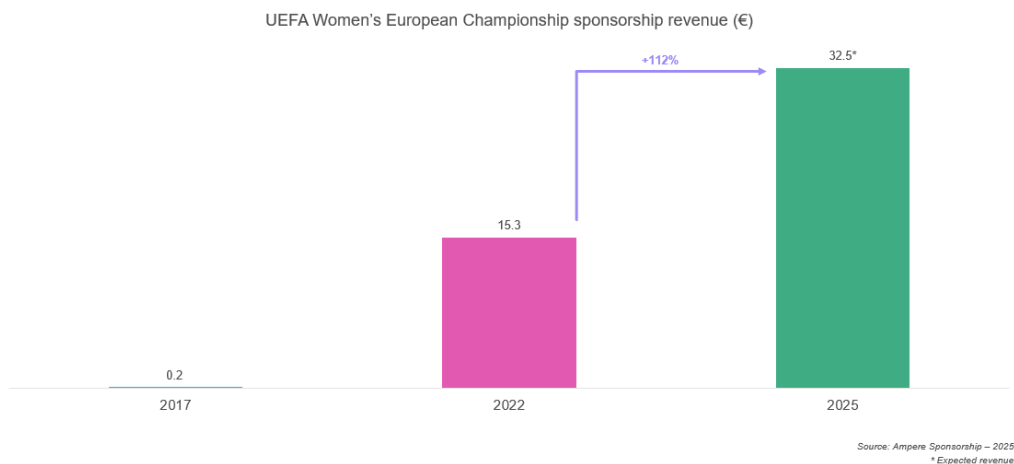


UEFA Women’s Euros 2025 doubles the sponsorship revenue of 2022

Amazon, Euronics, and Visa help promote sponsorship income to €32.5m

London, 26th June 2025: Research just published by Ampere Analysis estimates that the 2025 UEFA European Women's Championship will generate at least €32.5 million in sponsorship revenue. This is a 112% increase compared to the previous event in 2022. This year’s event will have the most sponsors signed on for this tournament specifically. Expansion of the fan base for the Women's Euros has been a key driver of this significant growth in sponsorship income. Over three-quarters (76%) of European sports fans now enjoy watching the Women's Euros live on TV, up from 53% two years ago.



Key findings: Growth in sponsorship revenues leads the way for other women’s sports

- Ampere expects the 2025 Women’s Euros to generate at least €32.5 million in sponsorship revenue. This represents a 112% increase compared to the 2022 event, where sponsorship revenue reached €15.3 million.
- UEFA was one of the first tournament organisers to launch a separate commercial rights programme for women’s football. Implemented in 2018, it has enabled brands to associate with women’s football on an individual basis, rather than as part of a broader package alongside the men’s competition.

- UEFA now has 11 women's official sponsors whose rights encompass both the Women's Champions League and the Women's European Championships.
- New official global sponsors supporting women's football include Amazon, Euronics, Grifols, and Visa. Others, including Lidl, Unilever, and Wiesenhof, were also major sponsors at the 2024 Men's Euros in Germany. The Women's Euros is in Switzerland, and with its proximity to Germany, an overlap of some sponsors with last year's Men's Euros is to be expected.
- Overall, 20 global and national sponsors have been announced. 30% originate in the US, 25% are German, and 15% are Swiss. The remaining 30% are from the Netherlands, the UK, France, and Spain.
- Based on Ampere's consumer data, fans of the Women's Euros over-index by 53% in terms of propensity to purchase groceries, snacks, and confectionery. This aligns with the audience of new sponsors such as Lidl.

Chloe Ng-Triquet, Analyst, Ampere Analysis, says: *"Expansion in the fanbase for the women's Euros has been a key driver of growth in sponsorship revenue since the last tournament. 76% of European sports fans now enjoy watching the women's Euros live on TV, up from 53% just two years ago. The women's fanbase has different product preferences compared to fans of the men's game, presenting new brand partnership opportunities and encouraging distinct sponsors compared to other football events. UEFA was one of the first organisations to separate its men's and women's sponsorship packages. In doing so, it set a positive example for other entities, such as FIFA, to follow, most notably during the 2023 Women's World Cup. With the implementation of distinct sponsors for women's competitions, allowing more brands the potential to reach new audiences, Ampere expects sustained growth in sponsorship revenues across many more women's sports."*

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About Ampere Analysis

Founded in January 2015, Ampere Analysis is a new breed of media analyst firm. The company's experienced team of sector-leading industry analysts specialises in sport, games, pay and multiscreen TV and next-generation content distribution. Our founders have more than 60 years combined experience of providing data, forecasts and consulting to games publishers, the major film studios, telecoms and pay TV operators, technology companies, TV channel groups and investment banks. www.ampereanalysis.com