

Sport medicine market alone is expected to grow from US\$7Bn to US\$10Bn by 2026

HOW WE CONSUME

Sport Events

Emergence of 'Phygital' events² (73% of event planners will run one in 2020)

Stadium Technology

Increasing integration of technology into stadiums (e.g. AR/VR, ticketing, merchandise)

Sport Digital Media

Shift toward digital media, entry of big tech (NBA League Pass viewers up 16% YoY)

WHO CONSUMES

Youth

Sports participation increasingly seen as an integral part of youth and community development

Diversity & Inclusion

Rising pressure on governing bodies, government & leagues to offer inclusive programmes to all

Active Ageing

Sports and physical activity increasingly adopted as a solution to combat ageing

Considerations for policy makers

The sports industry is wide-ranging and dynamic. Policy-makers must therefore adopt a forward-thinking mindset and decide where to place their bets, to maximise potential returns from industry growth

- 1 Identify high growth sub-sectors where there also exist inherent national competitive advantages
- 2 Take a holistic approach when selecting priority sub-sectors to extract any complementary synergies between the sub-sectors targeted
- 3 Consider the local demographic and their willingness and ability to support a sub-sector to ensure public engagement; consider broader government agenda to ensure buy-in
- 4 Adopt a long-term approach, anticipate future trends and ensure strategic initiatives are developed with long-term sustainability in mind