

UK Spectator Sports - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020 - 2029

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Report description:

The United Kingdom spectator sports market has generated a revenue of USD 3.12 billion in the current year. It is poised to achieve a CAGR of more than 5% for the forecast period.

Key Highlights

- The United Kingdom is home to sporting champions with hosting events such as the 2012 Olympics and the 2022 Birmingham Commonwealth Games. United Kingdom Sports and physical activity contributed a positive revenue growth to the United Kingdom's economy last year, ranging from professional and semi-professional to amateur teams.
- With the advent of COVID-19, sports events globally were restricted, as a result of which revenue of United Kingdom Sports events declined during the period. Post-COVID, with the relaxation of the restriction on sports events, the revenue of the market observed a significant rise with an increase in sports viewership through live streaming as well as in-stadium event watching. These rising events created a positive impact on the United Kingdom Spectator sports market during the period.
- Amazon Prime, Sky Sports, and BT Sports are leading TV channels and services in the United Kingdom, with the major share of premier league fans. Post-recovery people attending professional sports events in the United Kingdom observed a sharp rise last year from the level of participation during the pandemic. With this recovery in sports events in the United Kingdom, players operating in spectator sports are expected to observe an expansion in the market.

UK Spectator Sports Market Trends

Rising Sports Event In United Kingdom

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- Soccer, football, boxing, and motorsports are among the most famous sports in the United Kingdom, creating a significant market for United Kingdom spectator sports. Spectator participation in motorsports events in the United Kingdom has observed a continuous increase over the years. In addition to this Football Association in the United Kingdom is observing a continuous rise in turnover, with the major share of revenue coming through the broadcasting channels.
- Football leagues Premier League, Championship League, and League 1 are among the events in the United Kingdom, with an attendance of more than 5 million. With such a large viewership, these events are raising revenue through media rights, corporate sponsorships, and ticket selling, with their rising contribution to the growth of Spectator sports in the United Kingdom.

Technological Innovations Improving Spectator Experience

- Post-COVID technological innovations of over-the-top (OTT) platforms, e-sports, social media channels, Internet of Things (IoT), and other innovations are expanding their presence in United Kingdom sports events and providing viewers with an engaging and attractive sports engagement. Virtual reality (VR), augmented reality (AR), and other wearable technologies allow the viewer to watch the game while alternating between numerous angles, including courtside seats, on-the-field action cameras, and stadium suites.
- With these trends, United Kingdom sports clubs such as Manchester City are partnering with working with digital innovative companies such as The Brain-boxes from Sony to gain a firm grasp of the future of spectator-focused sporting events. In addition, the e-sports market revenue in the United Kingdom is observing a continuous increase in revenue, with a share of around 12.4% of the global e-sports industry.

UK Spectator Sports Industry Overview

The spectator sports market in the United Kingdom is fragmented and has gone through significant changes over the years with an increase in market revenue as well as spectator participation, leading to more players investing in the market with increasing business opportunities. The market is still having a place for new entrants with innovative products like Metaverse and AI. RMG Operation Limited, Peloton Interactive UK Limited, Gain Capital Holdings Ltd, Anso Arena Limited, and LTA Operations Limited are among the existing players in the United Kingdom spectator sports market.

Additional Benefits:

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

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