



KEY INFO IN

10
POINTS

THE FRENCH LOVE SPORT

1 A NATION OF SPORTSPEOPLE

In 2018, 66% of French people over the age of 15 played sport, with 52% practicing their main sport at least once a week. The most popular sports are running and walking (40%), fitness and gymnastics (22%), and water sports (20%) (National Sport Survey, Crédoc / Injep 2019), with nearly 19 million people belonging to a sports club. (Insee, 2019)

2 WOMEN'S SPORT ON THE UP

In 2018, 63% of women played sport (National Sports Survey, Crédoc / Injep 2019), while 38.6% of people belonging to a sports club were women. This figure rose to more than 80% for winter pursuits, horse riding and gymnastics. (Injep, 2019)

3 FRENCH YOUNGSTERS ENJOY BEING ACTIVE

In 2018, 75% of 16-25-year-olds played sport at least once a week (+7 points compared with 2015), and 53% several times a week. Young people play sport to stay healthy (69%), to let off steam (61%) and to improve their self-confidence (31%), and they practice three sports on average. The most popular sports for young people are bodybuilding, general fitness, football and jogging. (UCPA, 2019)

4 PASSIONATE RUNNERS

Sixteen percent of French people enjoy running (Injep, 2019). In 2019, the Running Show welcomed 92,500 visitors and 200 exhibitors in two and a half days. Nearly 90 marathons were organized in France (mainland France and overseas) in 2019. The Paris marathon, which has existed since 1976, is the second largest in the world in terms of participants, attracting 55,000 runners every year. (marathon.fr, 2019)

5 TOP 10 SPORTS PLAYED IN FRANCE

The sports boasting the most club members in France are football (2,131,165), tennis (1,019,816) and basketball (661,025). Horse riding (644,800), judo (604,816), handball (549,295), golf (410,261), kayaking (399,466), rugby union (397,123), and swimming (314,299) complete the top 10. (Insee, 2019)

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DISABLED SPORTS: SPORTS FOR ALL

Handisport, the French disability sport association, had 32,356 members in 1,350 sports clubs in 2018, with 32% of members being women and 15% under 21. Up to 60,000 participants can choose from around thirty different activities, 20 of which are official Paralympic sports. France came fourth at the Paralympic Winter Games in Pyeongchang, South Korea, in 2018 (French Disabled Sports Federation, 2019). Fifty-two percent of people with disabilities played sport in 2018. (National Sport Survey, Crédoc/Injep 2019)

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SPORT, AS A SHARE OF HOUSEHOLD SPENDING

In 2017, consumer spending on sport-related goods and services amounted to €19.9 billion, with €12.6 billion spent on goods and €7.2 billion for services. This is an increase of 4% compared with 2016, following an 8% rise the previous year. (French government Sports Economy Observatory, 2019)

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TV SPORT CONTINUES TO GAIN GROUND

In 2017, the sports rights market in France was estimated to be worth €1.6 billion, 80% of which was for football and 10% for rugby (French government Sports Economy Observatory, 2019). Excluding pay-for channels, the number of hours of sports broadcasts reached 4,211 in 2018, an increase of 8% compared with 2017. The most popular sports are football (16% of the total), cycling (15%) and rugby (10%). (Fast Sport annual survey, 2019)

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A SOURCE OF WELL-BEING

The French play sports mainly in order to “feel good”. The reasons given for wanting to play sport were to improve one’s health (46%), to relax (36%), and for fun (33%). Among the non-practicing, 20% would like to take up a sport during the next 12 months, with gymnastics (27%) and water sports (18%) proving the most popular. (National Sport Survey, Crédoc / Injep 2019)

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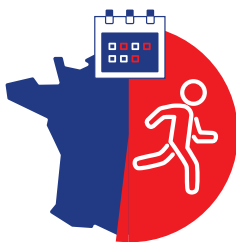
ONLINE SPORTS BETS SOAR

The amount of online sports betting increased by 56% between 2017 and 2018, reaching €3.9 billion. The 2,663,000 punters spend an average of €452 every year. At the beginning of 2019, the top three sports for bets in France were football (56%), tennis (20%) and basketball (14%) (French online betting regulator, 2019). The 2018 edition of the Roland-Garros tournament generated more than €78 million in bets. (French Ministry for Sport, 2019)



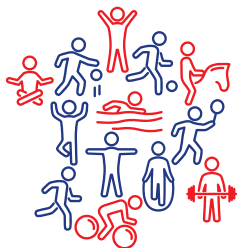
IN 2024
PARIS WILL HOST
THE OLYMPIC GAMES
FOR THE THIRD TIME

(OLYMPIC.ORG)



NEARLY 19
MILLION SPORTS CLUB
MEMBERS IN FRANCE

(INSEE)



IN 2018, **52%**
OF FRENCH PEOPLE
OVER 15 YEARS OLD
PRACTICED A SPORT
AT LEAST ONCE A WEEK

(INJEP)



227,000
JOBS IN SPORT
IN FRANCE

(FRANCE STRATÉGIE)

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