

DATA REPORT:

SOCCER KIT SUPPLIERS

TOP TWO DIVISIONS IN ENGLAND, FRANCE, GERMANY, ITALY & SPAIN
2017-18

EXECUTIVE SUMMARY

You have downloaded a PDF of Sportcal Sponsorship's Soccer Kit Supplier Data Report, summarising the key findings that are available within the report itself, as well as the full Table of Contents.

Find out more about this report by contacting our Client Services team on **+44 (0) 20 8944 8786** or email clientservices@sportcal.com



Sportcal Sponsorship has analysed **204** soccer kit supplier deals across the top two divisions in England, France, Germany, Italy and Spain.

The kit supplier, or technical partner as it is referred to by many, has developed into a crucial piece of business for top soccer clubs across Europe. The increasing competition between brands to secure top kit deals has driven up revenue for clubs and has contributed towards the commercialisation of modern soccer.

At the very top of the football pyramid, prices have continued to sky rocket - given the intense competition between a handful of brands. The likes of **Nike**, **adidas** and **PUMA** look to sign kit supplier deals with top teams to strengthen their market share in the sportswear industry and cash in on the global success of the soccer shirt industry – all based on data from the [Sportcal Sponsorship platform](#).

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- Gain a comprehensive understanding of the **Soccer Kit Supplier** market, providing your business with a detailed knowledge of the commercial landscape and latest activity
- Access to comprehensive deal values for every deal in across the **top 2 divisions** in England, France, Germany, Italy and Spain
- **Investigate current behaviour trends** across the sector and benchmarking kit deals across Europe to identify the most valuable team deals and track brand investment.
- Access deals and understand the kit supplier sector –
 - Across the top two divisions in England, France, Germany, Italy and Spain there are **34** different brands covering **204** kit supplier deals for the 2017-18 season
 - Total value of the 204 kit supplier deals has been estimated at **\$863.05 million**.
 - The top biggest spending brand is **adidas** while the most active is **Nike** – all details within the report.

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