



Analyzing World Cup Soccer's Global Impact on Business and Economy

Nick Yoon

Pomfret School, Pomfret, CT 06258, USA

Abstract

With over 3.5 billion fans and hundreds of millions of registered players globally, soccer (otherwise known as football) is the most popular sport in the world. Because of this, the soccer industry, which includes soccer events, like the FIFA World Cup, FIFA Women's World Cup, and Olympic Games Football, as well as other soccer-related business, including merchandise sales and coaching, plays an important role in our global economy. In this study, key events and top organizations of the soccer industry are identified, and their economic roles in the development of nations, brands, organizations, and individuals are analyzed. Additionally, this study identifies the global soccer industry's key sources of revenue and expenditures. This study is important and relevant for scholars or economists who are interested in sports economics as well as the future of sustainable economic development in sports.

Keywords: Soccer, FIFA, World Cup, Sports, Economic Impact, Input-output analysis, International Trade, International Business