



AFRICA SPORTS INDUSTRY  
**STRENGTH**  
**IN** NUMBERS

(PART 1)

Since 2000, the sports industry grows at **5% yearly** and now represents circa 3% to 5% of the world's GDP. While Africa has been providing top class talents to the world, the majority of that wealth seats in Europe and North America.

**Sports industry contribution to Africa GDP was a trivial 0.5% in 2020!** And this is a number to be demonstrated.



However, the Africa sports industry is witnessing a **great momentum**: a gigantic 1.4 billion domestic market, 19-year median age: the youth of the world is in Africa!

**Africa emerges as the market of the future for sports organizations and investors.**

Egypt Mansour Group acquired Right to Dream for allegedly **\$120M**, NBA Africa is valued at estimated **\$1 billion**, CAF has invested **\$100M** to create the Africa Football League, Senegal **\$258M** for Senegal Stadium and Rwanda's **\$104M** sports real-estate project around the Kigali Arena. All these are paving the way to success.

**How could Africa leverage this exciting opportunity to uplift lives, create jobs for the 16 million people coming to the market annually, wealth and impact through the powerful vehicle of sports?**

I have called it the **#Roadto5 where sports will contribute to 5% of Africa GDP**. It will take a lot of commitment but first thing first: **Investing in our human capital!**

We also need to understand the game, and this can only be possible through data and analytics.

We published this report to provide data on Africa sports industry and demonstrate the great momentum. **It has never been a better time to invest in Africa sports industry.**

Join us!

I'd like to take this opportunity to thank the ASCI team who led the development of this report: Mariam Arafa, Vuyo Mondli, Tumukunde Aboubakar.

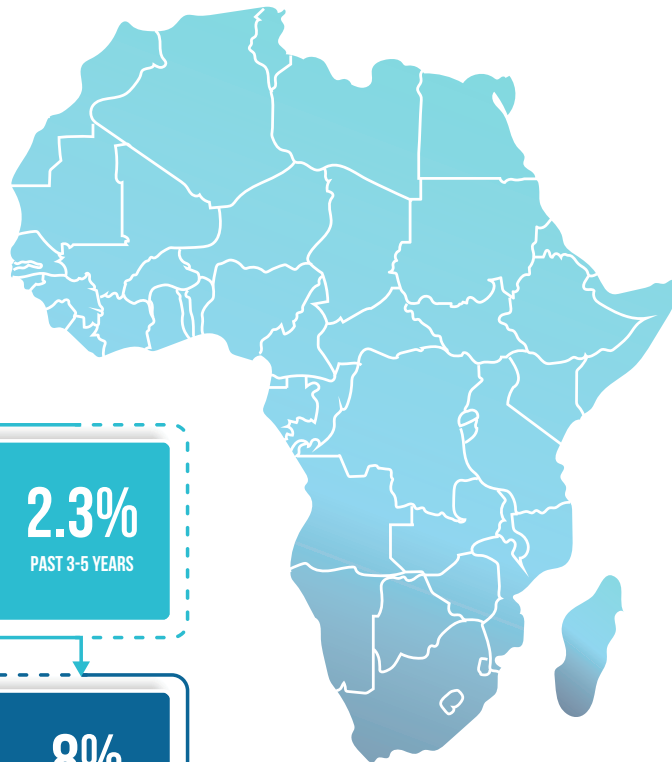
**Will Mbiakop**  
**ASCI Executive Chairman**

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# INVESTMENT

Africa is one of only two continents expected to more than triple its annual sports business growth rate over the next 3-5 years. Some of this growth is coming from investments made by individuals and entities within the continent, as well as African countries and individuals looking to make investment returns from other leagues outside the continent as well.



BY THE NUMBERS - UNVEILING ACCRA LIONS FOOTBALL CLUB AND RWANDA'S TOURISM REVENUE. THE STATISTICAL WORLD OF GHANA'S ACCRA LIONS AND THE ANNUAL TOURISM FIGURES OF RWANDA, TWO STORIES MEASURED IN DATA AND DRIVEN BY SUCCESS.

## \$2 Million

The value of the Ghana Premier League side **Accra Lions Football Club Ltd.** acquired in June by German footballing legend **Lothar Matthäus, Oliver König**, a former German player agent, and former Ghanaian international player Frank Acheampong, Matthäus is keen to develop talent in West Africa and open up a route to Europe for young players. The level of Matthäus' personal investment has not been disclosed.

## Partnership between RDB and Bayern Munich:

The partnership between the Rwanda Development Board (RDB) and Bayern Munich holds significant promise. RDB's previous collaborations with Arsenal and PSG generated around **\$160 million** in revenue and attracted one million visitors. Collectively, these collaborations have been incredibly successful, contributing to a remarkable total revenue of **\$445 million**.

As part of the forthcoming collaboration with Bayern Munich, Visit Rwanda branding is set to grace match-day LED boards at the **75,000**-seater Allianz Arena. While Bayern Munich has not officially disclosed the deal's value, platinum-tier partnerships typically command a price of approximately **€5 million (US\$5.4 million)** per year.

It's worth noting that Arsenal's initial Visit Rwanda deal was \$40 million over 3 years, while PSG's was €10 million per year. These figures highlight the significant investments and positive branding impact of such partnerships.



FROM GHANA AND RWANDA TO NORTH AFRICA, WHERE EGYPTIAN BILLIONAIRES MAKE THEIR MARK ON ADIDAS AND MAJOR SPORTS LEAGUES.



7%

The percentage of Adidas' capital owned by Africa's 4th richest man, Egyptian billionaire **Nassef Sawiris** Executive Chairman of OCI N.V., a world-leading producer and distributor of nitrogen, methanol and hydrogen products.



55%



46%



6%



MADISON SQUARE GARDEN SPORTS

Nassef Sawiris and American billionaire **Wesley Edens** co-founded V Sports, a holding company that invests in sports assets. They hold **55% of Aston Villa Football Club**, **46% of the Portuguese Primeira Liga team Vitória S.C.**, and **6% of Madison Square Garden Sports Corp.** This corporation owns the National Basketball Association (NBA)'s New York Knicks, Inc., and the National Hockey League (NHL)'s New York Rangers LLC.

## \$10 Million

The donation made by the Motsepe Foundation towards the development of football for girls and boys in Africa, right before the inaugural Confederation Africaine de Football (CAF) African Schools Championship in Durban, South Africa.

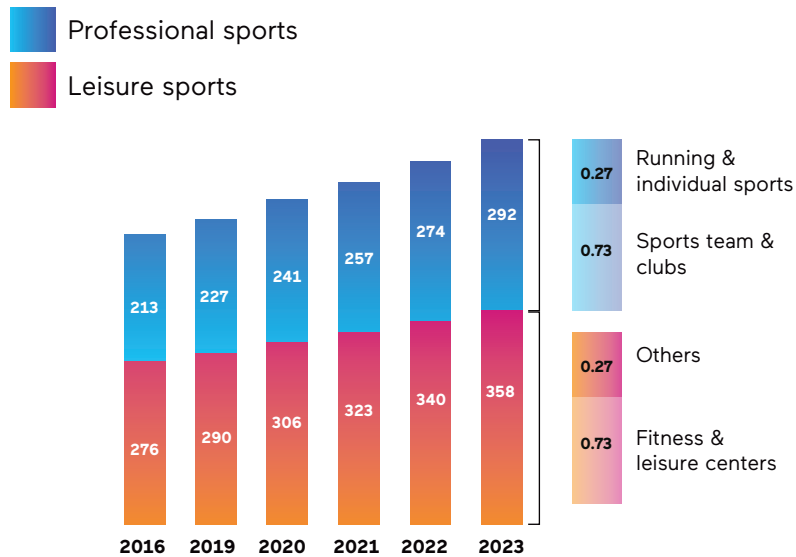
The winning teams, CS Ben Sekou Sylla (boys, Guinea) and Fountain Gate School (girls, Tanzania), each received \$300,000.



## THE GLOBAL SPORTS INDUSTRY THRIVES

The sports industry has a strong socio-economic and cultural impact in Africa. The sector needs billions of dollars in investments from both the public and private sectors to become competitive and attractive.

GLOBAL SPORTS INDUSTRY (IN BN \$, 2018-2023)



- The sports industry is a rising global market, with a **-6% CAGR**, generating economic activity and jobs.
- According to AT Kearney, the global sports industry represents **4-5% of global GDP**, while the African sports industry remains marginal representing only **0.5% of GDP**.
- Various challenges explain the difference, notably:
  - A limited private resource allocation due to a lack of trust and knowledge about the African sports industry
  - A low commitment by the public sector while many sports hubs out of Africa benefit from strong public subsidies driving the development of the whole ecosystem
  - A **huge sports infrastructure gap** in Africa. Infrastructures such as stadiums and arenas are mostly built, owned, and maintained by governments as most local sports companies cannot afford such investment.

## TECHNOLOGY, KEY DRIVER FOR GROWTH

The internet and smartphone penetration are driving fan engagement, e-sports revenues and merchandising sales.

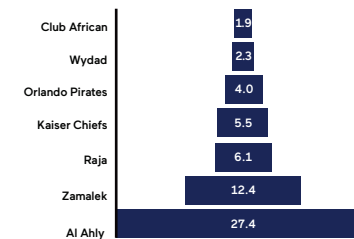
### Increased social media users across the continent.

- Social media is acting as a game changer in the African sports industry. The recent AFCON held in 2021 hit a record in terms of fan engagement with one billion views on TikTok, 900 million impressions across all channels, and around three million hours of watch time on YouTube channels on the day of the final
- Sports clubs have been leveraging their social media network to increase engagement with their fans and brand affinity

### Booming of the gaming and E-sport sector

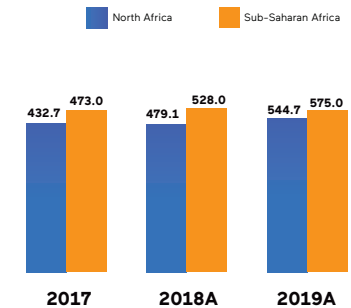
- The rise of smartphone and internet penetration has boosted the development of the gaming industry.
- Between 2015 - 2021, the number of gamers in Sub-Saharan Africa grew by 142% to reach 186 million, with 13% (equivalent to 24 million gamers) located in South Africa.

AFRICAN FOOTBALL CLUBS WITH THE LARGEST FAN BASE ON SOCIAL MEDIA (MILLIONS)



Source: Economie du sport en Afrique: réalités, défis et opportunités, Newzoo

GAMING REVENUE IN AFRICA 2017-2019 (\$ MILLION)



Note\*: South Africa, Nigeria, Ghana, Kenya, and Ethiopia

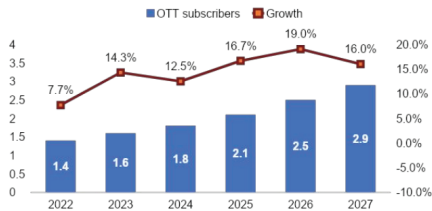
## TECHNOLOGY, KEY DRIVER FOR GROWTH

We are witnessing the rise of the OTT platforms and the software / applications dedicated to the sports industry.

### Rise of the over-the-top (OTT) platforms

- Sports fans are increasingly favoring online streaming of sports contents, driving the emergence of sports OTT platforms, which are disrupting the market
- The number of OTT subscribers in Sub Saharan Africa is set to grow by 2 times to reach 2.9 million over the period 2022 – 2027.

### OTT SUBSCRIBERS FORECASTS IN SUB-SAHARAN AFRICA (MILLIONS)



### Growth of the sports tech sector

- The global Sports Tech market generated a revenue of more than \$9 billion in 2018. The sector's revenue is projected to reach \$31 billion by 2024 on the back of significant improvements in audience engagement, growing demand for data-driven decisions and operations, and an increasing number of events, both online and offline.
- The "digital social sports communities" represent a potential of 1.4 billion people on the continent. It is critical to bring these communities together and offer innovative solutions for them to connect, practice or consume sports and have fun



**55%** of this capital went to Nigerian and Egyptian businesses

SportsTechs represented **6.9%** of the capital raised by African tech companies in 2022

## FUNDS RAISED IN AFRICAN SPORTSTECH IN 2022

	COMPANY	COUNTRY	SEGMENT	LOCAL FOUNDERS	AMOUNT RAISED (\$)	INVESTORS
1	SCOREFAM	🇳🇮	SPORTS BETTING	Yes	25,000,000	GLOBAL EMERGING MARKETS
2	EKSAB	🇳🇮	FANTASY FOOTBALL	Yes	3,000,000	4DX VENTURES, DARWAZAH CAPITAL, GOLDEN PALM INVESTMENT & P1 VENTURES
3	INGAME	🇳🇮	SPORTS BETTING	Yes	1,000,000	OPENNER
4	WELNES	🇳🇮	FITNESS	Yes	300,000	FLAT6LABS
5	FANBEATS	🇳🇮	FANTASY FOOTBALL	Yes	120,000	TECHSTARS
6	OCTIV	🇳🇮	FITNESS	Yes	Undisclosed	KNIFE CAPITAL

Source: The African Tech Startups Funding Report 2022 - Disrupt Africa

## Key numbers on the African SportsTech ecosystem

**\$3.3Bn**

The amount raised by **633 African** sportstech start-ups in 2022

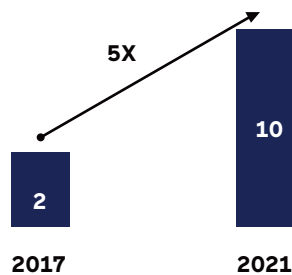
which represents a 1700% increase since 2015!

## MEDIA AND BROADCASTING RIGHTS OF SPORTS EVENTS & LEAGUES

Leading sports media (including Canal+, Beinsport and ESPN) have started broadcasting African sports events.

- Africa represents a huge market for sports media. Every local, regional, and international sports tournament (including AFCON, FIFA World Cup, and the Olympics) is broadcasted on TV, radio, streaming platforms
  - The broadcasting rights market is super dynamic. Prices are going up and content offering is increasing across the continent. The demand for sports content is at an all-time high, favoring the emergence of new players such as New World TV determined to gain a foothold in this growing market

### MEDIA RIGHTS OF TANZANIA'S FOOTBALL LEAGUE (\$ MILLION)



### VALUE OF SOME AFRICA'S SPORTS LEAGUES

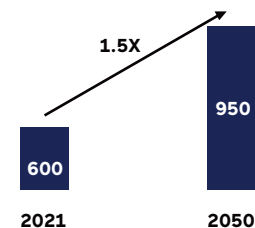


## DEMOGRAPHIC GROWTH: Africa's Emerging Sports Talent Market

Africa is the largest talent market in the world. Famous African athletes (including Serge Ibaka, Mo Salah, Francis Nganou, etc.) drive the motivation of young Africans to become sports athletes.

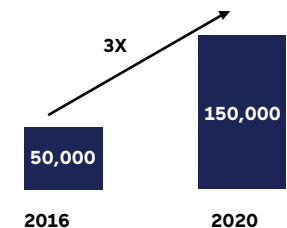
- Africa is one the largest continents in terms of demography with **1.4 billion inhabitants** and an average annual growth rate of 2%. More than **60% of Africa's population is under the age of 25** and they are estimated to account for **42% of global youth**.
- The African middle and upper classes (accounting for 34% of the continent's population) are increasingly becoming health-conscious and regularly consume healthy products (drinks, energy bar, etc.) or go to the gym to achieve their goal of being physically and mentally fit and healthy
  - Consumer spending is expected to rise from \$680 billion in 2008 to \$2.2 trillion by 2030
- The current low human development Index (HDI) on the continent (less than 0.55 on average), in addition to the decreased life expectancy (minus 1.5 years) will lead to an increasing demand for more well-being among the booming middle class.

### URBAN POPULATION IN AFRICA (MILLIONS)



- This makes **Africa the largest talent market in the world**, with many young Africans dreaming of becoming the next Georges Weah or Dikembe Mutombo. Major sports leagues and companies are coming to Africa to source talent.

### NUMBER OF PARTICIPANTS IN LAGOS CITY MARATHON





## AFCON IN CAMEROON

- **Infrastructure Investment:** The Cameroon government invested over **520 billion CFA (\$885 million)** in renovating and upgrading infrastructure, including roads, hospitals, airports, and hotels, for AFCON 2022.
- **Olembé Stadium:** The new Olembé Stadium in Yaoundé, with a capacity of **60,000**, was constructed for the opening match, at a cost of approximately **\$280 million**.  
**Krystal Palace Hotel:** The government of Cameroon funded a brand-new five-star hotel, the Krystal Palace in Douala, serving as the official accommodation for the CAF delegation.
- **Hotel Renovations:** About 80% of the hotels hosting teams, journalists, and tourists were either newly built or renovated.
- **Estimated Tourism Income:** The direct income generated from traveling supporters and tourists in 2022 was estimated at over **\$200 million**.

## AFCON 2023 - CÔTE D'IVOIRE

- More than 50 Ivorian-based corporates attended the CAF and Ivorian Local Organising Committee ("LOC") hosted business information-sharing forum in Abidjan on July 17, 2023.
- Cote d'Ivoire is set to host the TotalEnergies CAF Africa Cup of Nations from January 13 to February 11, 2024, which is considered the continent's biggest event.
- CAF recorded a 17% year-on-year increase in commercial revenues, with a total of **\$125.2 million** reported at the CAF 45th Ordinary General Assembly in Abidjan, Cote d'Ivoire.
- The revenue growth of **\$21.6 million** over the previous financial year was primarily attributed to increased sponsorship and television rights.
- FIFA President Yacine Idriss Diallo emphasised the importance of engaging businesses to be part of this significant event, as it is the most significant event to be hosted by Cote d'Ivoire in almost 40 years.



## STADIUMS AND DOLLARS:

### Morocco's AFCON and FIFA World Cup in Numbers

Morocco continues its rise as a recognized African country with the capacity to host major sporting events. Morocco will be hosting the following sporting events over the coming years:

- 2024 Women's Africa Cup of Nations
- 2025 Africa Cup of Nations.
- 2030 FIFA World Cup Co Hosts with Spain and Portugal.

2025 will be the first time since 1988 that Morocco will host the Africa Cup of Nations. Since the last AFCON, Morocco has developed key multipurpose infrastructure including four stadiums :

1. Fez, **45,000 seater** stadium (built in 2003, estimated cost at **40 million euros**).
2. Marrakech **45,000 seater** stadium (built in 2011, estimated cost **86 million euros**).
3. Adrar Stadium, Agadir **45,000 seater** (built in 2013, estimated cost **79 million euros**).
4. Ibn Battuta Stadium, Tanger **68,000 seater** (built in 2011, estimated cost **80 million euros**).

Morocco is also set to construct the world's second largest stadium, **113,000 capacity Casablanca Stadium**. It will be used in the 2030 FIFA World Cup. The goal is to beat out the Santiago Bernabeu and host the World Cup final in the stadium.

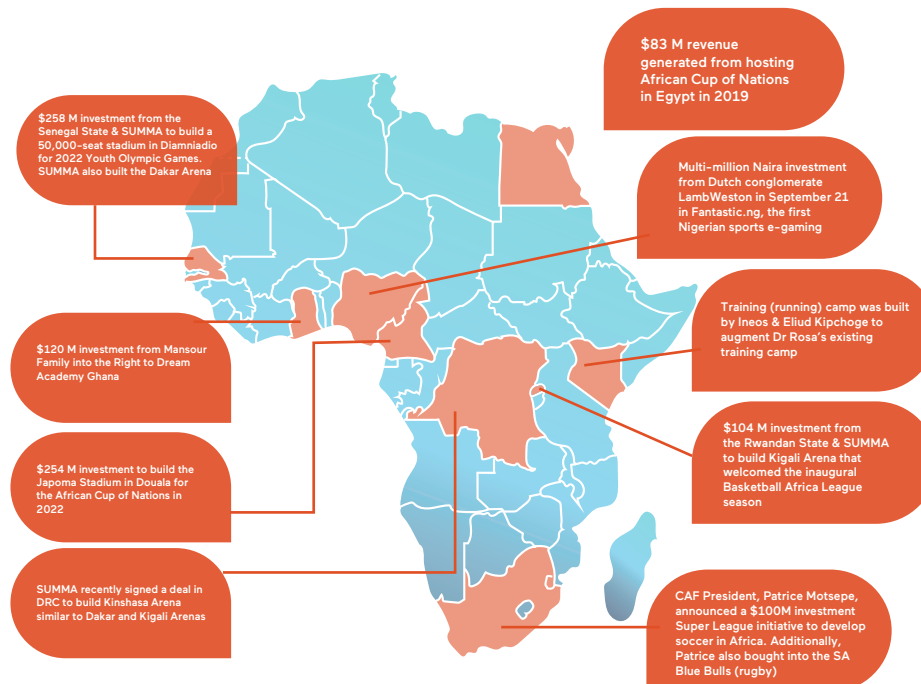
Construction will begin in 2025 and end in 2028 at a cost of **€500 million**.

Morocco is the most visited country in Africa. In March 2023, its Ministry of Tourism recorded **\$2.4 billion in tourism revenue** (52% increase from 2019 in that same period). Egypt generated **\$83 million dollars in revenue** from hosting the 2019 Africa Cup of Nations. Morocco's economy will see a huge boost from hosting these competitions and record breaking levels of revenue are expected.



## RECENT INVESTMENT IN THE AFRICA'S SPORTS INDUSTRY

From 2001 to 2021, there were 620 sports-related deals for a combined deal value of over \$27 billion.



- The African Cup of Nations (AFCON) in 2021 achieved an all-time high in social media viewership and followership with 16 million followers, including 1 billion views on TikTok and 950 million impressions, among other metrics.
- According to Kantar, in 2019, 83% African sports fans were interested in AFCON vs. 77% for World Cup and 71% for the Champions League



- Launch of the Basketball Africa league with a commitment of \$186M from NBA. NBA Africa is currently valued at \$1Bn



- Decathlon posted double digit growth figures in Africa over the past 10 years
- Decathlon opened its fourth global warehouse in Mauritius with a ~\$5.6M investment. This adds to the many stores in Africa with the largest in Morocco/North Africa

## WOMEN FOOTBALL ACTIVITIES IN AFRICA

As the women's sports landscape grows and becomes more diverse, it now presents a growing investment opportunity, with the potential to unlock further value within the sports sector. In Africa, we are also witnessing increasing transfer activities in women football. We are expecting that this level of increased activity will result in increased matchday attendance and revenue.

### TOP ASSOCIATIONS BY NUMBER OF INCOMING AND OUTGOING TRANSFERS (2022)



WOMEN'S PROFESSIONAL FOOTBALL

THE SOURCE: FIFA 2022 GLOBAL TRANSFER REPORT

### TOP TEN CLUBS BY NUMBER OF INCOMING TRANSFERS (2022)

Club	Association	Incoming transfers
Fountain Gate Academy	Tanzania	19
Young Africans Sports Club	Tanzania	16
BIIK Kazygurt	Kazakhstan	16
KF Vllaznia	Albania	14
Santa Teresa	Spain	13
Glasgow City	Scotland	12
FFC Turbine Potsdam 71	Germany	11
Kryvbas Kryvyi RIG	Ukraine	11
Angel City	USA	10
BK Häcken FF	Sweden	10

WOMEN'S PROFESSIONAL FOOTBALL

THE SOURCE: FIFA 2022 GLOBAL TRANSFER REPORT

## TRANSFERS BY CONFEDERATION (2022)



WOMEN'S PROFESSIONAL FOOTBALL

THE SOURCE: FIFA 2022 GLOBAL TRANSFER REPORT

## PLAYER EARNINGS

**5%** of NFL players (123) have at least an African parent: 70% of them have Nigerian roots

### HIGHEST PAID AFRICAN PLAYERS IN THE NATIONAL FOOTBALL LEAGUE (NFL)

	NAME	COUNTRY	TEAM	YEARLY SALARY IN MILLION \$
1	EMMANUEL OGBAH		MIAMI DOLPHINS	16.3
2	ROMEO OKWARA		DETROIT LIONS	12.3
3	CHUKWUMA OKORAFOR		PITTSBURGH STEELERS	9.7
4	DAVID ONYEMATA		NEW ORLEANS SAINTS	8.7
5	KWITY PAYE		INDIANAPOLIS COLTS	3.4
6	ARNOLD EBIKETIE		ATLANTA FALCONS	2.2
7	JOHN METCHIE		HOUSTON TEXANS	2
8	DAVID OJABO		BALTIMORE RAVENS	2
9	JOSEPH OSSAI		CINCINNATI BENGALS	1.3
10	PRINCE TEGA WANOGHO		KANSAS CITY CHIEFS	0.8



Source: Spotrac 2023

## WHO ARE THE MOST VALUED AFRICAN PLAYERS ?

TOP 10 PLAYERS	COUNTRY	MARKET VALUE	VARIATION SINCE 10/22
1	EGYPT	101,7 M€	+8,6 M€
2	TUNISIA	97 M€	+16,8 M€
3	COTE D'IVOIRE	90,9 M€	+24,7 M€
4	GUINEA BISSAU	74,8 M€	+6,8 M€
5	GUINEA BISSAU	47,1 M€	+5,3 M€
6	EGYPT	45,7 M€	+7,7 M€
7	EGYPT	41,2 M€	+11,1 M€
8	GUINEA BISSAU	40,5 M€	+6,1 M€
9	COTE D'IVOIRE	40,4 M€	+1,2 M€
10	COTE D'IVOIRE	39,8 M€	-9,4 M€

Source : African Football Data Centre



## 221 African football players transferred out of the continent in 2022

Nigeria and Ghana have 53 and 38 transferred players, respectively, making them the top exporters of talent worldwide, ranking sixth and tenth. Unlike men, African women are also making their mark in sports. Tanzania has become the first African country to enter the top 10 for incoming transfers. Two-thirds of the 58 players, who come from Kenya and Tanzania, are from Fountain Gate Academy and Young African Sports Club. These two clubs lead the world in incoming transfers with 19 and 16, respectively, in 2022.

## PLAYER TRANSFERS

### 71M EUR

The value generated for African clubs by transferring 2698 players in 2022. **ASEC Mimosas** and **Etoile Sportive du Sahel** were the most active clubs in transferring players out, with 21 each. The most expensive transfer for an African player is...Sadio Mane, who left **Liverpool Football Club** for **FC Bayern München** (32M EUR).

### TOP TEN TRANSFER STREAMS BY NUMBER OF TRANSFERS (2022)





**HIGHEST TRANSFER  
FOR AN AFRICAN PLAYER  
IN 2022**

Sadio Mané from Liverpool  
to Bayern Munich

**€32 MILLION**

In 2022, we saw Sadio Mane move to Bayern Munich for **€32million**, the highest for the year. That figure is however, lower than the fee paid for Nicolas Pepe, who went to Arsenal from Lille for **€72million**. We believe that in the next summer transfer window, we would see the highest paid for an African player ever. Our money is on Victor Osimhen leaving Napoli, and we are sure he is not going to leave for cheap. We also believe that the next summer transfer window will be the window with the highest for African players combined. Our bet is that at least **€250m** will be paid for African players. Huge figures like this will keep drawing the best talent into the limelight, however, it does put more pressure on these players!

**TOP TEN CLUBS FROM CAF  
BY SPENDING ON TRANSFER FEES (2022)**

Club	Association
 Mamelodi Sundowns	 South Africa
 Espérance Sportive de Tunis	 Tunisia
 Al Ahly	 Egypt
 Pyramids FC	 Egypt
 El Zamalek	 Egypt
 Al Hilal	 Sudan
 Ahly Tripoli	 Libya
 Ismaily	 Egypt
 Raja Club Athletic	 Morocco
 Future FC	 Egypt

### TOP PLAYER NATIONALITIES BY NUMBER OF TRANSFERS AND TOTAL TRANSFER FEES IN USD (2022)



MEN'S PROFESSIONAL FOOTBALL

THE SOURCE: FIFA 2022 GLOBAL TRANSFER REPORT

### TRANSFERS BY CONFEDERATION (2022)



AMATEUR FOOTBALL

THE SOURCE: FIFA 2022 GLOBAL TRANSFER REPORT

## AFRICAN FOOTBALL LEAGUE:

### CAF's Lucrative Debut with Major Sponsorships

The African Football League, a new continental club competition commenced on the 20th of October. The inaugural tournament has 8 teams:

 **Mamelodi Sundowns**

 **Wydad AC**

 **Petro de Luanda**

 **Simba SC**

 **Mazembe**

 **Esperance de Tunis**

 **Horoya**

 **Al Ahly**

Each team is guaranteed \$1 million for taking part, with \$4 million going to the winner, the same as the prize money for the African Champions League.

CAF has confirmed that the 2024-25 edition of the tournament will have 24 club teams participating. Visit Saudi, the tourist authority of Saudi Arabia, was announced the week before the tournament as the main sponsor of the African Football League. The long-term deal between Visit Saudi and CAF is valued at around \$200 million, according to SportsBusiness. Visit Rwanda was also announced as a key sponsor, whose name will appear on all clubs' shirts, apart from TP Mazembe, who refused due to the tense geopolitical situation between Rwanda and DR Congo. Rwanda's national carrier, RwandaAir, will be the airline partner of the league and will transport participating teams to countries that are among its routes. Gianni Infantino, president of FIFA, is a big advocate for the success of the tournament, which he believes can turn Africa into a leader in the game.



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## CELEBRATIONS OF AFRICAN ACHIEVEMENT AT THE OLYMPICS

At the last Olympic games in Tokyo, Africa as a continent won a total of 37 medals, made up of 11 gold medals, 12 silver, and 14 bronze. 53 African countries took part. South Africa had the largest contingent with 176 competitors, while Central Africa Republic, Lesotho, Mauritania, Somalia, and South Sudan sent 2 athletes each. What will happen at the next Olympics in Paris? How many medals will come back to Africa, and will we see a larger contingent? Let's start by celebrating key moments at the games.

**We are less than a year away from the Paris 2024 Olympics, so let's celebrate African athlete's contribution**

### 1904

South Africa is the 1st African country to ever send a delegation to the Olympic Games, in Saint-Louis. The team included 2 black marathonians Jan Mashiani & Len Tau. The Paris2024 Olympics are less than 500 days away so let's remember key dates in the history of African athletes in the Summer Olympic Games

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## 1908

1st ever African medal (gold), thanks to South African 100m sprinter Reggie Walker

## 1932

1st and 2nd ever medals for African women (South Africa)

## 1936

Egypt is the first African country to launch a bid to host the Olympics. The competition finally took place in Berlin.

## 2016

In Rio de Janeiro, African female athletes won a record of 23 medals. This count does not include the performances of the Refugee Olympic Team, which comprised 80% of African athletes.

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