

Young generations and sports consumption



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The world has changed very rapidly in recent years. Technological advances have transformed the way people live and consume everything.

For a long time, the way people watch sports hasn't changed. It was a broadcast TV product and migrated to pay TV and Pay per View model, always linear.

With new technologies and the spread of the Internet in the population, everything has changed.



Nowadays, the family scene together in the living room to watch sports on TV no longer exists. Content consumption has changed a lot and youngsters are impacting the world's sports consumption habits.

Digital and high fragmentation changed everything.



Generational conflict

Social media networks clearly showed how the generations are going. When the parents and grandparents took to Facebook, the young people went to Instagram and Snapchat.

When the elders arrived, they went to Tik Tok, and got deeper into Twitch. Generations want their territory, so they can express your way of living, freely and with diversity.

If the father loves football or baseball in the US, following in the grandfather footsteps, the youngster who would in other times follow in the family's paths, opts for another sport, usually rejected by older people, such as soccer, hockey, or basketball.

NBA is more followed and consumed by the younger targets, caused much more by the style created by the league and an alignment with players, their origins, clothing, tattoos, music, graffiti, a world that appeals more to young people. ([Here with explained NBA](#))

In addition, youngsters have the interest in social causes and different forms of activism, fundamental to reach the heart of an urban youth of 16-22 yo.

In countries that have football as the main sport, such as Brazil, parents and grandparents love the country's national football teams. The children either

prefer European teams or U.S. leagues, NBA has a dominance, and now NFL is growing. Leagues that Brazilians over 50 yo would be not interested in.

According to Nielsen, 41 million Brazilians are declared NBA fans.

Penetration US Leagues- US, Mexico and Brazil- Altman Solon

| | U.S. | Mexico | Brazil |
|-----|------|--------|--------|
| NFL | 65% | 34% | 29% |
| MLB | 58% | 33% | 28% |
| NBA | 45% | 49% | 57% |
| NHL | 39% | 20% | n/a |
| MLS | 23% | 26% | 26% |

According to Altman Solon, NBA is the preferred league of 57% young Brazilians who watch sports. Just to compare, LaLiga has 48% penetration and Premier League 43%.

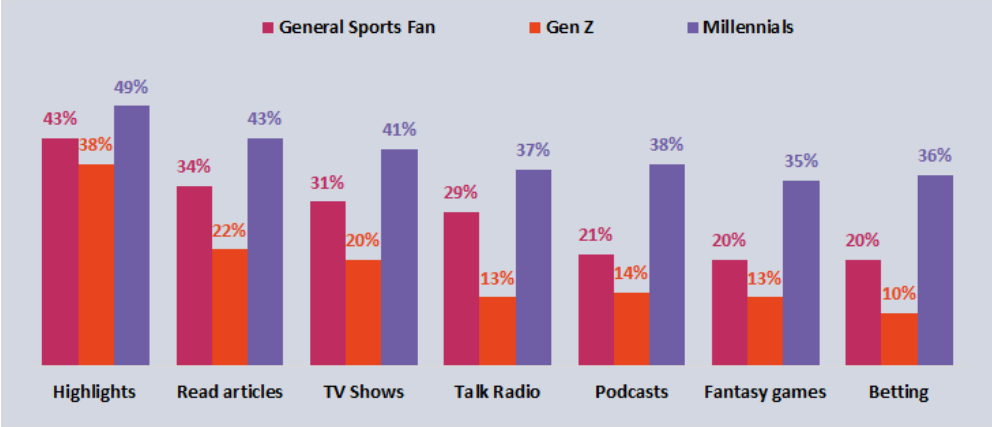
Basketball practice reaches only 2% of population against 50% in the football. That’s the NBA’s Brazilian fever.

Millennials and Gen Zers

Younger generations, such as Millennials now in their 30yo –38 yo and younger Gen Z, between 16 yo and 22 yo, are completely different from their parents and grandparents. The mature consumers (Gen X and Baby Boomers), over 45 yo-50yo, is completely different from their children and grandchildren.

And among the youngsters there are huge differences as well. Each generation consumes digital content and has completely different interests from the other. An 18 yo fan is completely different from a 30 yo fan.

Sports interests - Generations - Morning Consult



Millennials consume an excessive volume of online sports content. According to McKinsey, 67% of Millennials consume highlights from games on social networks, 60% check online results. Gen Zers don't have this consumption profile.

Consumption and interests about sports have completely changed, from what we have experienced in the traditional past of linear television broadcasts. The youngsters are gamers, more than everything.

Gen Z lives games and eSports as part of their social existence.

Now the entire game is not the main content. Sometimes new exclusive content is much more valuable and offer huge return to sponsors that whole game.



Short videos, games highlights, sports humor, fantasy, mobile games, eSports intersection, streaming, are infinite consumer options and content. All this with a lot of interaction in social networks and the need to live a total digital transformation with the fan.

It is a fragmented approach to meet the desires of different and increasingly demanding consumers.

European Club Association’s pool shocked the world

A study conducted by the European Club Association (ECA) brought frightening data on football consumption among youngsters. The study published in 2020, called **Fan of the Future**, and covered 7 countries.

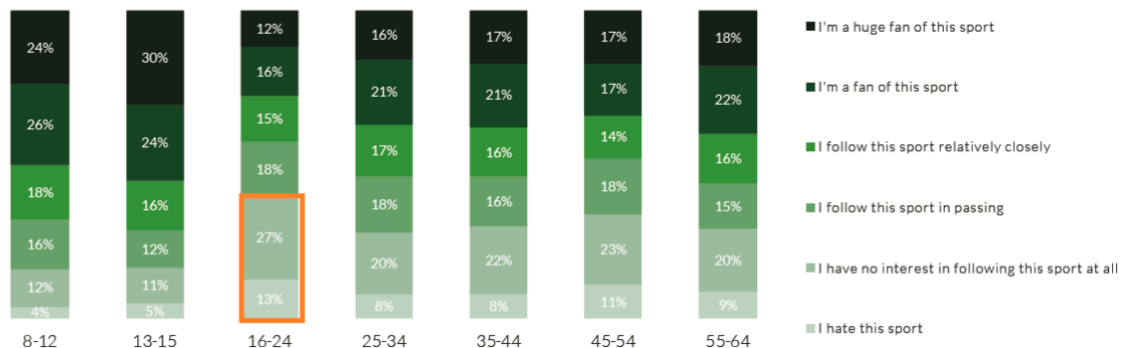
Markets covered



An incredible 40% of 16-24 yo in the world do not like or have an interest in football. This rate is 28% among fans aged 25-34 yo and 16% from 8 -15 yo.

Level of interest in football

All respondents, by age

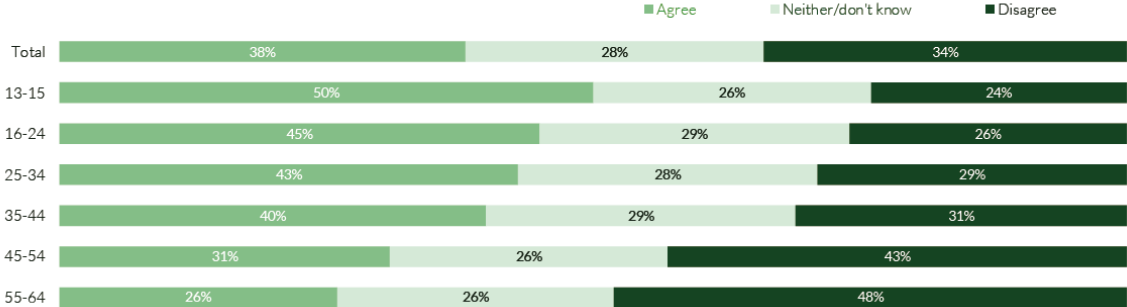


The main reasons that drive Gen Z away from football are monotony, lack of patience with the games and no identification with the football values.

A huge part of youngsters considered old fashioned to watch the matches on TV, according do ECA study.

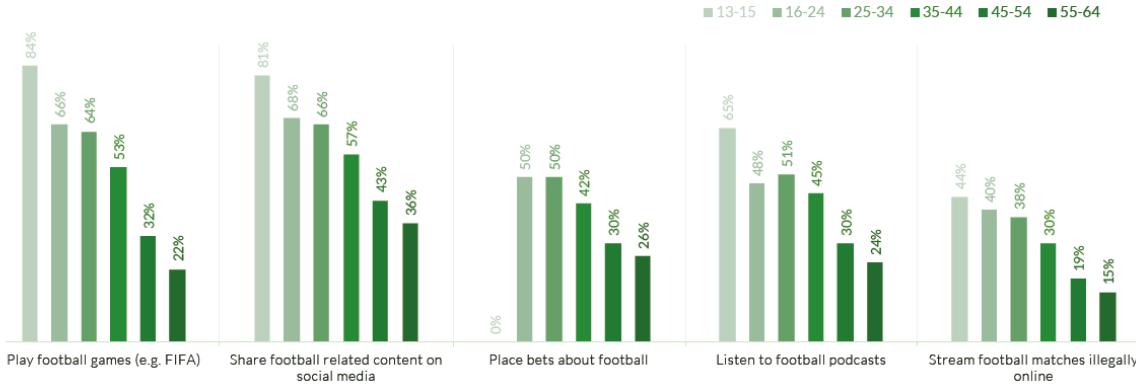
Proportion of football fans agreeing that watching football matches on TV is old fashioned

All interested in football, 13+, by age



Football fan engagement with football, monthly

All interested in football, 13+, by age

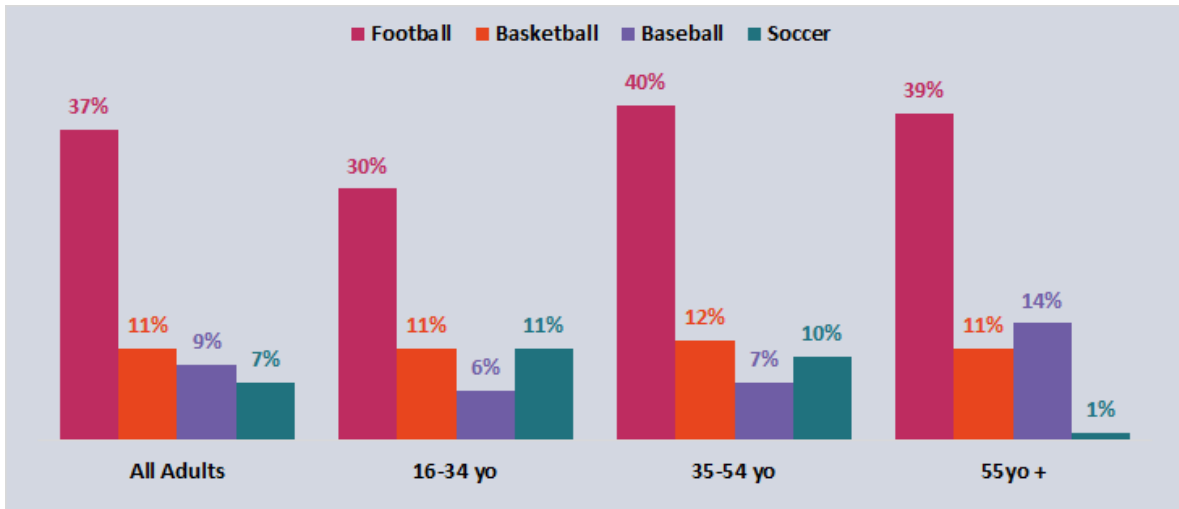


An unprecedented challenge for clubs, sponsors, and rights holders.

USA

The U.S. market is a perfect place to understand this generational shock. Although the NFL and American football in general have a colossal strength, when we look at other sports is very interesting to understand the contemporary world.

Gallup - US sports to watch- By age



Among the general US population, when analyzed the interest of sports to watch we can identify great insights. Football in the first place with 37% of preference, basketball 11%, baseball 9% and soccer 7%.

Among the youngsters soccer rises to 11% and among the older falls to 1%.

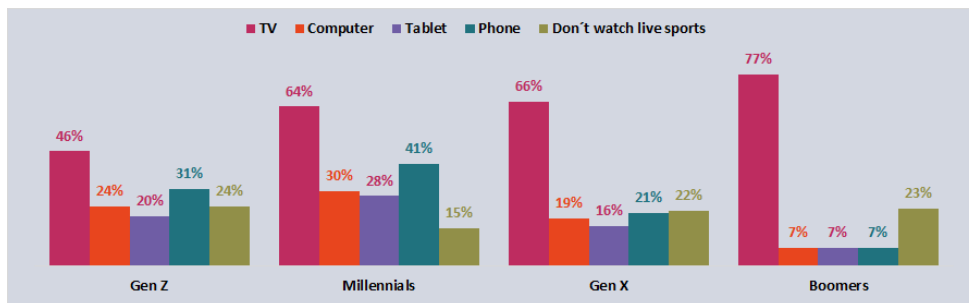
On the other hand, baseball rises to 14% of the preference among older people and falls to 6% among the youngsters.

TV is still the most popular means of watching live sport, but the differences are huge between the older and the younger.

Millenials watch the most on the phone, 41%, and more diverse in the use of different devices. Phones usage for Gen Z is 31%, while for Gen X drops to 21% and Boomers 7%

Gen Z and Boomers had the highest ratings among those who don't watch live sports.

Devices to watch live sports -By generation- Harris Pool / Sportico



After the NFL in the US, eSports generate the huge audience for professional sports. New times!

