Women's sports: What's the opportunity and ROI for brands?

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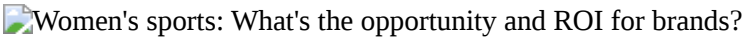

Co-authored by Georgie Walsh, GWI

The rise of women's sports isn't just a cultural win. It's a brand-building opportunity hiding in plain sight. With viewership climbing, audiences shifting younger, and fans showing high engagement across digital channels, this is a space where early action delivers results.

Why women's sports are a fast-growing opportunity for brands

Women's sports are picking up serious momentum, moving from the sidelines to center stage with some serious force. The signs are everywhere: packed stadiums, skyrocketing viewership, and a cultural buzz brands can't afford to ignore.

Just look at the numbers. In the UK, interest in the UEFA Women's Champions League has more than doubled since 2020 - up a massive 132%. The FIFA Women's World Cup isn't far behind, with a 62% surge in the same period. Meanwhile, in the US, the WNBA is having a moment. Interest has jumped 90% since late 2021, and this year's WNBA Draft pulled in 2.4 million viewers - a 328% leap from the year before.

So, what does all this mean for brands?

Read the full article here.

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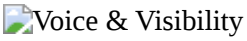

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