

DATA REPORT:

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# FIFA WOMEN'S WORLD CUP 2019



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For many, the Fifa Women's World Cup 2019 will represent a watershed moment. With attention focused on the Women's game like never before, this edition of FIFA's showpiece tournament has the potential to be a real game-changing moment for the sport of soccer.

With the tournament hosted in Europe for the third time, following on from Germany in 2011, the Fifa Women's World Cup can expect mainstream coverage like never before, giving teams, players and sponsors the opportunity to reach millions of new fans. Maintaining the 24 team format as per the 2015 tournament hosted in Canada, the global coverage of the tournament will ensure new heroes are made as the female version of the sport continues its upward trajectory, taking the sport into the mainstream.

In this report, Sportcal Sponsorship has analysed all the teams competing in this summer's tournament to understand the commercial strategy of each team while profiling some of the brands associating themselves with the tournament and keeping an eye on the potential breakout stars.



*\*All Data within this report has been collated from the Sportcal Sponsorship Intelligence Centre and is correct as of 01/05/2019 unless otherwise specified.*