

MULTI-COUNTRY

FIFA World Cup 2026 global brand handbook

How brands can capitalize on fan engagement, maximize success, and measure impact.

/Research Reality



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Foreword



It's not a platitude: **the data clearly shows that the FIFA World Cup 2026 is bigger than football itself.** This isn't just a tournament, it's a cultural event with a gravitational pull that touches sport, music, travel, and identity. And the buzz backs it up. Months before a ball is even kicked, consumer excitement in the three host countries has already surpassed levels seen at the same stage of the Qatar tournament four years ago.

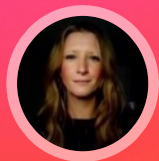
The audience? Exactly who today's brands want to reach. Globally, FIFA World Cup fans skew younger and carry above-average spending power. And the highly desirable, younger fans are even more interesting – they're significantly more likely to not only notice sponsors, but to view a brand's FIFA World Cup sponsorship in a positive light.

For millions of North American fans, this will be the first time they see their favorite global football stars play live. The players they've

followed on social media, watched in highlight reels, debated with friends – suddenly right there, in their city (or the one they've eagerly traveled to). This kind of moment doesn't just drive engagement; it creates the kind of emotional intensity that brands dream about being part of.

And the smartest brands aren't waiting for kickoff. The impact of sponsorship is already visible as companies align not just with a four-week event, but with a movement – the rise of football culture across North America and the shifting way younger audiences connect with sport. Early movers are seeing real returns well ahead of the opening whistle.

The research that follows lays out the full picture. Whether you're a brand weighing your first move into football, or a rights holder looking to maximize what you've got, the takeaway is simple: this is the opportunity, and the window is now."



Nicole Pike

Global Head, YouGov Sport

[Get in touch](#)

Key takeaways

01

More than 4 in 10 global adults will follow the FIFA World Cup 2026, reaching far beyond just football enthusiasts

- FIFA World Cup fans are younger, higher earners than the average adult, and more likely to be males
- Younger fans are the most receptive to FIFA World Cup 2026 sponsors, indicating higher likelihood to both recommend sponsor brands to others and purchase/try brands associated with the tournament

02

North American fans are abuzz about the tournament: a rare opportunity to see international football stars on their home turf

- While Mexicans exhibit the highest likelihood to engage across the three host countries, growth opportunities are strong in the U.S. and Canada, where fans are significantly younger, less price sensitive, and eager to maximize their on-site fun at matches
- Social experiences (and easy opportunities/moments to share them) are a priority for match attendees

03

Association with the FIFA World Cup positively impacts a brand's purchase likelihood, trust, and relevance

- In some global markets, upwards of 80% of FIFA World Cup 2026 likely followers indicate they view sponsors of the tournament more favorably
- In addition to feeling sponsor brands are more trustworthy and socially relevant, FIFA World Cup fans in the U.S. also appreciate and expect special discounts from sponsors

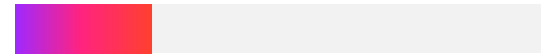
A group of soccer players in red jerseys are celebrating on a field, with a goalkeeper in a blue jersey visible on the left. The players are huddled together, some with arms raised, and the goalkeeper is also celebrating. The background shows a blurred stadium with spectators.

State of global football & FIFA World Cup fandom

Globally, **1 in 4** individuals consider themselves active football (soccer) followers

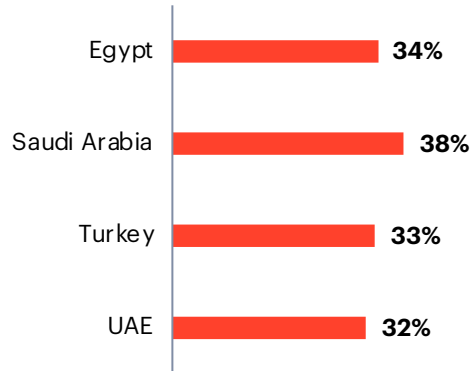
Europe exhibits the most consistent fandom across the four regions, with 20%+ actively following the sport in tested markets.

26%

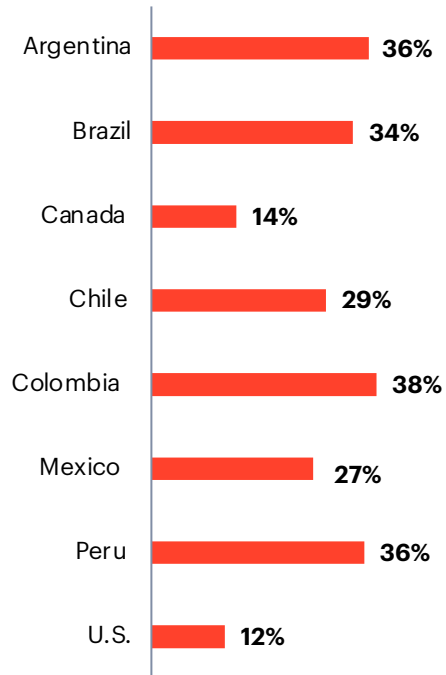


Multi-country average

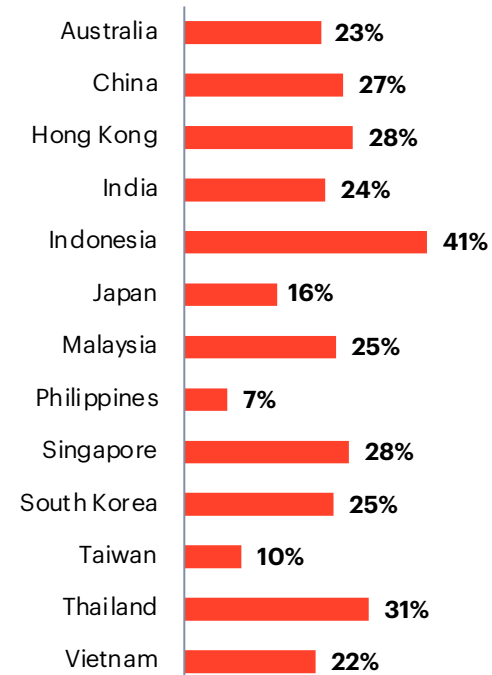
Football followers: MENA



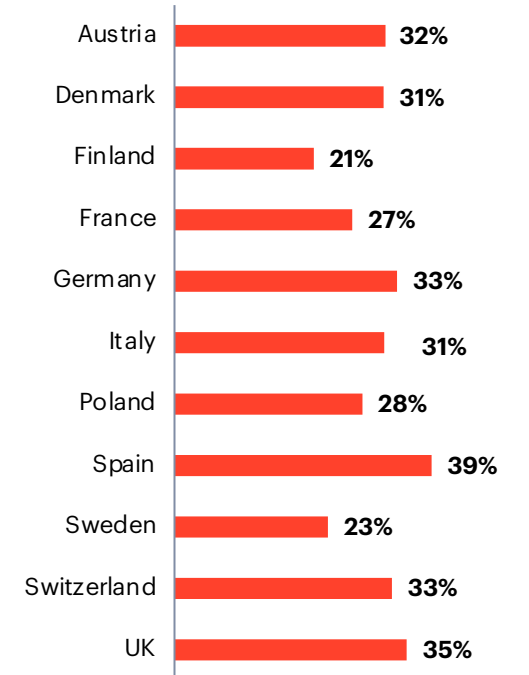
Football followers: Americas



Football followers: Asia Pacific



Football followers: Europe

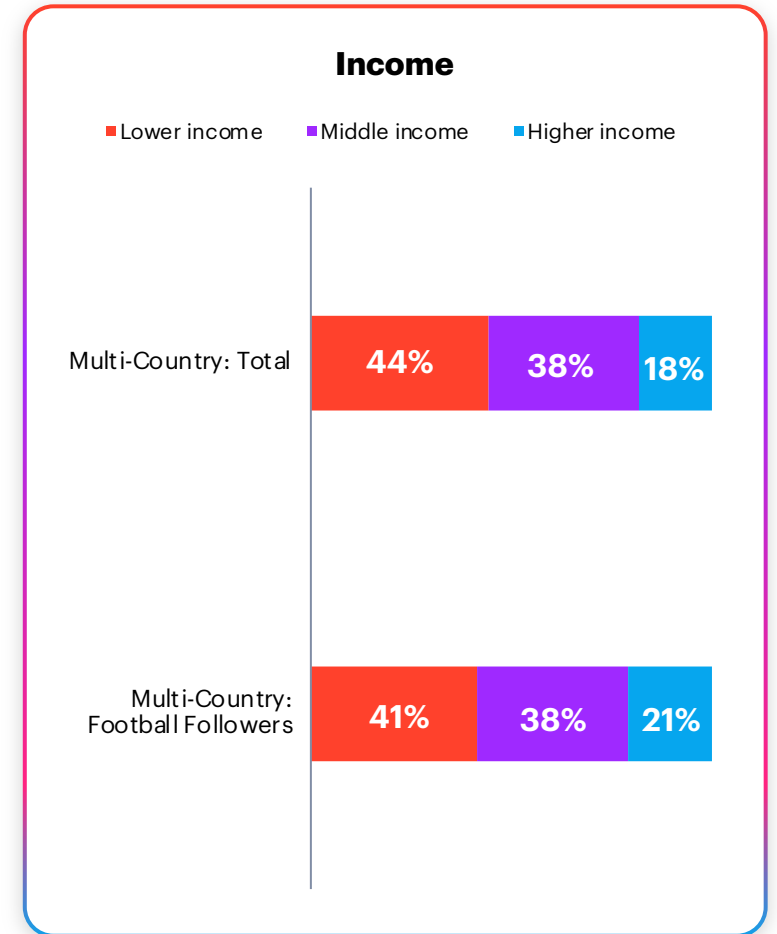
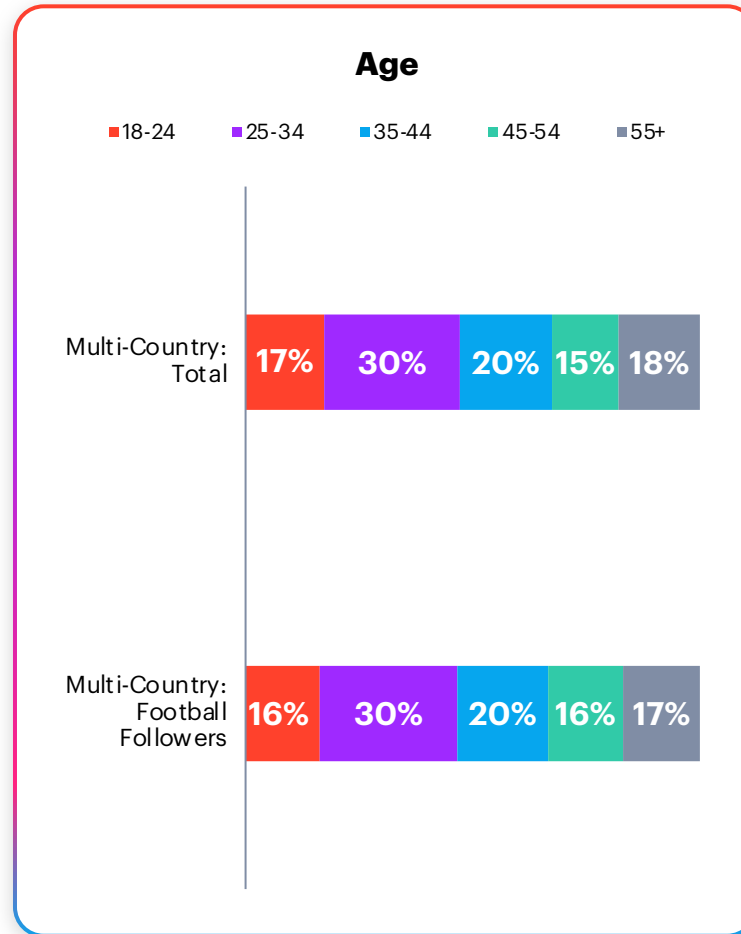
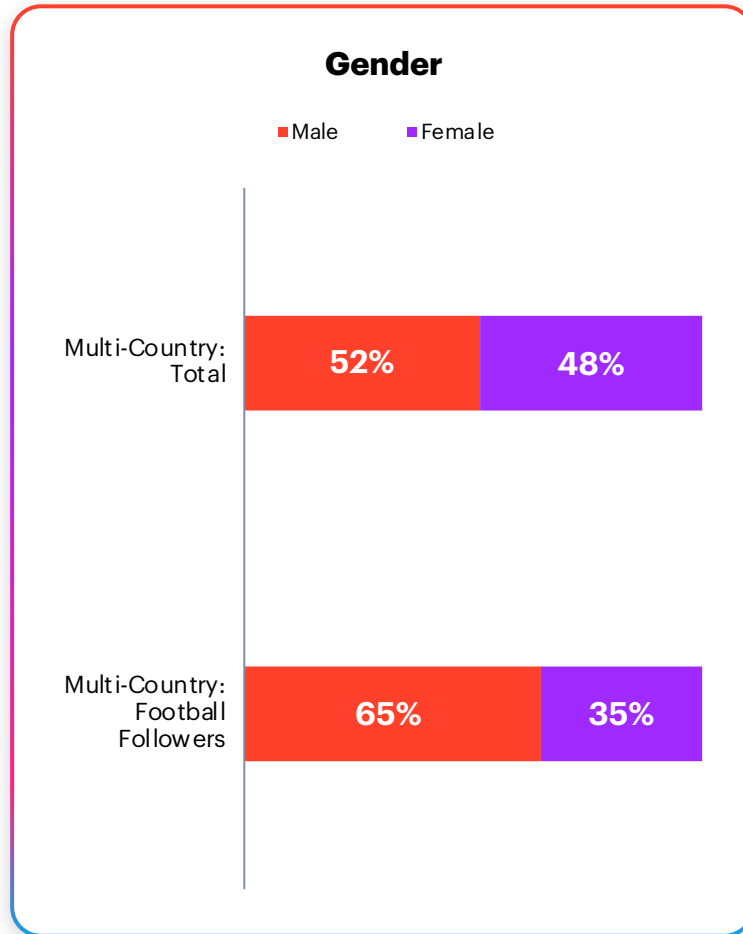


Source: YouGov Global Fan Profiles

Wave: February 2025 – January 2026

Football Follower: Which, if any, of the following sports do you watch / follow?

International football followers are more likely to identify as male and earn a higher income than the overall global population



Source: YouGov Global Fan Profiles

Wave: February 2025 – January 2026

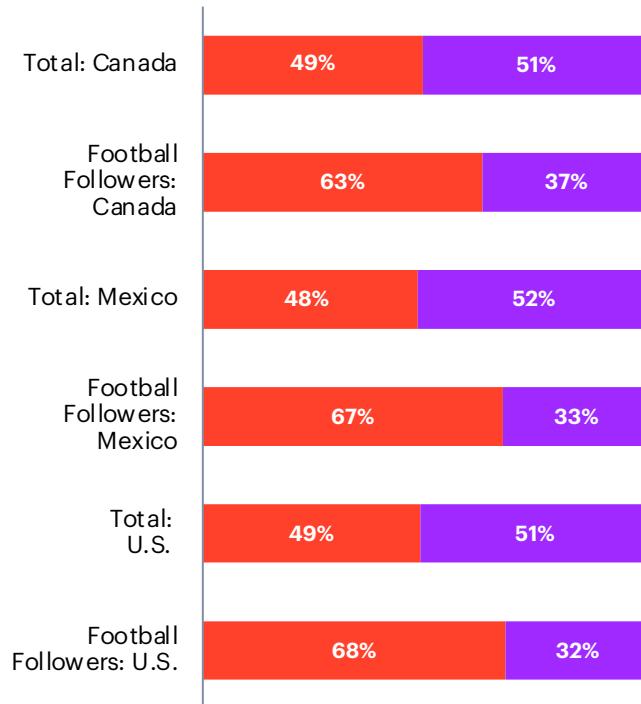
Football Follower: Which, if any, of the following sports do you watch / follow?

Income Definition: Lower income: less than 75% of the median, Middle income: between 75% and 200% of the media, Higher income: higher than 200% of the median. Data re-percentaged among those who elected to provide income.

In the U.S. and Canada, football followers skew younger than the average adult – a dynamic unique to these 2026 host countries

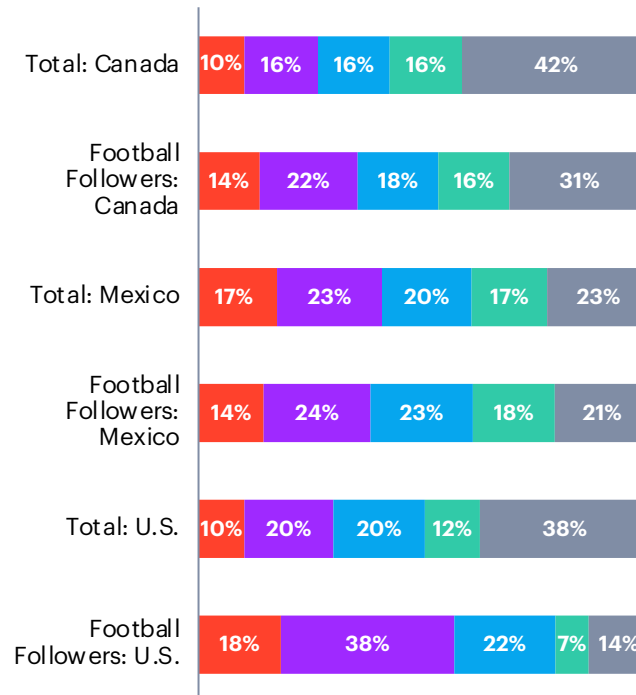
Gender

Male Female



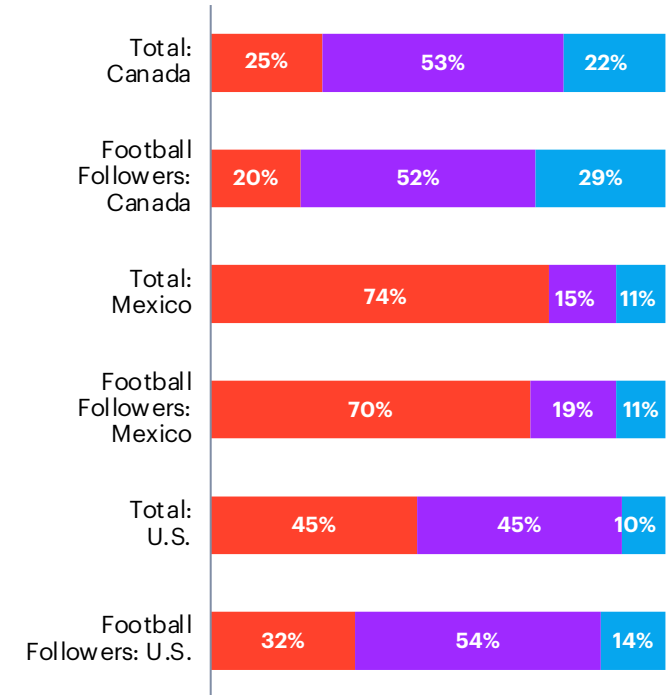
Age

18-24 25-34 35-44 45-54 55+



Income

Lower income Middle income Higher income



Source: YouGov Global Fan Profiles

Wave: February 2025 – January 2026

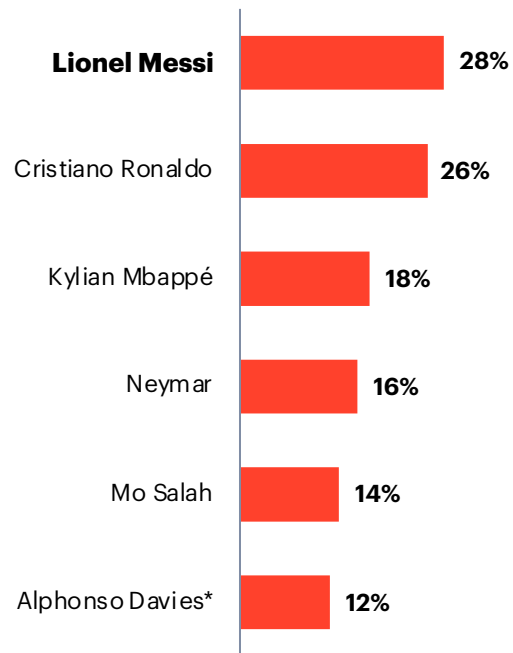
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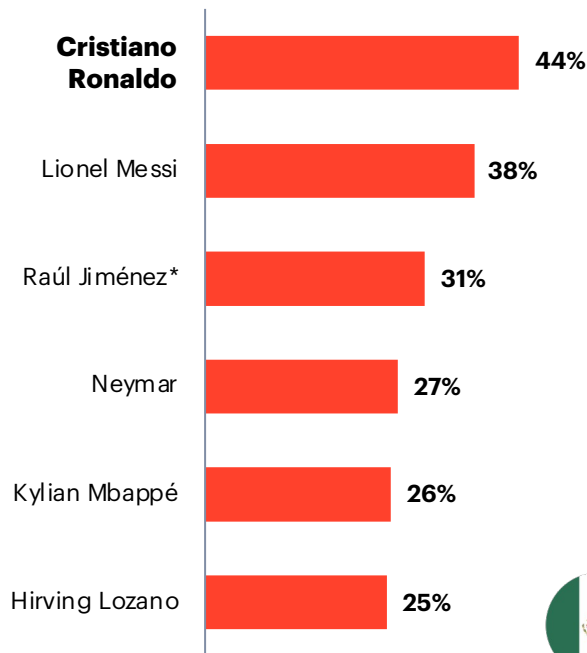
Messi, Ronaldo, Mbappé, and Neymar are the most popular players in each of the 2026 host countries

The FWC 2026 will be the first opportunity for many of these fans to see their favorite players live in a major international competition.

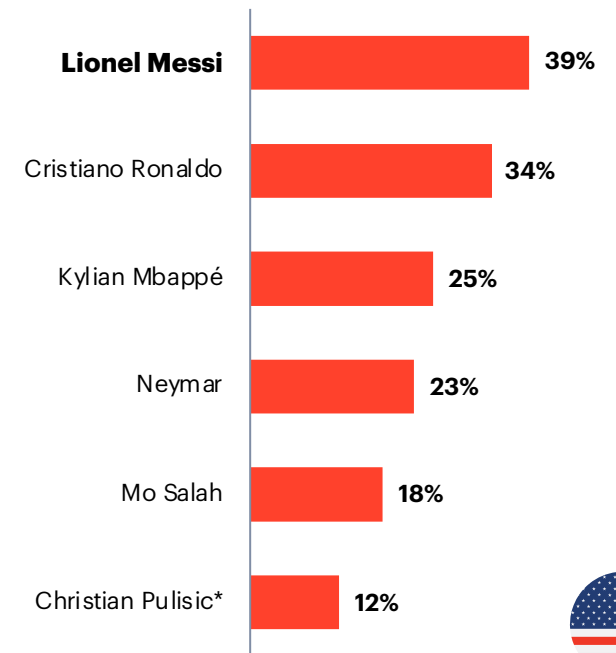
Favorite football athlete: Canada



Favorite football athlete: Mexico



Favorite football athlete: United States



Source: YouGov Global Fan Profiles

Wave: February 2025 – January 2026

*Indicates Top Player representing each host country

Soccer/Football Follower: Which, if any, of the following sports do you watch / follow?

42% of global adults say they are likely to follow the FIFA World Cup 2026, indicating the tournament casts a net wider than core football fans

Percentage of general population very or somewhat likely to follow the FIFA World Cup 2026

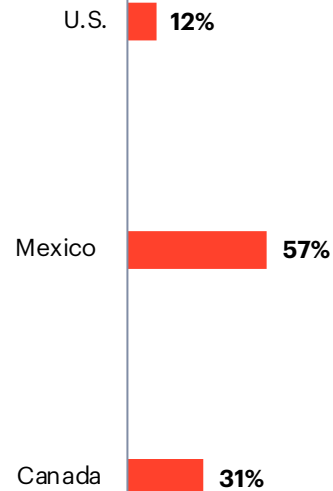
42%

Multi-country
average

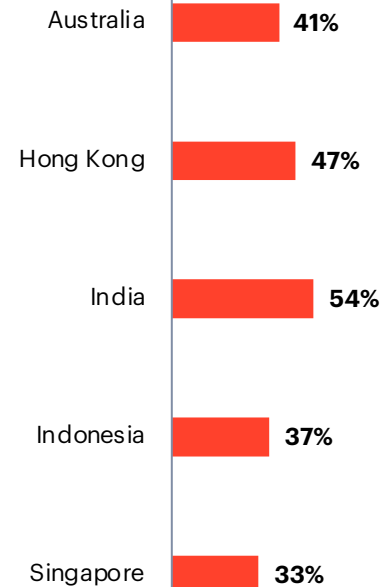
MENA



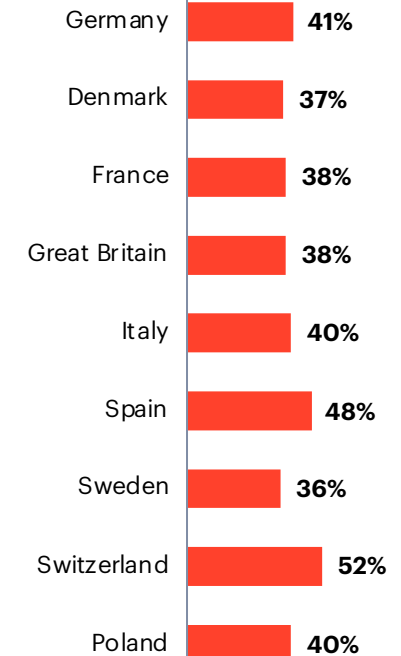
Americas



Asia Pacific



Europe



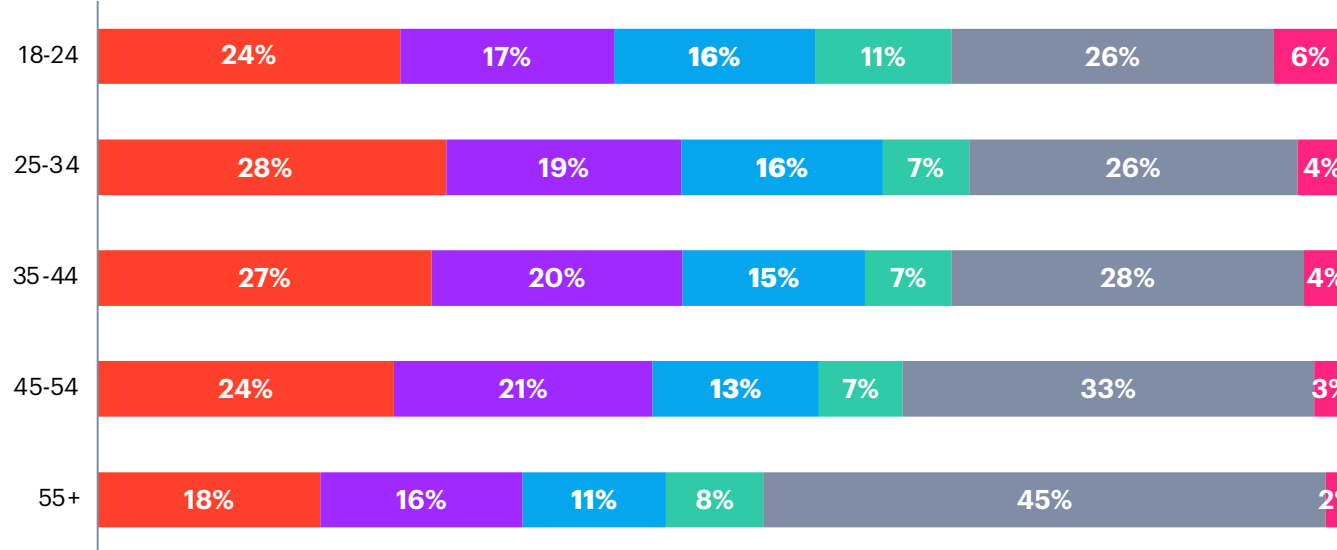
25 to 44-year-olds show the highest global likelihood to follow the FIFA World Cup 2026



Multi-country average

Likelihood to follow the FWC 2026 by age group

Very likely Somewhat likely Neutral Somewhat unlikely Very unlikely Don't know



Select callouts

- Likelihood to follow the FWC 2026 is higher among respondents **under age 35** compared to older generations within the following countries:
 - U.S., Canada, Germany, Denmark, France, Great Britain, Spain, Sweden, Switzerland, Australia, and Singapore
- Likelihood to follow the FWC 2026 is higher among respondents **ages 35+** compared to younger generations within the following countries:
 - Mexico, Italy, Poland, Hong Kong, India, Indonesia, UAE, and Saudi Arabia

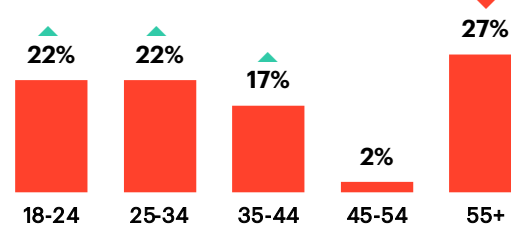
Likely followers of the FWC 2026 are predominantly male, under 45, and well-educated professionals with mid/high incomes

Profile of FIFA World Cup 2026 likely followers (All tested markets)

GENDER

Female	35%	▼
Male	65%	▲

AGE



EDUCATION

Graduates	56%	▲
Non-Graduates	44%	▼

EMPLOYMENT STATUS

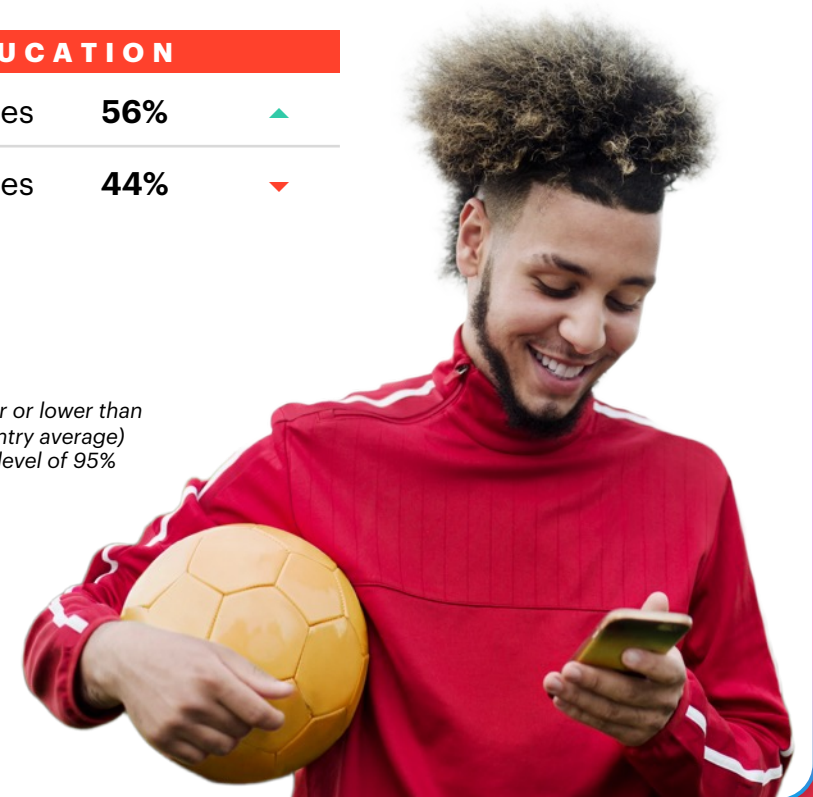
Working full time	58%	▲
Working part time	14%	
Not working	29%	▼

INCOME*

Higher income	29%	▲
Middle income	38%	▲
Lower income	23%	▼
Prefer not to say / Don't know	10%	▼

▲ ▼
Significantly higher or lower than
Nat rep (multi-country average)
with a confidence level of 95%

*Higher income: > 200% of median; Middle income: between 75% and 200% of median; Lower income: < 75% of median



The top driver of FWC expected viewership in the U.S. is the tournament’s location, with the U.S. hosting games for the first time since 1994

Among those not planning to watch, a general lack of interest in the sport/the event drive the decision.



Q: Which of the following factors impact your decision to watch the competition? Please select all that apply.

Top 5 viewership drivers (U.S. FWC likely viewers)	
The U.S. is hosting the tournament	43%
Quality of the competition	41%
Participation of top nations	39%
Participation of top players	38%
Participation of specific national team	31%

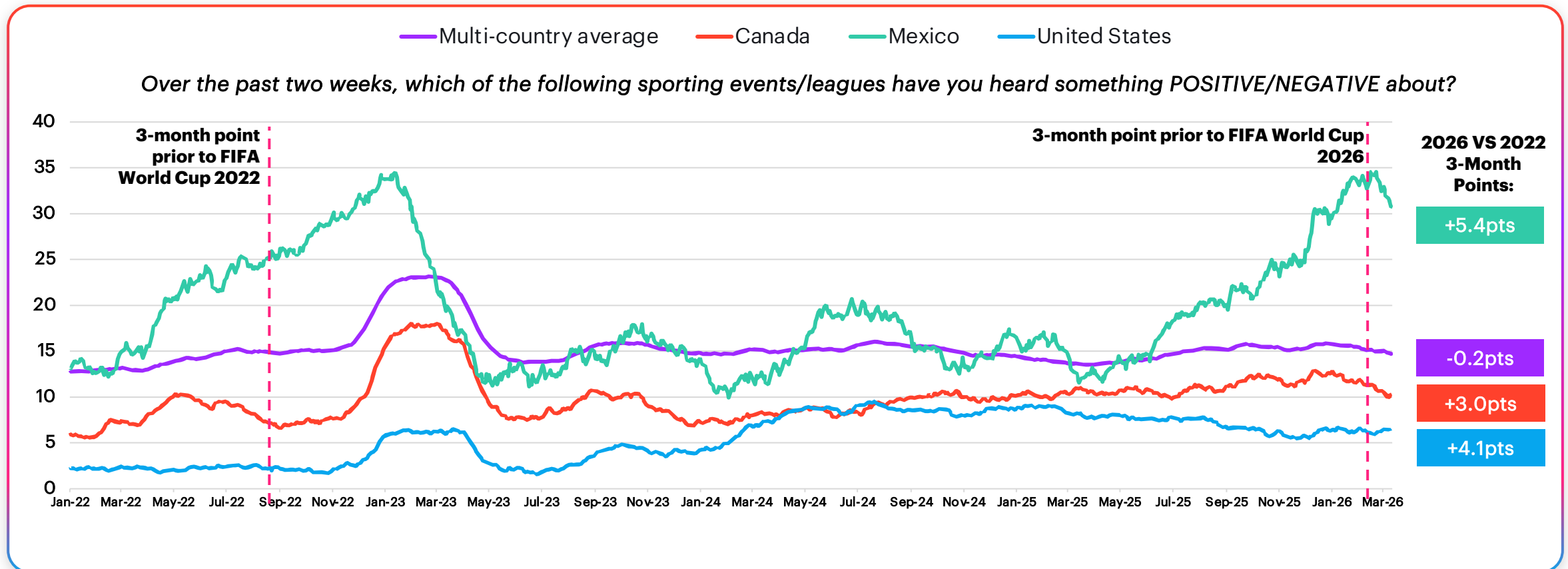
Q: Which of the following factors impact your decision not to watch the competitions? Please select all that apply.

Top 5 viewership barriers (U.S. FWC likely non-viewers)	
Not a fan of soccer	70%
Not interested in the FIFA World Cup	52%
Prefer to watch other sports	30%
No connection to participating teams	20%
Unfamiliar with the FIFA World Cup	10%

Source: YouGov Sport Custom Survey (January 20-23, 2026)
Respondents: U.S. Sports Fans Ages 18+ (At least a little bit interested in Sports)
Base sizes: U.S. Sports Fans: (n=1,018) respondents; Likely Viewers (n=444), Likely Non-Viewers (n=420)

FIFA World Cup Net Buzz is higher now in 2026 host nations than it was at this same point prior to the FIFA World Cup 2022

Qatar controversies dominated pre-tournament chatter in 2022; today, host nation excitement and geo-political tensions fuel buzz.



Source: YouGov SportsIndex daily brand tracking.

Period: January 1, 2022 – March 11, 2026.

Sample: 735+; 16-week moving average.

Scoring: Total Population in each region (Multi-Country Average, Canada, Mexico, and United States)

Global Average is the average Net Buzz of 34-markets that track FIFA World Cup as a brand (AE, AR, AU, BR, CA, CL, CN, CO, DE, DK, EG, ES, FI, FR, HK, ID, IN, IT, JP, KR, MX, MY, NL, NO, PE, PH, SA, SE, SG, TH, TW, UK, U.S., VN)

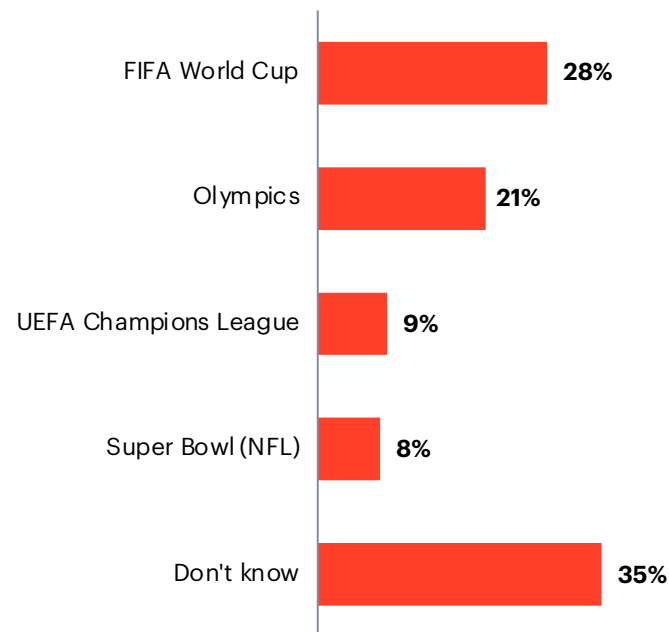
FIFA World Cup fans & sponsorship



FIFA World Cup leads as the most impactful event for sponsorship globally, with 28% ranking it top against other sporting events

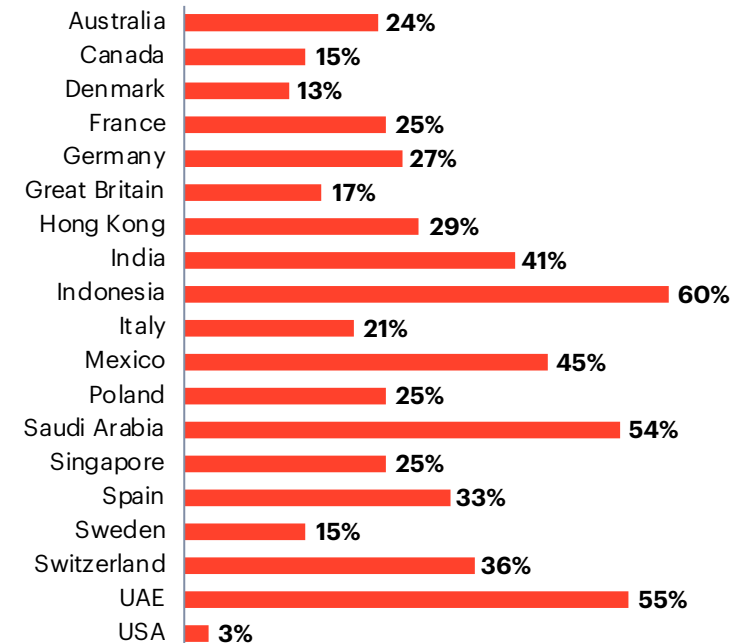
Multi-country average

Relative impact of FWC sponsorship



By country

% Indicating most impactful sporting event is FWC



More than half of those likely to follow the FIFA World Cup 2026 say they take notice of FWC brand sponsors (56%)

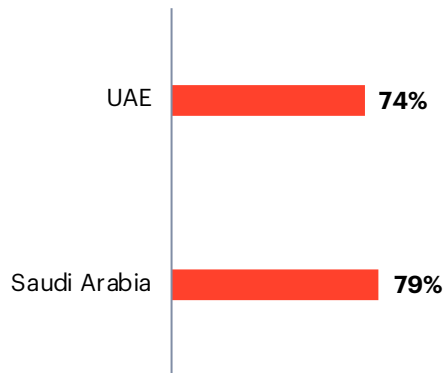
Percentage of those likely to follow the FIFA World Cup 2026 who definitely or somewhat agree they take notice of FWC brand sponsors

56%

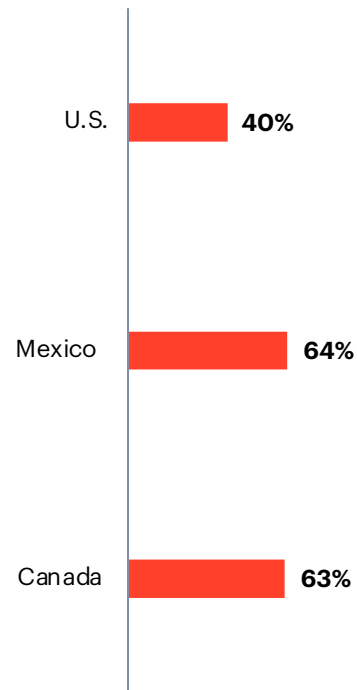


Multi-country average

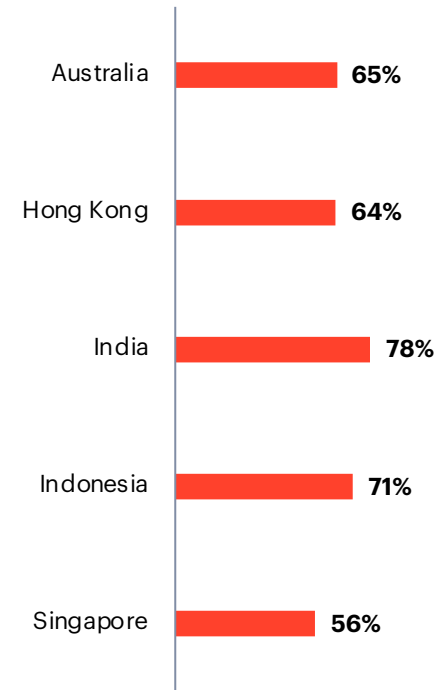
MENA



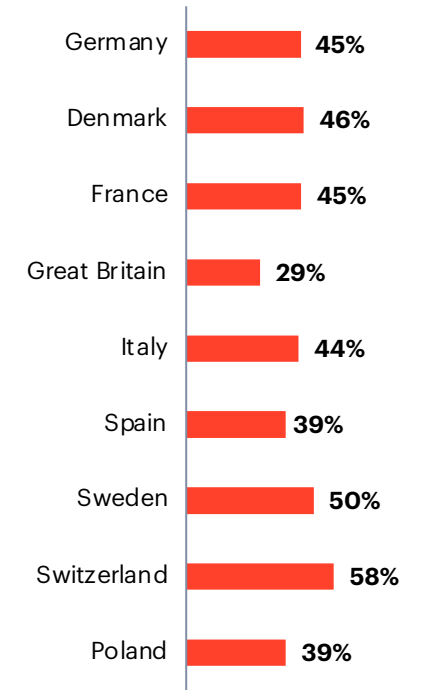
Americas



Asia Pacific



Europe



Source: YouGov Custom Survey, March 13, 2026 – April 1, 2026

"I take notice of the brands/companies that sponsor the FIFA World Cup."

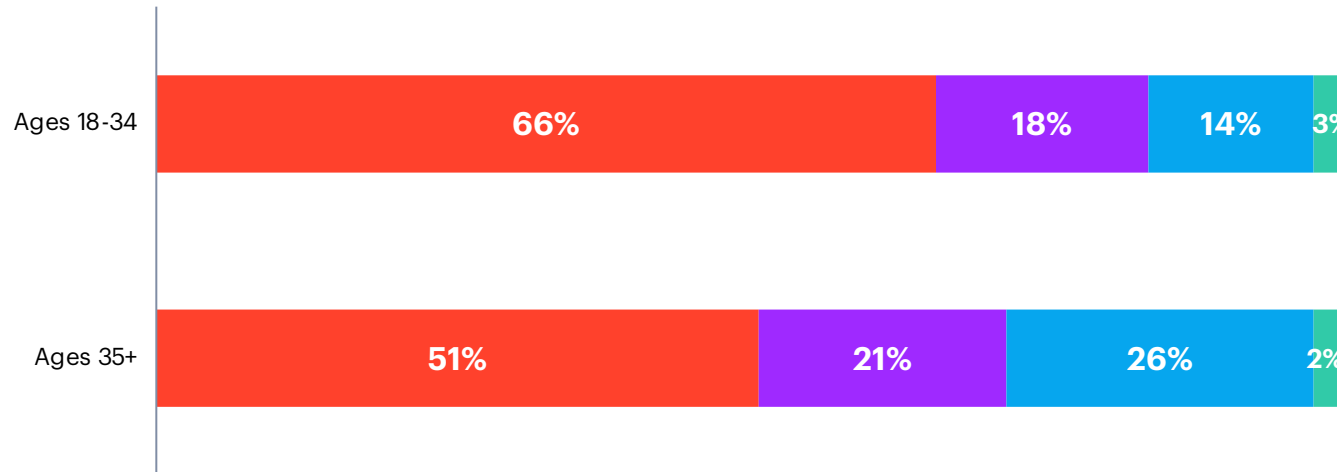
Respondents: Those who say they are very or somewhat likely to follow the 2026 FIFA World Cup

FIFA World Cup followers under age 35 are more likely to notice tournament brand sponsors than those ages 35+ (66% vs. 51%)

Multi-country average

Take notice of FWC brand sponsors by age group

- Net agree: Definitely & somewhat
- Net disagree: Definitely & somewhat
- Neither agree nor disagree
- Don't know

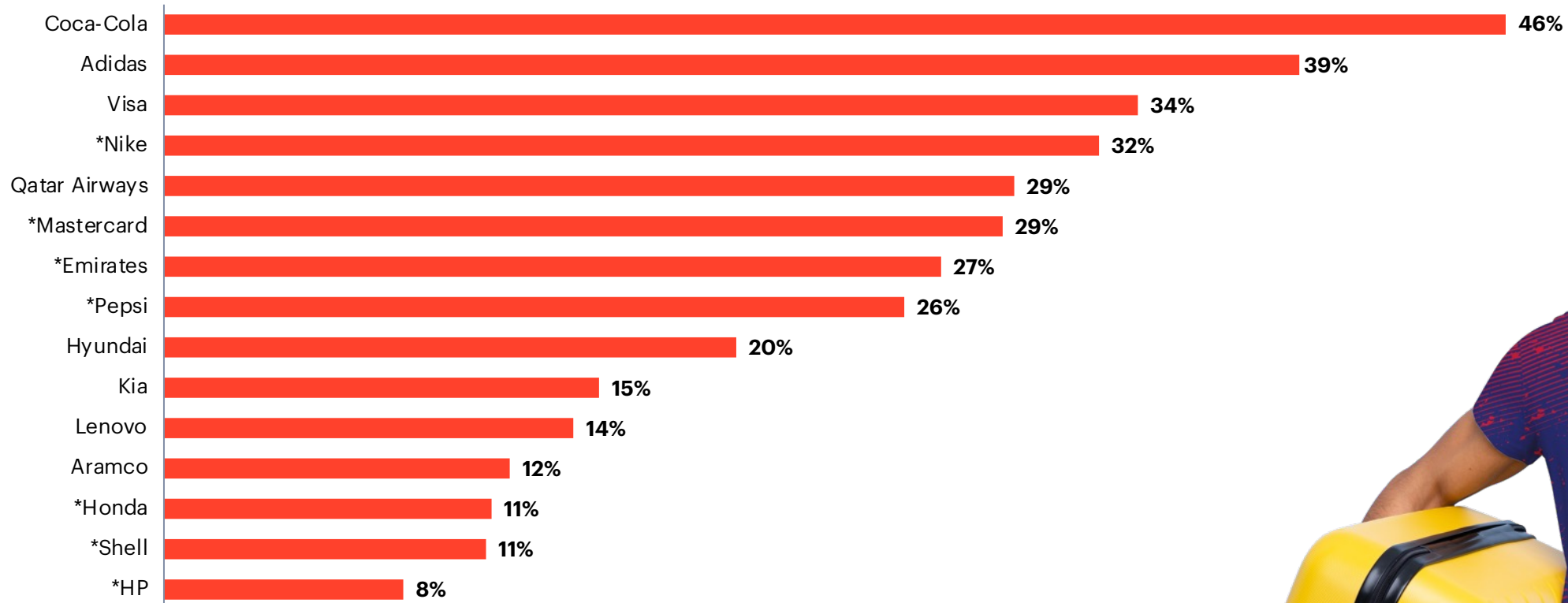


Select callouts

- When comparing younger vs. older FWC followers (ages 18-34 vs. 35+), the biggest age variances for noticing FWC sponsors are in Germany (72% vs. 36%), Sweden (73% vs. 42%), the U.S. (61% vs. 31%), and Canada (81% vs. 52%)
- At 81%, Canadian FWC followers ages 18-34 are most likely to notice FWC sponsors
- 80% of FWC followers ages 35+ in India and Saudi Arabia say they notice FWC sponsors (tied for the highest among countries measured)

Coca-Cola (46%) leads the way in sponsor recognition amongst those likely to follow the FIFA World Cup 2026

Top sponsor aided recall: Multi-country average



Source: YouGov Custom Survey, March 13, 2026 – April 1, 2026

"Which of the following brands, if any, are sponsors of the 2026 FIFA World Cup?"

Respondents: Those who say they are very or somewhat likely to follow the 2026 FIFA World Cup

*Not an official FIFA World Cup partner/sponsor

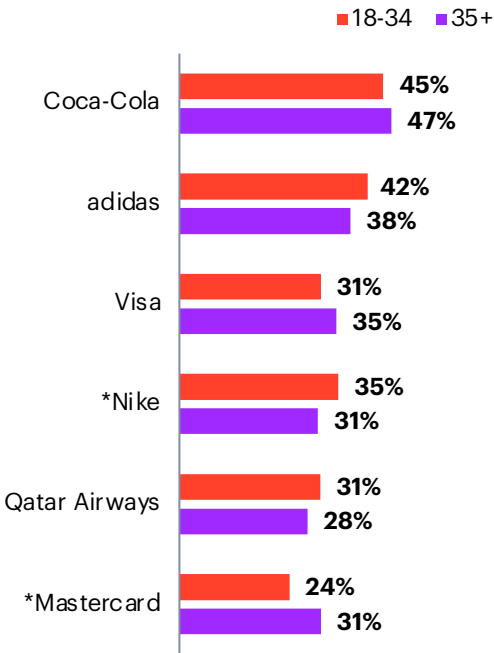


Recognition of adidas (42%) and Qatar Airways (31%) as sponsors skews towards younger age brackets

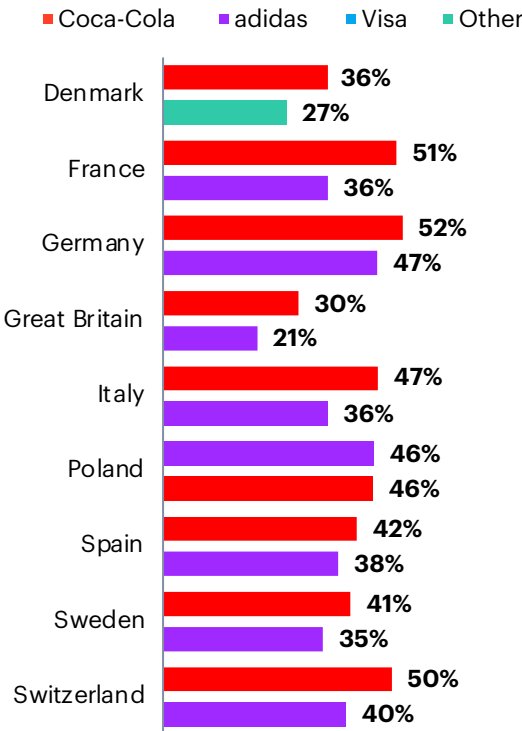


Multi-country average

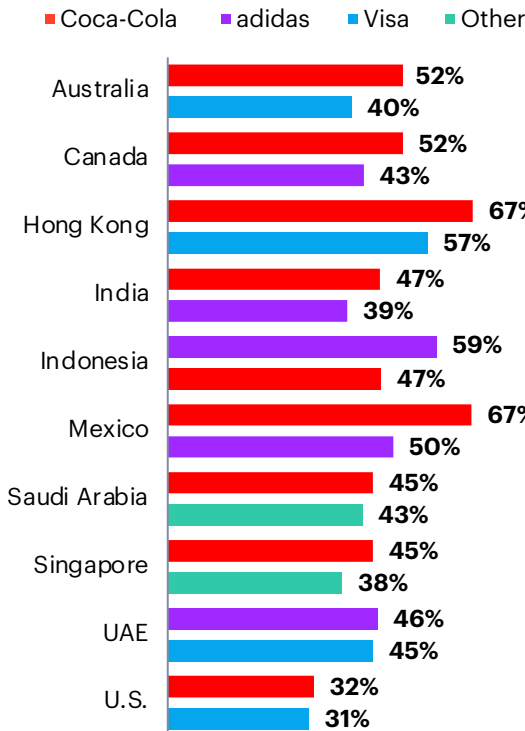
Top sponsor aided recall by age group



Top sponsor aided recall: Europe



Top sponsor aided recall: Rest of the world



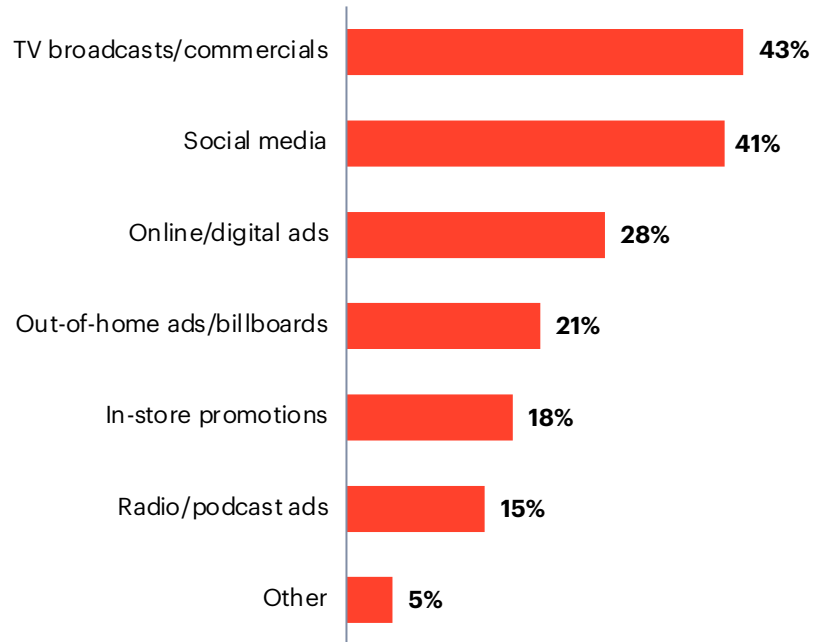
Source: YouGov Custom Survey, March 13, 2026 – April 1, 2026
“Which of the following brands, if any, are sponsors of the 2026 FIFA World Cup?”
Respondents: Those who say they are very or somewhat likely to follow the 2026 FIFA World Cup

*Not an official FIFA World Cup partner/sponsor

TV (43%) and social media (41%) are the key channels for exhibiting FIFA World Cup sponsors' branding

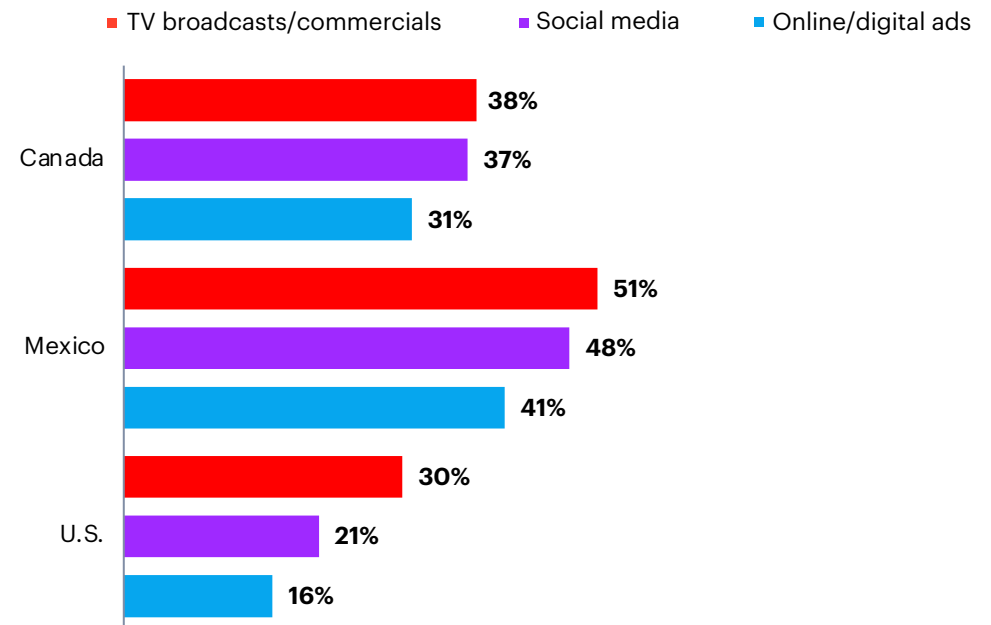
Multi-country average

Top locations of sponsor recall



By country

Top locations of sponsor recall: Host countries



Source: YouGov Custom Survey, March 13, 2026 – April 1, 2026

"Where do you recall noticing FIFA World Cup sponsor branding?"

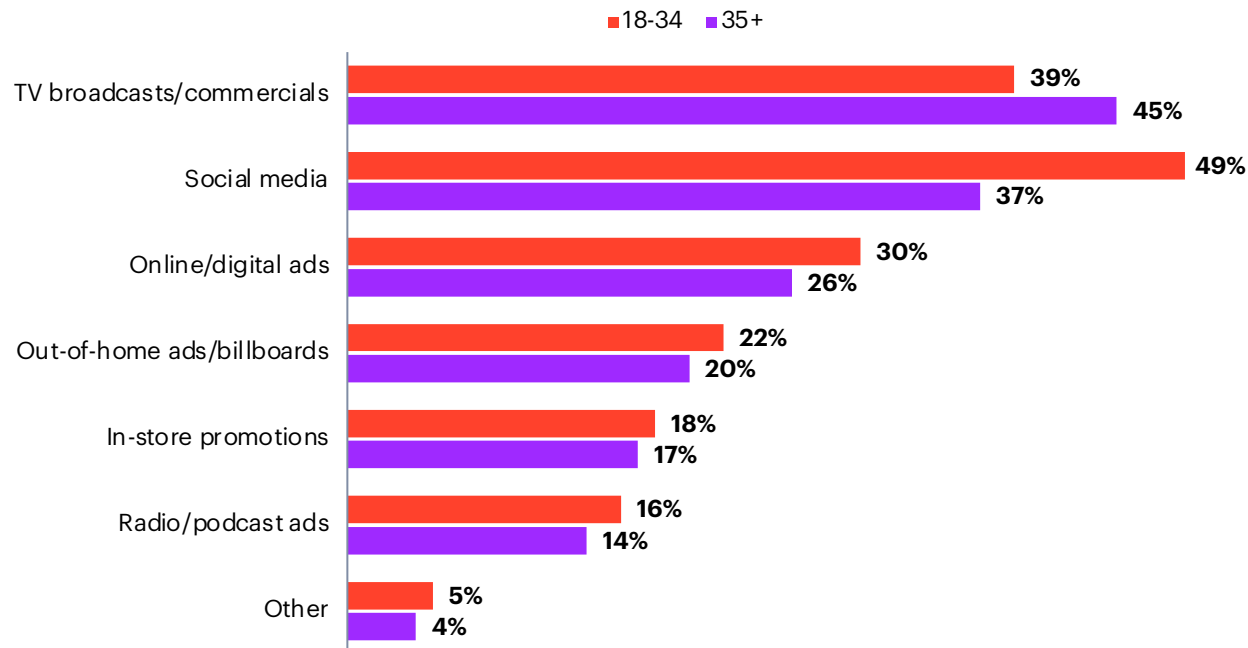
Respondents: Those who can recall at least one FIFA World Cup sponsor

Sponsor recall through social media skews young (49%), with TV more prevalent amongst older fans (45%)



Multi-country average

Top locations of sponsors recall by age group



Select callouts

- More than half of all those aged 18-34 in host country Mexico recall seeing a FIFA World Cup sponsor's branding on social media (51%), whilst the channel also leads for the younger cohort in Canada (45%)
- Amongst those aged 35+ in Mexico, 55% recall seeing sponsor branding via TV broadcast/commercials (top rank), with the channel also ranking first within the older age group for Canada (34%) and the U.S. (30%)
- On the global level, we also see the heightened influence of online/digital ads' ability to engage the younger cohort (30% vs 26%)

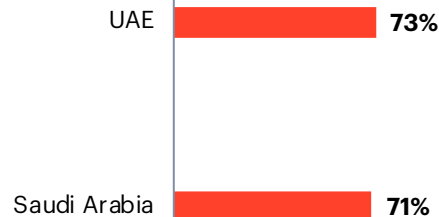
48% of those likely to follow the FIFA World Cup 2026 say FWC sponsorships makes them feel more positively toward brands

Percentage of those likely to follow the 2026 FIFA World Cup who say they feel more positively towards FWC brand sponsors

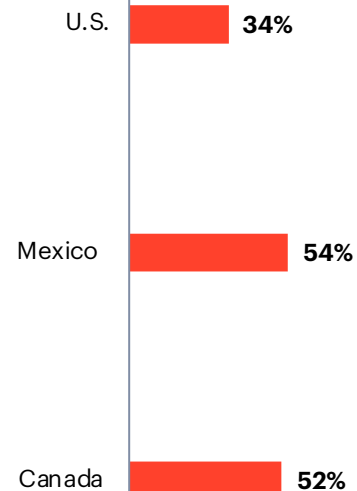
48%

Multi-country
average

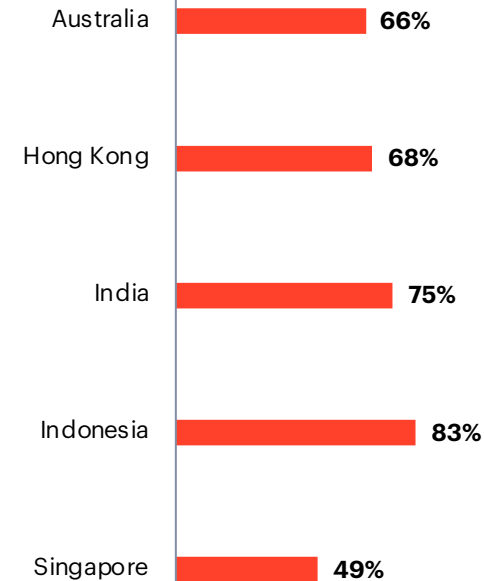
MENA



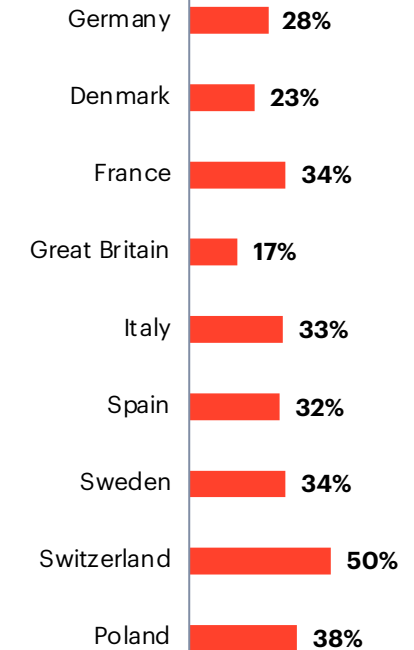
Americas



Asia Pacific



Europe



Source: YouGov Custom Survey, March 13, 2026 – April 1, 2026

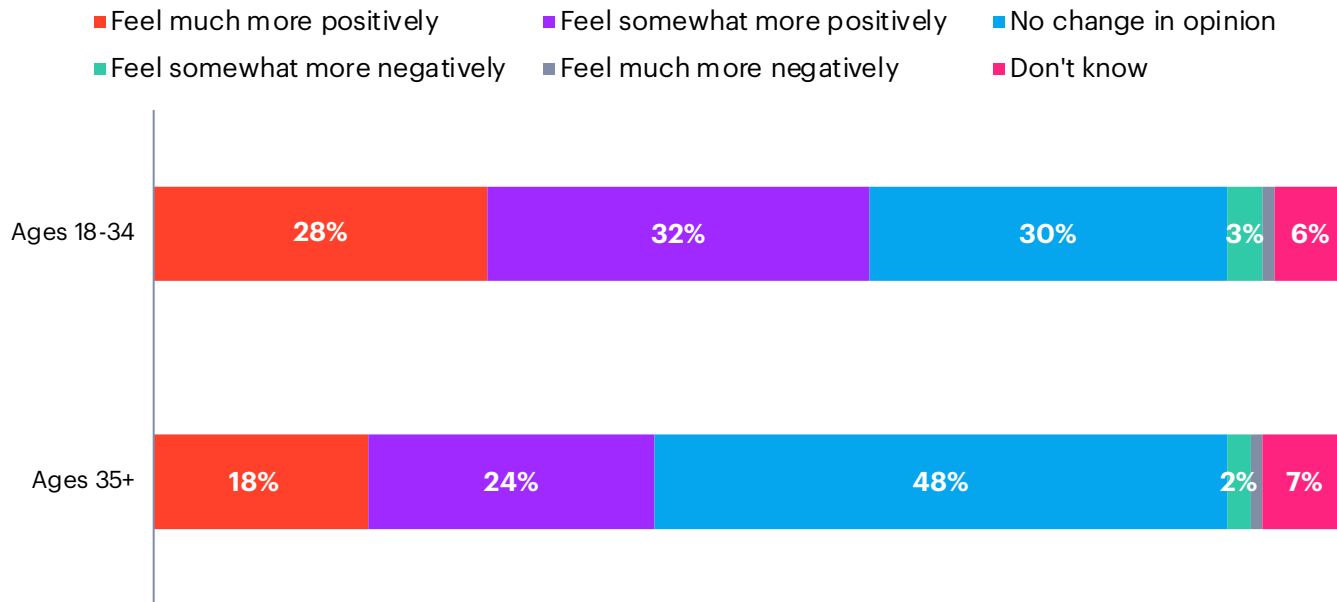
"How does a brand's involvement with the FIFA World Cup change how you feel towards that brand, if at all?"

Respondents: Those who say they are very or somewhat likely to follow the 2026 FIFA World Cup

FIFA World Cup followers ages 18-34 are more likely to feel more positively about FWC brand sponsors (60% vs. 42%)

Multi-country average

Impact of FWC brand sponsorship by age group



Select callouts

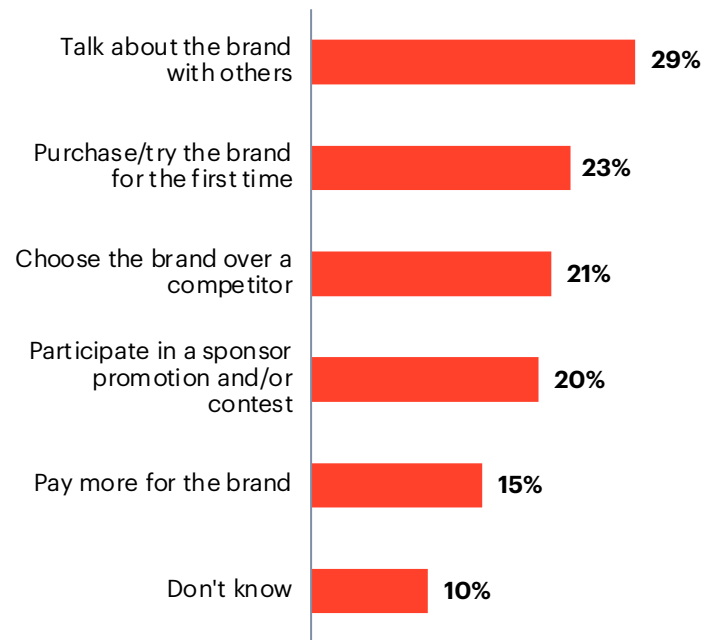
- Spain, India, Saudi Arabia, and Hong Kong are the only 4 locations out of 19 measured where older FWC followers (ages 35+) feel more positively toward FWC sponsors that younger followers (ages 18-34)
- Indonesia (85%), India (75%), UAE (73%), and Saudi Arabia (71%) have the highest percentage of FWC followers that feel positively toward FWC brand sponsors
- No country has more than 6% of FWC followers that say they feel negatively toward FWC brand sponsors

FIFA World Cup followers are most likely to talk with others about a brand or purchase it for the first time because of FWC sponsorship



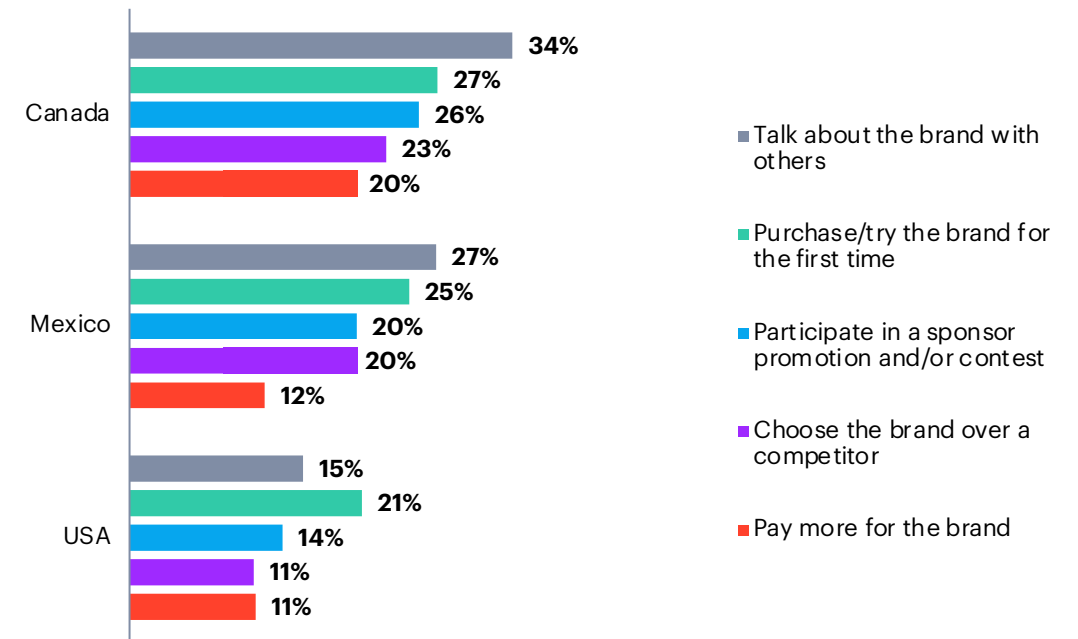
Multi-country average

Action taken due to FWC sponsorship



By host country

Action taken due to FWC sponsorship



Source: YouGov Custom Survey, March 13, 2026 – April 1, 2026

"Which of the following, if any, has a brand's sponsorship of the FIFA World Cup ever influenced you to do?"

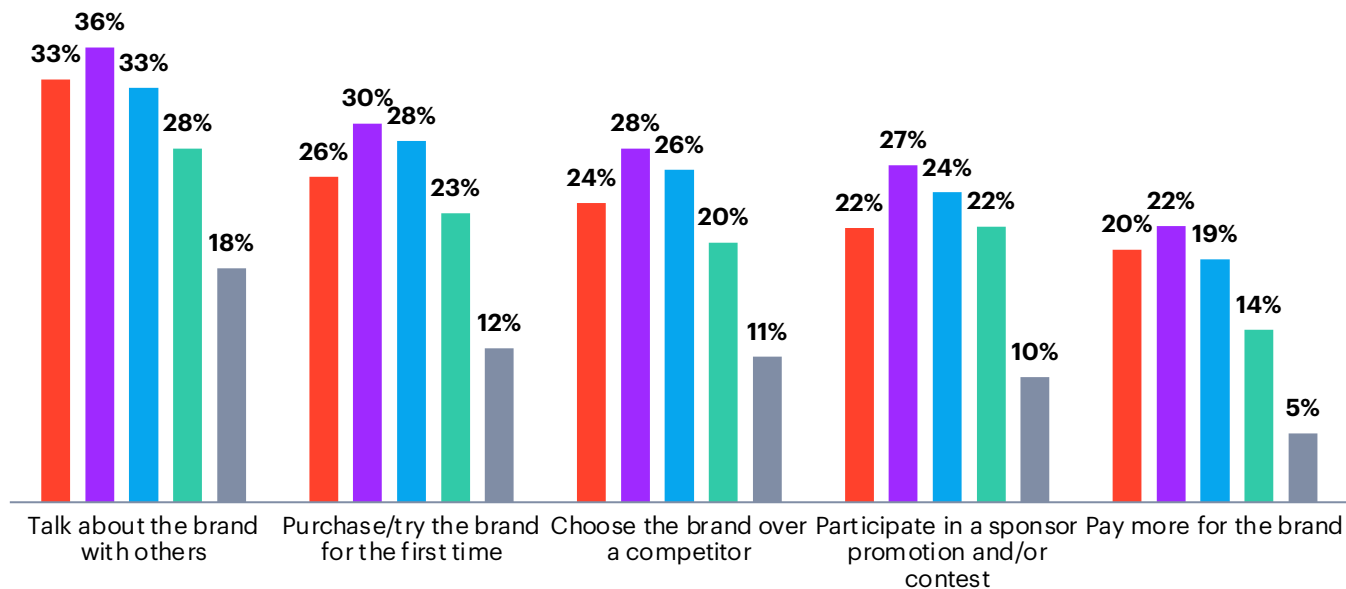
Respondents: Those who say they are very or somewhat likely to follow the 2026 FIFA World Cup

The FIFA World Cup followers most impacted by sponsorship activations are younger consumers aged 18-44

Multi-country average

Action taken due to FWC sponsorship

18-24 25-34 35-44 45-54 55+



Select callouts

- FWC followers aged 25-44 are more likely to purchase/try the brand for the first time and choose the brand over a competitor, establishing themselves as a primary target for FWC sponsorship
- Those who follow the FWC and are aged above 55 are most inclined to talk about FWC brand partners with others due to sponsorship (18%), but overall they indicate limited engagement
- Younger FWC followers aged 44 and under are significantly more likely to pay a premium for a brand due to sponsorship of the FWC

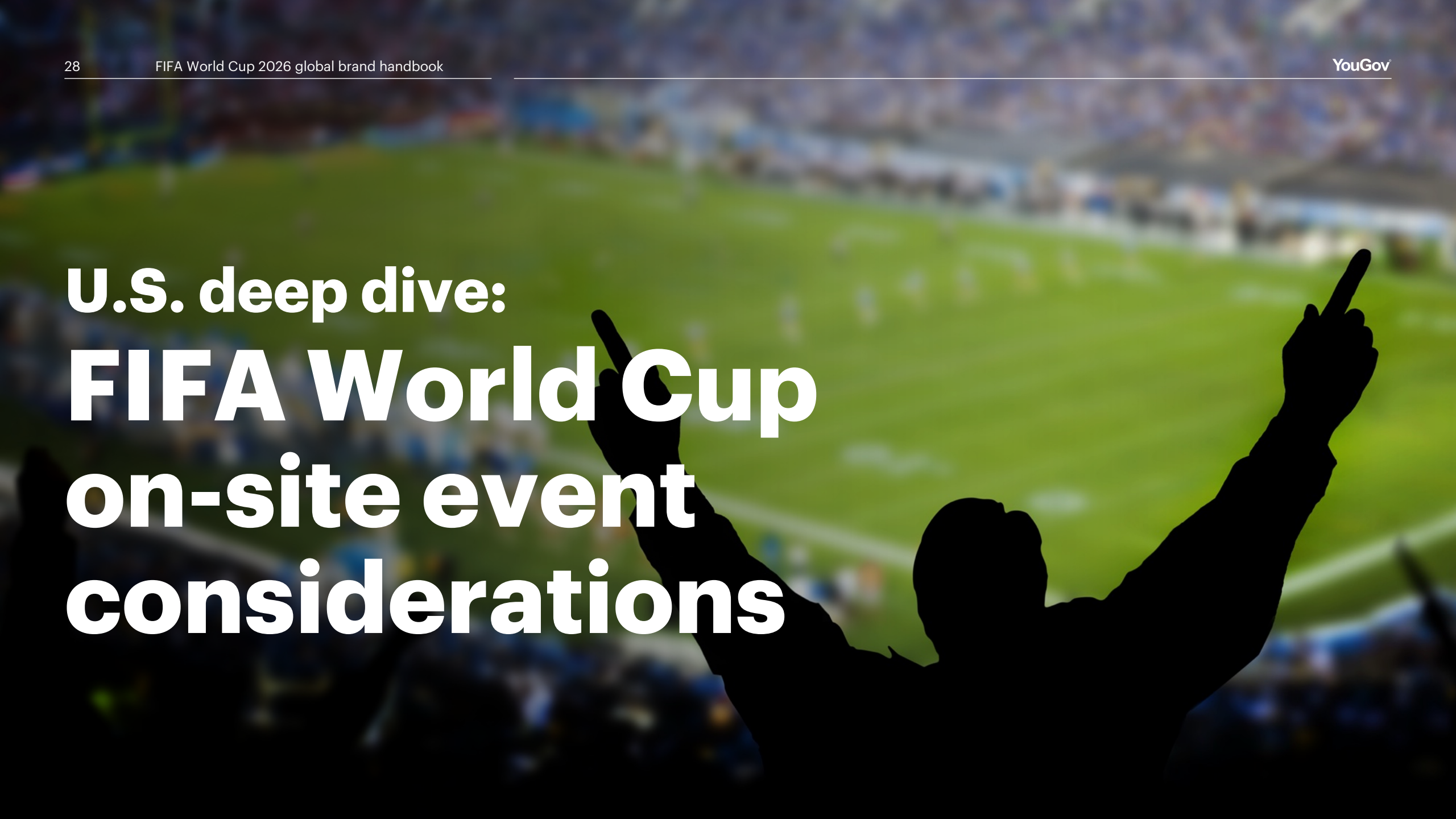
Americans who plan to watch the FIFA World Cup 2026 are **twice as likely** to pay attention to sponsors as the average U.S. adult

These fans are most likely to notice stadium naming rights, TV graphics, and sport equipment sponsors.

Top types of sport sponsorships noticed: U.S. FWC likely viewers vs. U.S. general population

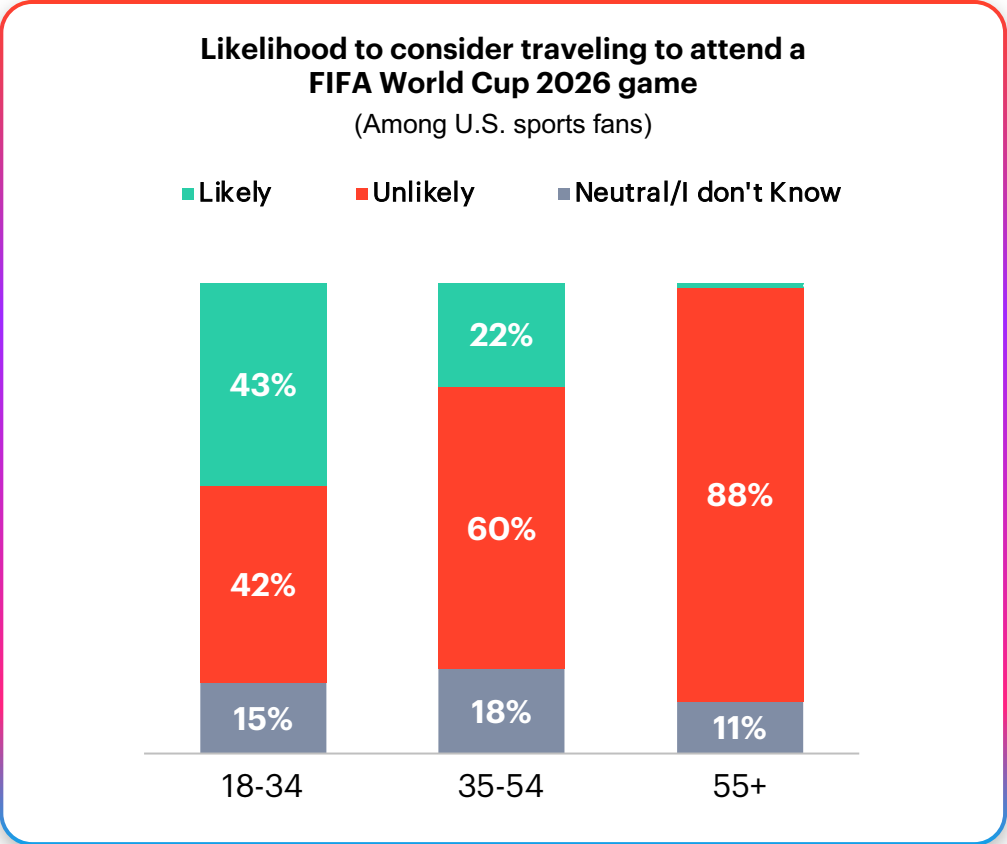
Sponsorship type		FWC likely viewers	Gen pop	Index
	Stadium/venue naming rights sponsors (e.g. Allianz Arena)	43%	24%	179
	TV graphics	40%	21%	191
	Sports equipment (e.g. helmets, shoes, rackets, baseball bats, etc.)	39%	17%	228
	Free product give aways/sample	36%	20%	180
	Jersey sponsors	36%	18%	200

Source: YouGov Sport Custom Survey (January 20-23, 2026) merged with YouGov Profiles US
Respondents: U.S. Sport Fans Ages 18+ who say they are likely to watch 1+ 2026 FIFA World Cup game vs. General population

A blurred background image of a soccer stadium filled with spectators. In the foreground, the silhouette of a soccer player is visible, celebrating with both arms raised and index fingers pointing towards the sky.

U.S. deep dive: FIFA World Cup on-site event considerations

Younger fans in the U.S. are much more likely to travel for a FIFA World Cup 2026 match, and are less deterred by ticket price



Top 5 drivers of travel by age (Among those likely to consider traveling to a FWC game)		
	18-34	35-54
The city that is hosting the game	56%	45%
To support my favorite teams and/or players	55%	41%
Importance of the game	54%	43%
To support my country of origin	50%	40%
Price of match ticket	42%	47%

Top 5 host cities preferred (Among U.S. Sports Fans)	
New York/New Jersey	20%
Los Angeles, California	19%
Miami, Florida	15%
San Francisco/Bay Area, California	13%
Atlanta, Georgia	11%

Source: YouGov Sport Custom Survey (November 13-18, 2025)
Respondents: U.S. Sports Fans Ages 18+ (At least a little bit interested in Sports)
Base sizes: U.S. Sports Fans: (n=1,018) respondents; Likely (n=192), Unlikely (n=682),
Top 5 Drivers of Travel Question: "You mentioned that you were overall likely to consider traveling in order to attend a 2026 FIFA World Cup game. Which of the following, if any are the main drivers behind your decision to travel?"
Top 5 Host Cities Preferred Question: "Assuming that you were given a ticket to attend a 2026 FIFA World Cup game in the United States, in which of the following host cities would you prefer to attend a game? Please select all that apply"

Fans attending FWC matches this summer value the social relevance of brand sponsorships, associating it with trust

Brands with on-site activations should consider offering special attendee discounts and/or social media friendly interactions/"moments" to capitalize on these fans' positive affinity toward sponsors of events they love.

Sponsorship attitudes: U.S. FWC likely attendees vs. U.S. general population

	Likely attendees	Gen pop	Index
For brands to be successful today, they must connect with customers in real life	78%	72%	108
Sponsorship can help keep companies socially relevant	71%	44%	161
I take notice of who sponsors the sporting events I watch	55%	28%	196
As a sports fan, I feel like I deserve special discounts from the sponsors	51%	24%	213
I am more likely to trust a brand that sponsors a sport team/league and/or entertainment event that I follow	44%	25%	176
I seek experiences that will make for great content on my social media	43%	19%	226



Pre- and during-match activities & entertainment are especially valued by likely FWC attendees; gameday is truly an all-day affair

Drinking at events is as common among this audience as eating, much more so than for the average American event attendee. More than anything, a social experience with friends/family is their main objective.

Activities done before/during events: U.S. FWC likely attendees vs. U.S. general population

Activities done before or while attending an event	FWC planned attendees	Gen pop	Index
 Get together with friends	58%	33%	176
 Buy food at the event	46%	38%	123
 Wear branded merchandise	42%	17%	242
 Drink at the event	40%	23%	172
 Buy merchandise	38%	22%	175
 Post on social media	35%	23%	149
 Wear a jersey for a playing team	34%	18%	192
 Look up the event on social media	30%	19%	158
 Pregame	28%	13%	223
 Dress up	28%	19%	146
 Tailgate	25%	13%	196



FIFA World Cup brand impact & audience activation



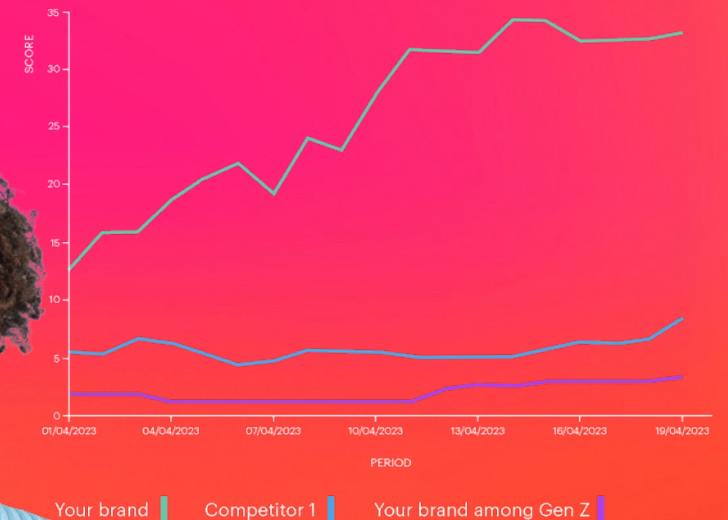
YouGov BrandIndex

Powerful daily brand & sponsorship tracking

Always-on tracking across 16 key brand health metrics in our industry-leading platform. Next-level, deep insights to optimize your brand growth and measure sponsorship impact in real-time.



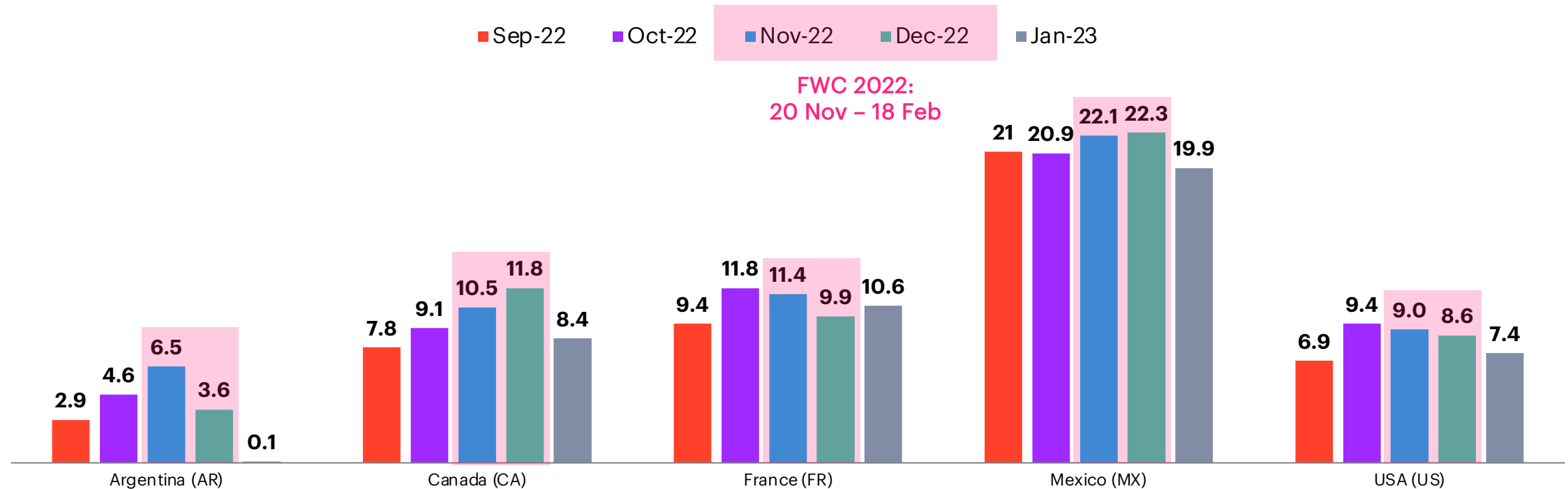
Advertising awareness

**Metrics** ▾

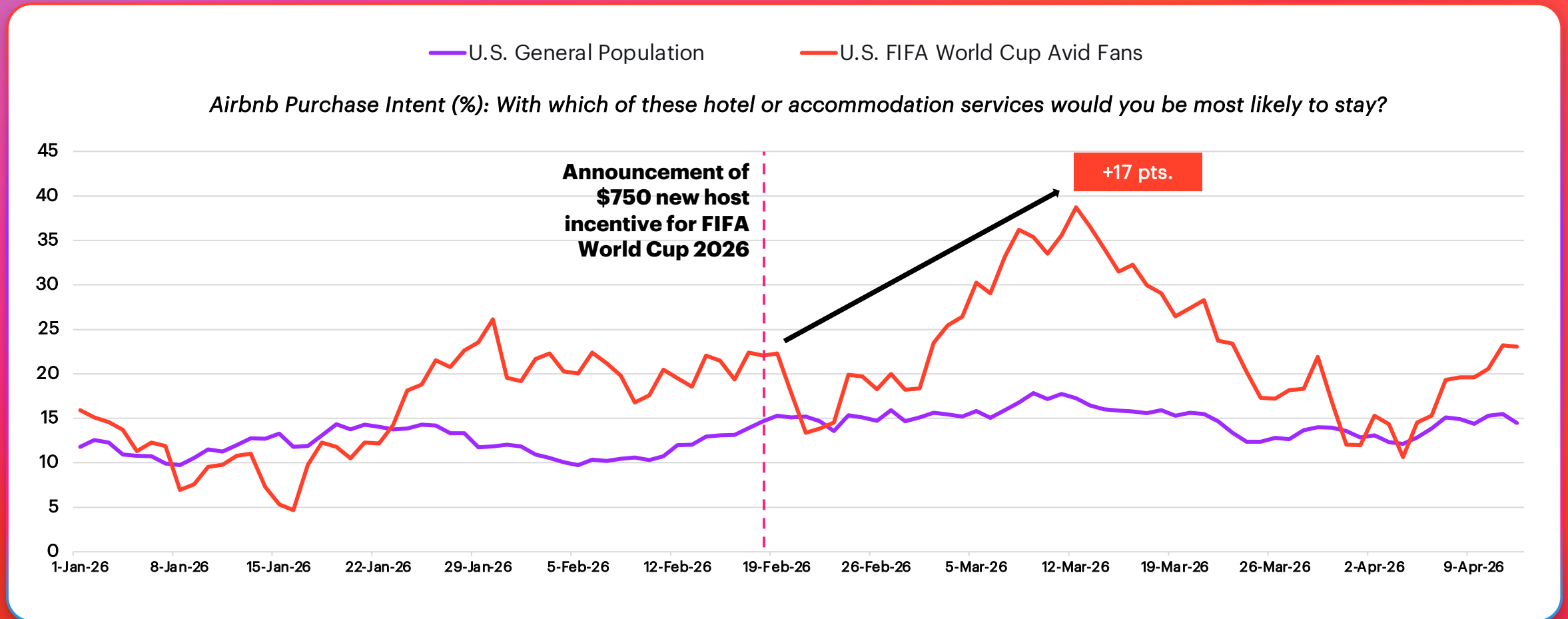
Advertising awareness

Case study: As the Official Automotive Partner of FIFA World Cup Qatar 2022, KIA enjoyed a lift in brand impression among fans of the World Cup Finals teams (Argentina & France), as well as North American football fans

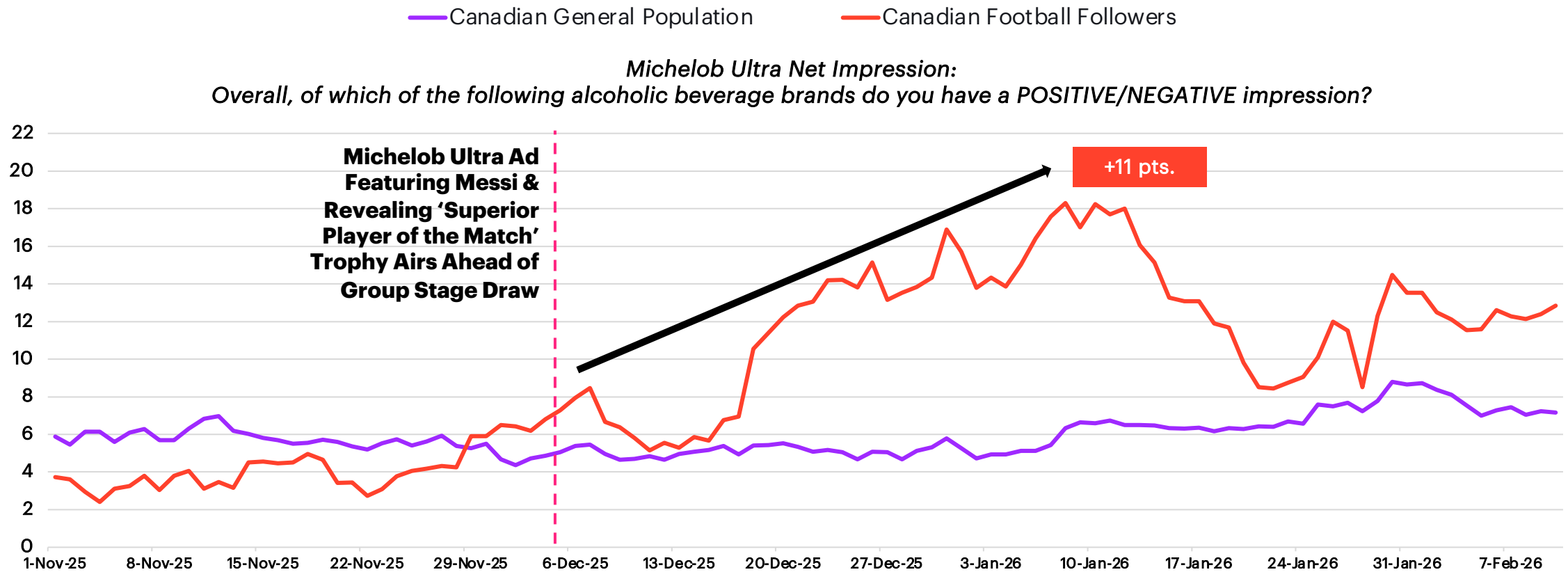
FIFA World Cup 2022: KIA Net Brand Impression (Among FIFA World Cup Fans)



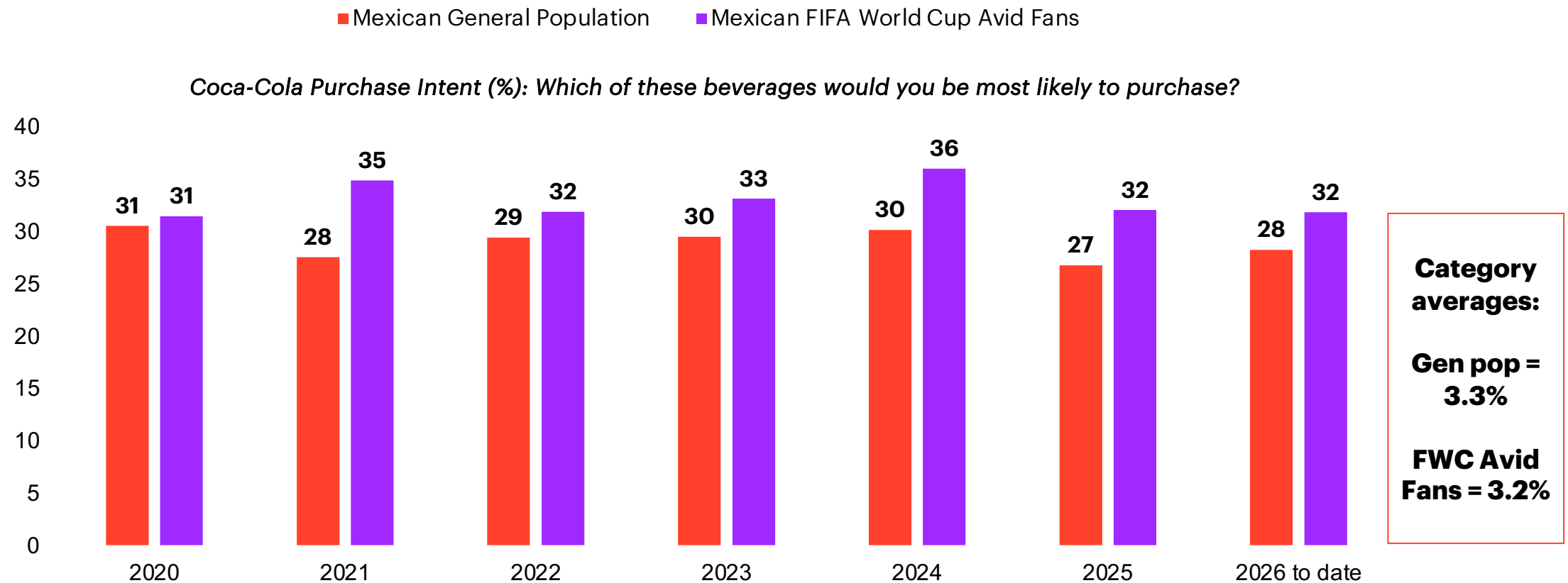
Case study: After announcing its largest new host incentive program ever connected to FIFA World Cup 2026, Airbnb experienced a near doubling of intent to use the brand for a future stay among avid FIFA World Cup fans



Case study: Michelob Ultra's redesign of the FWC 'Superior Player of the Match' trophy (and accompanying ad featuring Messi) jump-started a growth in positive impression of the brand among Canadian football fans



Case study: As a long-standing FIFA World Cup partner, Coca-Cola enjoys perennial advantages in purchase intent among Mexican fans vs. the total population, despite their similar levels of beverage category consumption



Activate the audiences that matter during FIFA World Cup 2026

Define your perfect fan group, then reach them with confidence

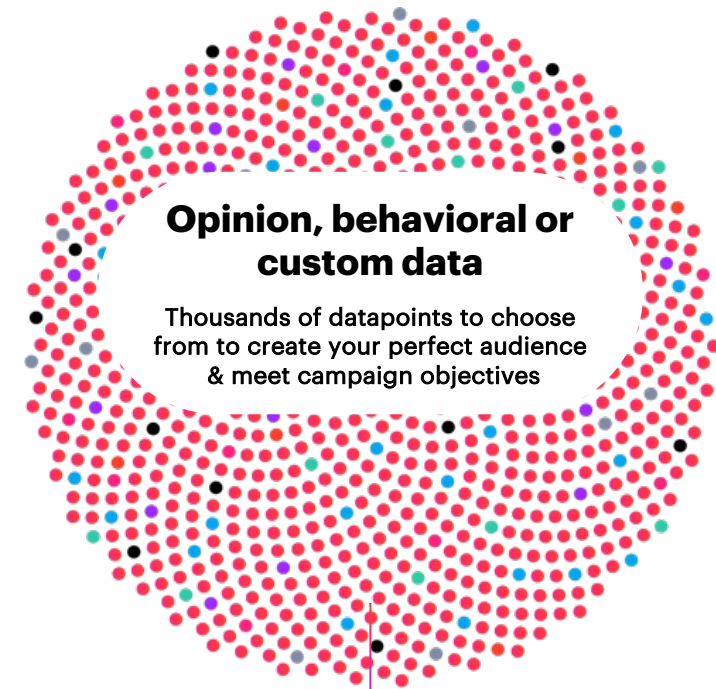
Once you've defined your audience, the real work starts - reaching them when and where it matters.

With YouGov, your audiences are built from real people and real behaviors - whether they're Dedicated Football Fans, World Cup Enthusiasts, Watch Party Hosts, Stadium Visitors, or Sports Bettors.

We help you activate those segments across platforms like Meta, Amazon, Google and more. That means your campaigns reach exactly the right people - whether you're driving interest in streaming services, a new car, sportswear, half time snacks or HD TVs, or even the next holiday or sports events to travel to.

Join 1,000+ brands using YouGov to close the gap between strategy and execution - and deliver campaigns with precision.

[Speak to our Activation team](#)



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Display &
Video 360

theTradeDesk

amazon ads



*YouGov does not claim ownership of the names and logos shown above, nor any association with the owners or their products.

Audience Activation: FIFA World Cup 2026

We have created 5 audiences specifically for the World Cup already available in your DSP of choice for U.S., UK, Australian, and German audiences between now and the end of the tournament.

Dedicated Football Fans

Passionate football fans who support a regional or national team.

They consume sport content across multiple channels and formats.



FIFA World Cup Fans

This audience are football fans with particular interest in the FIFA World Cup – it's one of their top interests.



Watch Party Hosts

This audience loves to host and prefer to watch sport from the comfort of their home.



Stadium Visitors

This audience regularly supports their team by attending games in person. They love the stadium atmosphere.



Sports Bettors

Football fans who regularly place sports bets to feel more engaged with the sports they enjoy.



Don't see what you're looking for? Reach out to YouGov Activation to build your perfect audience today.

Want to make sure your World Cup fan audiences hit the goal? It's easy.

01

Define & understand your target

- Decide who matters to you. Dedicated Football Fans to World Cup Fans, Watch Party Hosts to Stadium Visitors or Sports Bettors
- Understand each of those audiences with thousands of extra datapoints: discover demographics, lifestyle, media usage, attitudes & much more

02

Create audiences for activation

- Request the most relevant audiences for your campaign and category: from streamers to car buyers, sportswear fans to snackers, or those in-market for a HD TV
- YouGov's powerful panel data combines with our activation partners to build scaled model of your audience

03

Activate via your buying platform

- Your target audience is pushed directly to your buying platform seat / account, including TTD, DV360, Meta, Amazon and many more
- Buy against these segments for your campaign and optimize throughout



Speak to our Activation team

Methodology

The insights in this report have been sourced via YouGov Surveys

- In addition to select insights sourced from our syndicated data offerings arounds the globe (see citations per slide), the majority of insights in this report were sourced via YouGov Surveys: Serviced – providing rapid answers from the right audience.
- The multi-region survey was conducted from March 13, 2026 – April 11, 2026. Insights are available for 19 markets: Australia, Canada, Denmark, France, Germany, Great Britain, Hong Kong (online representation), India, Indonesia (online representation), Italy, Mexico (urban representation), Poland, Saudi Arabia, Singapore, Spain, Sweden, Switzerland, the UAE, and the U.S.
- ‘Multi-country’ data points reflect the average score across respondents in all markets.



Thank you

/Research Reality

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