

**LiveScore™**

**FANDOM OF WOMEN'S FOOTBALL  
REPORT 2024/2025**

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# INTRODUCTION

This report delves into the growing fandom of women's football in the UK, based on a comprehensive survey conducted among 1,318 LiveScore users. The survey provides valuable insights into the current landscape of women's football, exploring fan engagement levels and the evolving perceptions of the sport.

As interest in women's football continues to surge, this report aims to highlight key trends, uncover potential growth areas, and offer a deeper understanding of the factors driving this expanding fan base.



**1,318**

UK responses



# HUGE GROWTH IN WOMEN'S FOOTBALL

The interest in women's football is experiencing a notable rise, as reflected in the latest survey findings. This year, 69% of surveyed LiveScore users expressed an interest in women's football, marking a 4.47% increase compared to the previous year.

4.47%   
increase year on year

This steady growth highlights the sport's increasing visibility and popularity, driven by factors such as enhanced media coverage, the success of prominent tournaments, and the achievements of women's football teams both domestically and internationally. The growing fan base signals a positive trend, indicating that women's football is becoming a more integral part of the broader sports landscape.

# 69%

Of our surveyed audience are interested in **women's football**





# INTERNATIONAL FOOTBALL: **GROWING THE GAME**

Major international tournaments play a crucial role in attracting new fans to women's football, serving as pivotal moments that boost visibility and engagement with the sport. The 2023 FIFA Women's World Cup significantly contributed to this trend, with 38% of surveyed fans indicating that the tournament increased their interest in women's football.

These international events not only showcase the highest level of competition but also create a shared experience that resonates with both new and existing fans. The excitement and widespread media coverage surrounding such tournaments help to captivate a broader audience, further solidifying the sport's growing appeal.

# 39%

Of users plan to follow the  
2025 Women's Euros

## Events that increased users' interest in women's football.

# 38%

UEFA  
Women's  
EURO 2022

# 30%

2023 FIFA  
Women's  
World Cup

# 12%

2019 FIFA  
Women's  
World Cup

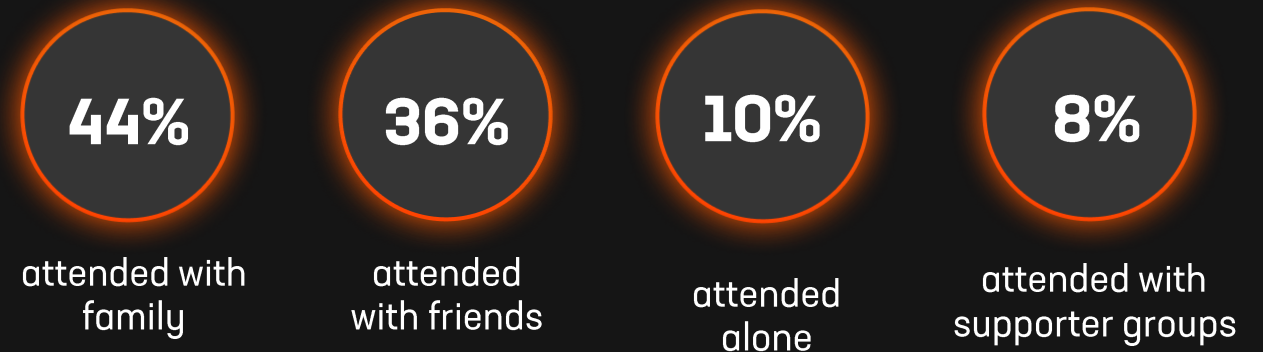
# RISING NUMBERS: GROWTH IN LIVE ATTENDANCE

**20%** of users have been encouraged to attend a game or more games since more games have moved to main stadia.

In terms of attendances, over **1 million** people cumulatively attended a Barclays Women's Super League and Barclays Women's Championship fixture, with **971,977** in the topflight alone - a **41%** increase on 2022-23



## Of those that attended:



# STAYING CONNECTED THROUGH TV, APPS, AND SOCIAL



Live on TV  
**61%**



Scores app/websites  
**40%**



Social media  
**25%**

The 2023/2024 season saw a peak TV audience of **997,000** on BBC One for Manchester United's meeting with Manchester City at Etihad Stadium in March, this made the game the most watched Barclays Women's Super League game ever.

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**20%** of respondents were either likely or very likely to purchase women's team specific merchandise, with football kits most popular amongst fans.

# WILL 2025 BE THE BIGGEST YEAR YET?

54%

of our users expecting heightened interest in the 24/25 WSL season due to the 2025 Women's Euros

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51%

of our users believe 2025 will be the **biggest year yet** for women's football.

There is a palpable excitement surrounding the upcoming 2024/25 Women's Super League season, fueled by the anticipation of the Women's Euros in 2025. Many believe that 2025 will be a landmark year for women's football, with the sport poised to reach unprecedented levels of popularity and engagement.

This growing enthusiasm reflects a broader trend of increasing support and interest in women's football, creating an ideal environment for brands and stakeholders to connect with a passionate and expanding audience.





# 56%

of our users check statistics  
during or after a WSL game

Our audience is deeply engaged with women's football – **56%** actively track game stats, and nearly half are tuned into club and player rivalries. This level of involvement shows great opportunity to reach an informed and invested fanbase, driving higher visibility and brand affinity.

# BRANDS IN WOMEN'S FOOTBALL

Our data reveals that users are increasingly prioritising brands that support women's football. This alignment not only enhances brand perception but also fosters deeper loyalty and engagement. By championing women's football, brands can connect more meaningfully with a passionate and growing audience.

Women's football attracts more families to matches, creating a unique atmosphere that brands can tap into by offering family-friendly products and experiences. Leveraging this dynamic can further strengthen a brand's presence in the market, as they align with values that resonate with a diverse and family-oriented demographic.

**28%**

of users are more likely to choose a brand that supports women's football

**55%**

don't believe that brands currently do enough to support the women's game

**81%**

of users believe its important that brands support and help finance areas of the women's game

# ON THE PITCH

We asked our users who they think will be the Women's Super League competition top scorer?

**24%**

Alessia Russo



**23%**

Sam Kerr



**18%**

Beth Mead



**11%**

Lauren James



**6%**

Khadija Shaw



Who do LiveScore users think will win the 24/25 Women's Super League?

**CHELSEA**

**33%**

**ARSENAL**

**26%**

**MANCHESTER  
CITY**

**16%**

LiveScore™

IT'S MORE THAN A SCORE

ACTION • STATS • ANALYSIS