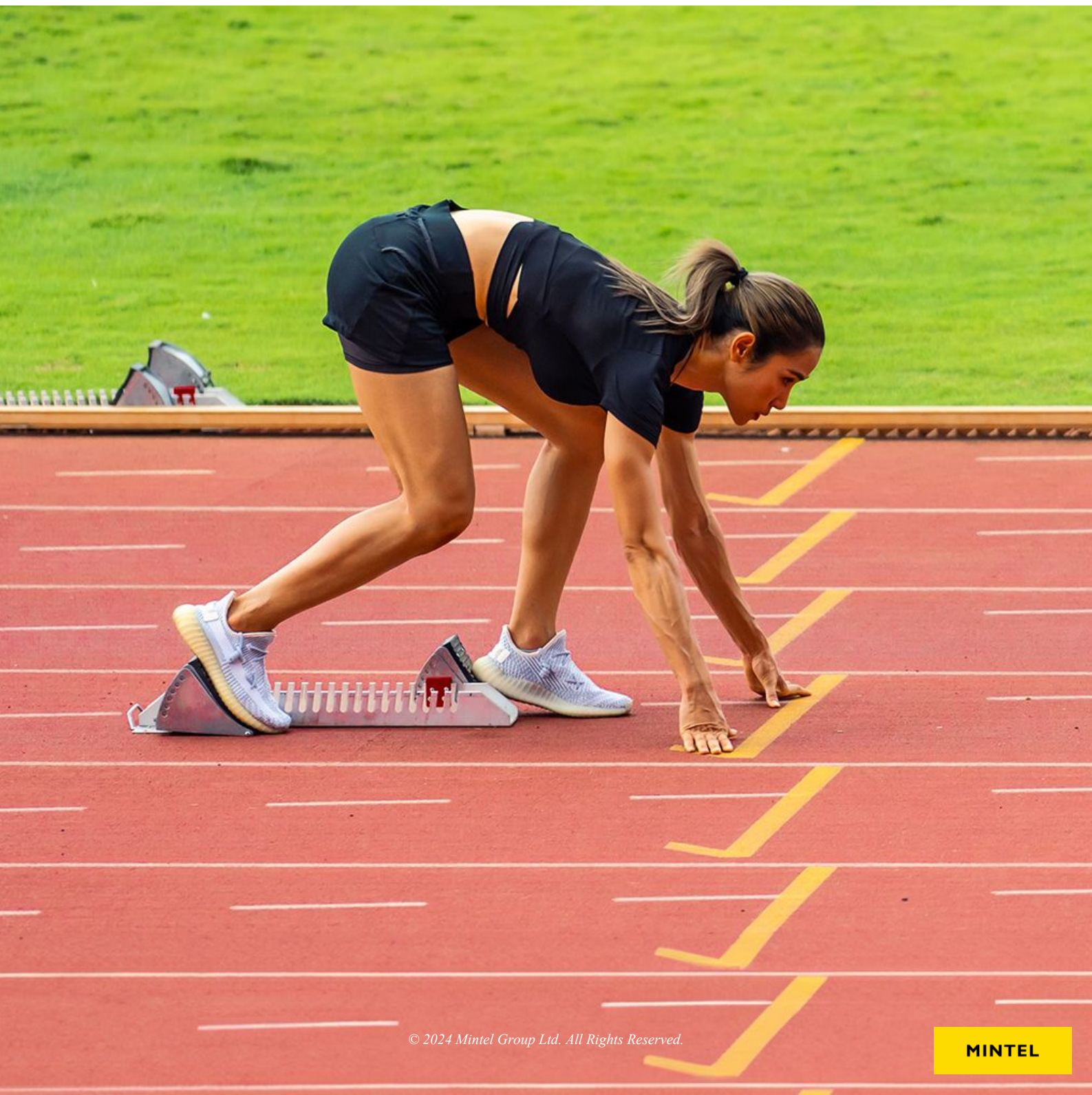


# MAJOR SPORTING EVENTS – UK – 2024

The Paris Olympics are the most-anticipated major sporting event of 2024 but football's European Championship will be more important in consumer spending terms.



David Walmsley,  
Research Analyst



# Major Sporting Events - UK - 2024

## This report looks at the following areas:

- Patterns of interest in attending, watching and following major sporting events
- Spending intentions around Euro 2024 and the Paris Olympics
- The impact of demographic change on major sporting events
- Consumer attitudes towards the Olympic Games
- Perceptions of major event sponsors



The Paris Olympics are the most-anticipated major sporting event of 2024 but football's European Championship will be more important in consumer spending terms.

## Overview

The relative affluence of the market's core audience has insulated spending against the worst of the cost of living crisis, while major events staged in the UK have been able to offer a sufficiently wide range of ticket prices to keep them accessible to most.

The Paris Olympics will be the highest-profile event of 2024, generating mass market interest and prioritising younger audiences who are ready to watch new sports added to the roster and see their own values reflected in those of the Games.

The market's biggest supply-side challenge is the strength of competition the UK now faces in attracting major events, while its key issue in demand terms is the need to widen younger fans' interests beyond the narrow range of properties they currently follow.

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# Report Content

## EXECUTIVE SUMMARY

### Opportunities in the major sporting events market

- Olympics will help more sports step out of football's long shadow
- Focus on value to capture Euro spending
- Support sustainability to connect with younger event crowds

### Market dynamics and outlook

- Market predictions
- Major events reach more than three in five adults
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  - Graph 2: peak viewing figures for live sports events, 2023
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- UK's major sporting events worth £373 million in 2023
  - Graph 9: economic impact of government-supported major events staged in the UK, by region, 2023
- Events' social impacts support equality, diversity, activity and volunteering

### Major events

- FIFA Men's World Cup
- FIFA Women's World Cup
- Summer Olympic Games
- Winter Olympic Games
- UEFA Men's European Championship
- UEFA Women's European Championship
- Rugby World Cup (men's)
- Rugby World Cup (women's)
- ICC Men's Cricket World Cup
- ICC Women's Cricket World Cup

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## APPENDIX

### Report scope and definitions

- Market definition
- Abbreviations and terms

### Methodology

- Consumer research methodology

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