

India Sports Team And Clubs - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020 - 2029

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Report description:

India's Sports Team and Clubs Market is expected to register at a CAGR greater than 7% during the forecast period. Over the years India's Sports Market has observed continuous growth in its revenue rising to a level of USD 8.07 Million last year. In India Advertising exists as the largest segment of Sports revenue generating a revenue of USD 5.94 Million of the total revenue. Currently, India's Sports Industry employs more than 500,000 people with the manufacturing of more than 300 sports-related goods.

With the advent of COVID-19 sports industry in India suffered a major setback. BCCI India decided the postponement of the event with a large number of staff tested positive for COVID-19. The value of the Indian Premier League declined significantly during the period reaching USD 4 billion.

Media spending in Indian sports has observed a significant increase over the years with a small decline observed during the pandemic reaching a value of USD 60.18 Billion last year. Spots broadcasting through TV and digital channels had a share of USD (7.96 & 1.97) Billion last year generating a significant increase in revenue growth for sports teams and clubs. In addition, rising partnerships between India and Foreign clubs in different sports are encouraging private players of different sports clubs and brands to invest in India.

India Sports Team And Clubs Market Trends

Cricket Leading Sports Team and Club Market In India

Among the global comparisons, the Board of Cricket Control of India (BCCI) exists as the largest revenue-generating cricket

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council globally with revenue existing at USD 405 Million last year. Over the years cricket clubs in India have observed a significant rise in India with the expanding market of the Indian Premier League globally with a total of 10 teams currently.

Currently, India Ranks 1 in the global men's test countries worldwide with a rating of 121, resulting in a significant increase in funding and promotion by the government as well as the private sector, resulting in a total of 53 International cricket venues in India which is the largest globally.

Increase In Advertisement Revenue Driving Sports Team And Club Market

India's digital Ads revenue had observed a significant rise over the years rising to a level of USD 500 Billion last year with this media spending in Sports observed a continuous increase reaching USD 60 Billion last year. All India Football Federation out of its total revenue generated 61% of its revenue through marketing rights.

With a continuous rise in sports revenue in India, the generation of revenue through advertisement is also observing a significant increase. Last year Sports events in India generated total revenue of USD 0.9 Billion. Recently held IPL witnessed significant growth in advertising revenue of INR 10,120 crore of this, the Board of Control for Cricket in India (BCCI), franchise owners, and broadcasters directly earned 65%, while the remaining was earned indirectly.

India Sports Team And Clubs Industry Overview

India's Sports Team and Club Market is fragmented with only a few sports leading, the market share of the Sports team and Club Market is Fragmented. Over the years sports other than cricket have emerged in the market but still, it's a long journey for them to get an increasing market share with various clubs and teams.

Existing popular Clubs, such as Barcelona, Manchester United, Arsenal, Liverpool, etc., now have centers across India to capitalize on the rising demand. Homegrown BBFA is observing an increase in operational locations across India.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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