

# THE FRENCH LOVE SPORT



## 1 A NATION OF SPORTSPEOPLE

In 2020, 65% of French people over the age of 15 played sport, with 83% practicing their main sport once or more a week. The most popular sports were running and walking (42%), fitness and gymnastics (28%), and cycling and motor sports (16%) (National Sport Survey, Crédoc / Injep 2020), with nearly 16 million people belonging to a sports club. (Injep-Medes, 2021)

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## 2 SPORT ADAPTS TO LOCKDOWN

Lockdown has changed how people play sport by promoting short home fitness workouts. Gymnastics, fitness, bodybuilding and yoga all increased in popularity in 2020, reaching 24%, up from 22% in 2018. In total, 82% of people who played sport before the arrival of the Covid-19 health crisis continued to do so during the lockdowns. (National Sport Survey, 2020)

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## 3 WOMEN'S SPORT ON THE UP

In 2020, 63% of women played sport (National Sport Survey, Crédoc/ Injep 2020), while 39% of people belonging to a sport club were women. This figure rose to more than 80% for horse riding, gymnastics, dance and winter pursuits. (Injep-Medes, 2021)

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## 4 PASSIONATE RUNNERS

Nearly 13 million French people enjoyed running in 2020, with many seeing it as a viable alternative to the restrictions imposed on gyms (Running Observatory, 2020). 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)

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## 5 TOP 10 SPORTS PLAYED IN FRANCE

The sports boasting the most club members in France are football (2.1 million), tennis (1 million) and horse-riding (600,000). Basketball (520,000), judo (510,000), handball (460,000), golf (400,000), swimming (380,000), gymnastics (320,000) and rugby (320,000) complete the top 10. (Injep-Medes, 2021)

# 6

## DISABLED SPORTS: SPORTS FOR ALL

Handisport, the French disability sport association, had 35,000 members in more than 1,400 sports clubs in 2020. Up to 60,000 participants can choose from around thirty different activities, 20 of which are official Paralympic sports. Forty-eight percent of people with disabilities played sport in 2020. (National Sport Survey, 2020)

# 7

## SPORT, AS A SHARE OF HOUSEHOLD SPENDING

In 2019, consumer spending on sport-related goods and services amounted to €22.2 billion (about 1% of GDP), with two-thirds spent on goods. Sporting equipment (excluding clothing) accounted for the largest item of expenditure (28%). (Injep)

# 8

## TV SPORT CONTINUES TO GAIN GROUND

The pandemic has strengthened French people's interest in televised sport. In 2020, free channels broadcast approximately 4,300 hours of sports content (Fast Sport survey, 2020). In 2020, the private sports sponsorship market in France reached €2.5 billion, thanks to SMEs, key players that account for 90% of contracts and 60% of the overall value invested. (The sports sponsorship market in France, Sporsora and KPMG, 2021)

# 9

## 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 (31%), to relax (21%), to become fitter (15%), and for fun (11%). (National Sport Survey, Crédoc / Injep 2020)

# 10

## ONLINE SPORTS BETS SOAR

The amount of online sports betting increased by 7% between 2019 and 2020, with 4.4 million players and revenues of €5.3 billion. The market was driven by major sporting events such as the Champions League, where stakes grew by 65% in one year, and Roland Garros, which generated €107 million. (National Games Authority, 2021)



**IN 2024 PARIS WILL HOST THE OLYMPICS FOR THE THIRD TIME**

(OLYMPIC.ORG)



**65 %**  
**OF FRENCH PEOPLE AGED 15 AND OVER PRACTICED AT LEAST ONE PHYSICAL ACTIVITY IN 2020**

(INJEP)



**IN 2019, EXPENDITURE ON GOODS AND SERVICES FOR SPORTS USE REACHED MORE THAN €22 BILLION, AROUND 1% OF GDP**



**NEARLY 16 MILLION FRENCH PEOPLE BELONG TO A SPORTS CLUB**

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