

Do national football team jerseys have real appeal worldwide? -

Open up new markets and discover sales potential



Challenge

Understand the French national football team's **level of popularity** and **sales potential** of the **jersey** outside Europe, helping a world leading sportswear manufacturer decide whether to **sponsor the national football team**.

Approach

In order to capture a **“global view”** of the market, the research was conducted in **7 of the most football enthusiastic countries worldwide** (outside Europe). KNOTs Research made sure that **client-specific target groups** were interviewed in the study, and then analysed the results to show how the appeal of the national team jersey varied across the countries.

Insights

The research **revealed a strong endorsement** of our client's decision to **support the national football team**, and to **sell the jersey worldwide**. There was a good fit between the game and our client's brand and an endorsement of the brand's aim to demonstrate a true commitment to football. **The market potential** for replica football shirts and football related merchandising was proven to be **significant**, with **young Football players** and **Latin Americans** as the biggest purchasers.