



**THE FUTURE OF
FÚTBOL
IN THE U.S.**

**Fútbol has long been recognized as the “World’s Game”
with a passionate, engaged and global fan base,
especially among Hispanics and Latinos worldwide.**

**But in the U.S., football, basketball and baseball have
long reigned supreme as America’s favorite sports.**

Over the last decade, fútbol has experienced a surge in popularity in the U.S., becoming the fastest-growing major team sport in the country and the first-choice sport for young people in the U.S., especially Hispanic youth.



83

million adult fans in the U.S.

52%

growth in fans 2012 - 2019

40%

of fans are People of Color with MLS reporting 30% of their fans are Hispanic or Latino

54%

of soccer fans are under the age of 45, making them younger and more diverse compared to the NBA, NFL and MLB

40%

of Hispanic high school students say they play or plan to play the sport in 2020 compared to 21% of all high school students

And there are no signs of it slowing down



Women's soccer is outpacing every other sport in America. Here's why.

POPSUGAR.

Latinas Are a Huge Part of Soccer Fandom; We're Only Getting Louder For the Women's World Cup

AdAge

THE MESSI MARKETING EFFECT—HOW THE SOCCER SUPERSTAR IS BOOSTING MLS AND APPLE TV

ADWEEK

More Than a Game: Taking Hispanic Soccer Fandom and Viewership to the Next Level

yahoo!sports

American Gen-Z Soccer Fans Like MLS More Than Other Soccer Leagues

mitú

9 Rituals Latino Dads Do While Watching Fútbol... Because They Swear This'll Help Their Team Win

The Washington Post

Los Angeles soccer is thriving, thanks to Latino fans. But it wasn't always so.

FOX SPORTS

USWNT's custom Nike x Martine Rose suits have social media abuzz after Women's World Cup opener

THE WALL STREET JOURNAL.

Celebrities Are Backing Soccer Clubs. Tom Brady Is Just the Latest.

ESPN

The Messi Effect: New Miami star brings big business to MLS

abc NEWS

1st stadium built for professional women's sports team going up in Kansas City



Exclusive: US women's soccer team's World Cup journey will be documented in new Netflix series

REMEZCLA

WATCH: Boy Who Went Viral for Wanting to be Mexican Meets Mexican National Team



In short, soccer is taking the American sports world by storm

**And Hispanics are fueling
this expansive growth**

**Our presence, passion and
purchasing power are driving
the change**

PRESENCE

The booming U.S. Hispanic population has helped boost the popularity of soccer across the American sports landscape.

62.1 million Hispanics currently living in the U.S.

84 million population growth expected by 2030

1 in 4 of all Gen Z are Hispanic



Source: [Telemundo The Future is Fútbol 2022 Report](#)

Source: [United States Census Bureau](#)

Source: [Pew Research Center 2020](#)

PASSION

For U.S. Hispanic fútbol fans, the game is more than just a passion - it's part of their personal identity - with language and beloved rituals deepening their connection with every match.

73%

of U.S. Hispanics aged 16 and older call themselves soccer fans.

82%

of Hispanic soccer fans grew up playing the game

36%

of Hispanic fans watch at least half of soccer games at a bar or restaurant

3x

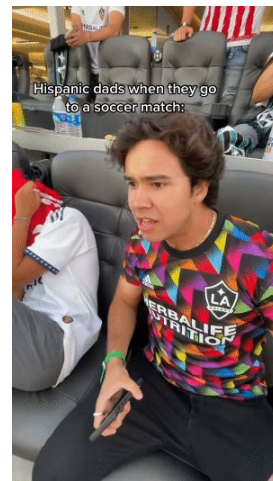
More likely to describe themselves as "super fans" (22%) compared to non-Hispanics ((7%)

32%

Were born into being a part of a soccer fandom

90%

of Hispanic fútbol fans prefer to watch in Spanish with 65% of non-Hispanics also prefer watching games in Spanish



PURCHASING POWER

\$3.4 trillion

Hispanic buying power in 2023

2.1-2.4x faster

consumption and purchasing power growth rate in comparison to non-Latino counterparts

20%

the percentage of more discretionary income Latino sports fans spend on sports-related products and experiences compared to non-Latinos

Hispanic moms

are the next frontier in the soccer fandom and serve as the primary financial decision makers of their households

Hispanics are a powerful economic force driving the U.S. economy, and are a key factor to the financial prosperity of the U.S. sports industry.



Source: [McKinsey & Company Study](#)

Source: [Gatekeepers of the Home: Reaching the Hispanic Mom](#)

Source: ['The demographics are undeniable.' Latinos are the future of US sports, industry leaders say](#)

As the U.S. quickly becomes the heart of global soccer, there are a myriad of opportunities and reasons why brands should connect with this avid soccer fan base - especially Hispanics - to build trust through one of their most beloved passion points



The Messi Effect



The growing popularity of fútbol in the U.S. is partially due to iconic players transferring from Europe. The arrival of soccer *leyendas* over the years has put a global spotlight on Major League Soccer.

Leo Messi's highly anticipated MLS debut last summer created a wave of excitement with fans, the league and media that has permeated across pop culture and continues to drive interest in the game far and wide.

MESSI'S ARRIVAL

marks a landmark moment in the league's accelerated growth



Following June 2023 announcement of Messi's transfer:

475M+

FOLLOWERS ON INSTAGRAM

2nd most followed personality in the world

+22M

NEW FOLLOWERS

On all MLS social platforms, MLS and Leagues Cup clubs

1034%

INCREASE IN TICKET PRICES

For Inter Miami in the first 24hrs after the announcement

1st time

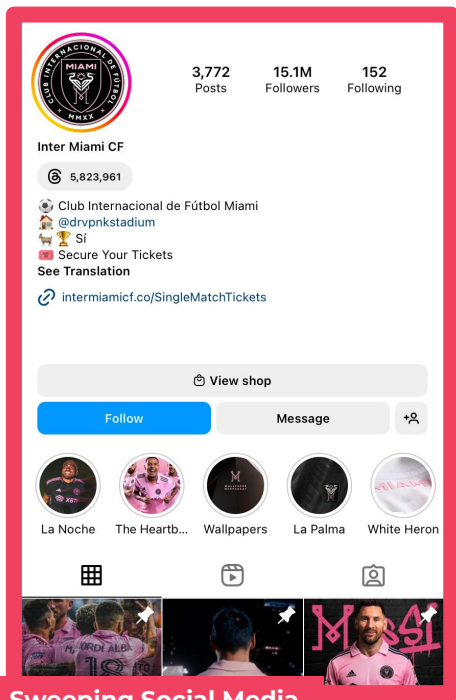
MLS SURPASSED PREMIER LEAGUE

In global search interest

78%

OF FANS AGREE

Sponsors are ready to reap the benefits of Messi's arrival



Sweeping Social Media

24 hours after news broke that Messi would join Inter Miami, Google searches about the team increased by more than 1,200%. The club's Instagram following grew by more than 500% and has since surged to over 15MM followers.



Soaring Ticket & Merch Sales

Inter Miami merchandise became the top-selling merch across all pro sports teams. Messi's jersey sales topped those of any other athlete changing teams across all sports, and prices of tickets to Messi's first match soared more than 1000%.



Messi Brings Home Leagues Cup Win

Prior to Messi's arrival, Inter Miami had the fewest points in all of MLS, and it seemed debatable as to whether one player could turn the tide. But within just under a month since his MLS debut, Messi helped bring home a Leagues Cup championship to Inter Miami.

High-Profile Personnel

A wide-angle, night-time photograph of a large football stadium. The pitch is illuminated by bright floodlights, and the stands are mostly empty. The text "High-Profile Personnel" is overlaid in large white letters across the center of the image. The stadium's architecture features a prominent steel structure with yellow lighting accents. In the background, a banner reads "GUTE WANDL SÜDFRÜHNE DONNERSTAG". The stands have yellow and blue seats, and several "BRINKHOFF" banners are visible along the perimeter of the pitch.



Messi isn't the only one making major headlines in Miami and across MLS. Other legendary Hispanic coaches and players are making moves across the sport, driving ticket sales, earning some of the highest salaries and keeping fans engaged and invested in the future of the game.

150+

Hispanic players are currently playing in the league

Hispanics are currently the largest ethnic representation in the MLS

Accessibility

With MLS becoming more accessible in the U.S., there has been an increase in viewership

Community

Local MLS clubs are connecting with and creating spaces for Hispanic soccer fans



Legendary Hispanic Coaches

Inter Miami FC head coach, Gerardo 'Tata' Martino, brings an abundance of experience and success, having managed over 400 games in over two decades of his managerial career. Martino came back to Major League Soccer for the "New Era" of Inter Miami CF.



Talent Trifecta

Luis Suárez is part of the latest talent surge sweeping MLS. As one of the greatest strikers of all time, he made headlines when he joined as he will be reunited with former FC Barcelona teammates Lionel Messi, Sergio Busquets and Jordi Alba at Inter Miami.



Commanding Top Salaries

Many of the highest paid salaries in the MLS are with Hispanic players, including Thiago Almada, of the Atlanta United and Facundo Torres, of the Orlando City FC. Other top Hispanic MLS players include Lucas Zelarayan, Luiz Araujo and Héctor Herrera.



A Global Stage



The United States will play host to some of the largest international fútbol tournaments over the next few years.

As anticipation builds for the return of the World Cup to U.S. soil in 2026, this global sports moment will represent an unprecedented opportunity for fans, brands, and the future of the game.

30%

Increase in viewership from FIFA in 2022 compared to 2018

The 64 matches of the 2022 FIFA World Cup were watched by an average of almost 3.59 million viewers on FOX in the United States

75%

of non-Hispanic World Cup viewers say it's important that the U.S will jointly host the FIFA World Cup 2026

Importance

The World Cup is considered more important among Hispanic World Cup viewers than any other sporting event, including the Super Bowl, the World Series, the Olympic Games, or the NBA Finals

2023 & 2024



Leagues Cup marked a new chapter in North American soccer in 2023. For the first time, every team from both leagues played in a World Cup-style format. Inter Miami CF won the Cup, making it their first title, and securing their spot for the 2024 CONCACAF Champions Cup.

2024



- CONMEBOL -
COPA AMERICA
USA 2024

One of the most competitive tournaments and the third most watched in the world. The U.S. will play host for the first time in eight years, and the U.S. men's national team is likely to participate, once again shining a spotlight on the Hispanic players helping popularize the sport in the U.S.


2026



The FIFA World Cup will take place in three different countries, including the U.S., which will host most of the matches with a total of 11 games bringing the attention of world *fútbol* aficionados and expanding U.S. base fans.



Rise of Women's Soccer



Women's soccer has seen significant growth and changed perceptions, with the U.S. Women's National Soccer Team driving this change through their success, advocacy, and dispelling of stereotypes. This has led to increased popularity, fan engagement, and investment in the sport. Simultaneously, a surge of women-centric sports media is contributing to a more inclusive narrative that resonates with audiences and boosts viewership.

20%

Increase in season ticket holders from 2022 to 2023 for the National Women's Soccer League





Latina Representation

The USWNT is home to three Latina soccer players - Sofia Huerta, Ashley Sanchez and Alyssa Thompson. These Latinas help make up the most diverse roster in the USWNT's history and are opening doors for the next generation of Latina footballers to make their mark on the sport.



Latina-Centric Storytelling

Netflix announced documentary series centered on the USWNT journey to the FIFA Women's World Cup. Telemundo presented "Excelencia En La Cancha" a series centred on the USWNT. Canela.TV launched "Campeonas" to cover the Women's World Cup, while spotlighting Latina players and their stories on and off the field.



Spain Wins Women's World Cup

Spain's historic, first time victory resonates with Hispanics signifying cultural pride, unity and representation. The win highlights the broader impact of fútbol transcending competition to foster a sense of shared achievement and identity within the community, and inspiring the next generation of athletes.



New Venues Emerge

The first ever stadium for a women's professional sports team is being built in Kansas City, Missouri. It's a breakout moment for women's sports as it highlights the growing recognition, and support, for female athletes. As the NWSL expands to 16 clubs by 2026, more venues are likely to follow.



Dedicated Social Platforms

DRAFTED is an emerging tech platform, media company, and social community providing Latinas with an exclusive space to embrace their sports fandom. These spaces unite passionate Latina sports enthusiasts, empowering them to connect and celebrate their shared love for football while advancing women's presence in the sport.



Hispanic Moms

Latinas are redefining what it means to be a fútbol fan and "soccer mom." As the gatekeepers of heritage, traditions and family interests, they're encouraging their kids to be fans too. 76% of Hispanic moms encourage their kids to watch the World Cup.



Trending on Social Media



Athletes' heightened presence on social media enables direct interaction with a new generation of fans and is closely tied to soccer's expansion in the United States. Across all ages, fans are turning to social platforms for sports content.

16%

of Hispanic soccer fans over-index in consuming soccer content on TikTok

27%

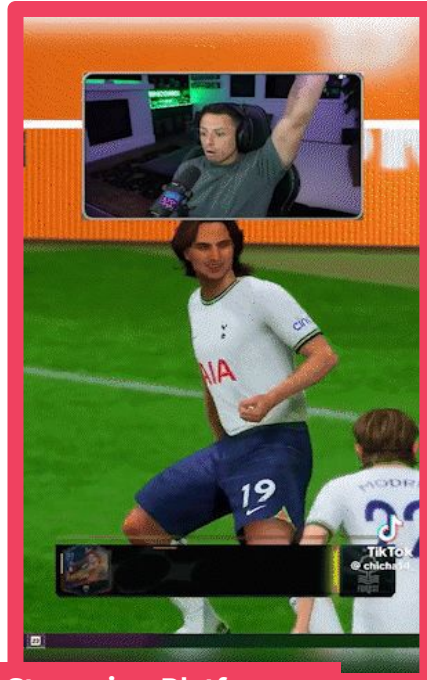
of Hispanics listen to podcasts that include sports and their favorite personalities in the industry





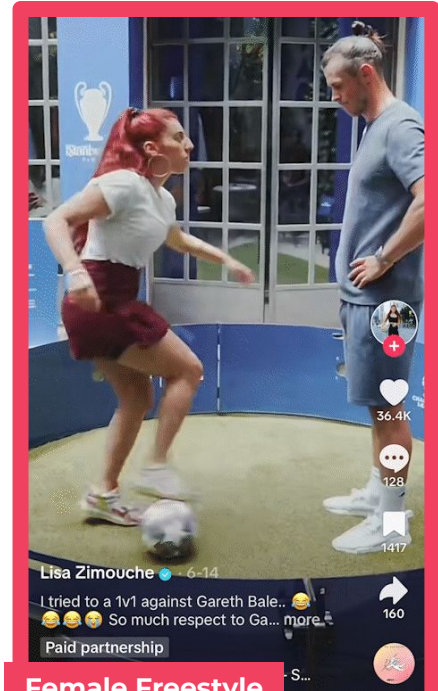
Influencers

Fans are leaning on social media channels to connect and keep close to their idols. Influencers are playing a key role in bridging the connection between fans and athletes. They showcase their personal experiences and insights from the matches.



Streaming Platforms

Javier "Chicharito" Hernández has become a gaming soccer icon, uniting his passions for sports, competition, and gaming to cultivate a strong fan base across social media. He engages with fans and gamers on Twitch, while also leveraging TikTok and Instagram platforms.



Female Freestyle

Freestyle soccer is gaining traction on social media. An example of this is content creator Lisa Zimouche, the most followed female freestyler in the world. Social media continues to be a place where fútbol-focused trends appear to capture the eyes of die-hard fans and casual spectators alike.



Celebrity Fandom



The growth of soccer is crossing cultural lines and everyone wants to get in on it. Celebrities are now attending fútbol matches en masse, investing in teams, and drawing new audiences in the fold. Their star power and influence plays a pivotal role in increasing the sport's visibility and popularity.





Celeb Attendance

Messi's debut on the Inter Miami team brought out stars from music, entertainment and sports, including Becky G., Marc Anthony, Gloria Estefan, Camila Cabello, Penelope Cruz, Lebron James, Serena Williams, Kim Kardashian, and others showing up to watch the historical moment.



Female Investors

Female celebrities have taken their love of soccer to the next level through ownership and investment in women's teams. Stars like America Ferrera, Becky G., Christina Aguilera, Eva Longoria, Jennifer Garner and Natalie Portman are those helping raise visibility through their financial commitment and advocacy.



Football makes way for fútbol

Legendary names of the gridiron like Tom Brady, Patrick Mahomes, and JJ Watts have also turned their sights to the stars on the soccer pitch, with investments in clubs in the U.S. and across the pond. Leveraging their star power to not only build their personal brands, but bring visibility and investing in the sport that will be the future of America.



Fútbol's Influence on Fashion

Prominent soccer players have transformed into style icons, leveraging their influence to display their fashion sense and set soccer-inspired trends.

Luxury fashion brands are taking action and using them for campaigns and collaborations. These players' substantial social media followings offer brands a chance to spotlight their designs and merge into the soccer culture.





Blokecore: Fútbol Inspired Trend

"Blokecore" is a fashion trend inspired by British fútbol culture of the '80s and '90s, characterized by playful reimaginings of sporty styles. It combines retro soccer jerseys, with the latest trends. A more femme version of the look is known as Blokette.



USWNT x Martine Rose

Nike collaborated exclusively with designer Martine Rose to create custom game day arrival suits for the U.S. Women's National Team. The "one-of-a-kind, gender-free" tailored pieces delivered a major fashion-forward moment, that had fans and the fashion world buzzing, while gaining incredible media attention.



Emerging Brand Collabs

The U.S. Women's National Team announced collaborations with five fashion, lifestyle and accessories brands. The companies selected were majority women-owned and women-led with collaborations including brands such as UNDEFEATED, Samii Ryan, Mejuri, Stoney Clover Lane and RE-INC.



Takeaways



Fútbol is ingrained in the Hispanic fan's identity - they were born into loyal fútbol households, played the sport growing up and consume various types of media around their favorite players, games and merchandise.



Hispanic fans' passion for the sport, rooted in cultural heritage, is fueling fútbol's rise in the U.S. creating a vibrant and loyal fan base hungry to engage and be a part of a larger U.S. community.



The U.S. is quickly growing into the international hub of fútbol which is important for Hispanic fans as the sport in the U.S. has transcended the mainstream and has become more accessible.



The rise of women's fútbol is propelling greater female representation and influence, on and off the field, with fans increasing their investment in both time and money to take part in the movement.



A culture-first approach on social media provides consumers an opportunity to build community with fan traditions while leveraging generational loyalty.



How Brands Can Activate Around Fútbol

CELEBRITY AND CREATOR
PARTNERSHIPS

SPONSORSHIPS

EVENT ACTIVATIONS AND
WATCH PARTIES

SOCIAL-FIRST
CAMPAIGNS

LIMITED EDITION
MERCHANDISE

YOUTH-FOCUSED AND
WOMEN-LED
ACTIVATIONS





**WHAT DOES YOUR 2024 FUTBOL
COMMUNICATIONS STRATEGY
LOOK LIKE?**



THANK YOU!

Interested in Learning More?
CONTACT US



Sara Garibaldi
President

sara.garibaldi@bodenagency.com



Angie Govantes
Senior Manager, Growth

angelique.govantes@bodenagency.com