

# Key trends in the sports industry

- **Life after sports:** sportsmen and sportswomen do not benefit from a secure and solid framework helping them to transition to their "second life" once they retire from their sports career. In addition to the psychological effects on the athlete, this is an important loss of experienced and attractive resources, able to attract crowds.

- **Professionalization:** sports clubs are acquiring and implementing an increasingly business-oriented approach.

- **Financial doping:** with increasingly skyrocketing fees for the transfer of players, with significant participation of Russian, Ukraine and Chinese investors, there is a growing risk of long-term inbalance: polarization of clubs, difficult competition, and "boring" game for spectators. New financial methods may emerge to ensure access to talent.

- **Wearables, performance enhancement & data analytics:** advanced sensors used to track user activity, providing data and metrics for evaluating and improving performance.

- **Personalization:** customers need a personalized purchasing experience that matches the sports they practice and lowering their cost.

- **Community:** customers are increasingly receptive to "influencer" trends and behaviours.

Athlete

Sports clubs

Sponsors & Broadcasters

Sports goods and sport as an experience

Sports facilities

- **Sound financial planning:** there is still a significant gap in financial planning services and vehicles dedicated to managing athletes' wealth.

- **Sponsorship assets** are advancing beyond traditional formats, using advanced analytics and new digital platforms to form more direct and targeted connections with their audiences.
- **Fan engagement** has evolved into a commodity, a wholesale growth strategy used by sports events organizations, sponsors and broadcasters for profit maximization.
- **Media channels:** the explosion of over-the-top digital video providers, social networks, user-generated content, and mobile apps, are creating new business models and revenue streams.
- **E-sports:** new commercial opportunities for top gamers, companies and marketers to reach new and younger audiences around the world.

- **Stadium of the future:** stadiums are turning to new cloud, mobile and analytics technologies to enrich and complement the fan experience, boost attendance and reinforce their value proposition.