

Summer Soccer Spending Trends

As the world's biggest sporting event prepares to kick off in North America, U.S. shoppers are embracing their football fandom.

May 26 - June 3, 2026,
compared to average sales
in April 2026.

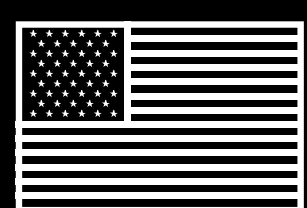


+304%
Sales of jerseys
for all countries

USA sales outmatch (and out-merch) other countries

While it's yet to be seen how the Stars and Stripes fare on the field, they're already dominating off of it: sales of team jerseys and other USA merch are 10x higher than other countries. But competition is rising—U.S.-based fans of other nations are also expressing their team pride through elevated sales of the latest gear, kits, and merch.

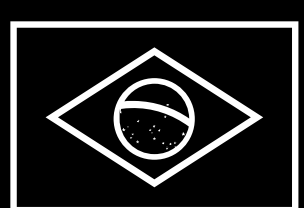
Top-Selling Countries



+682%
USA



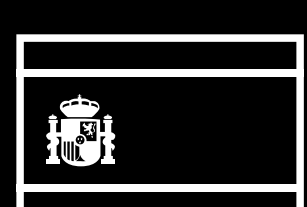
+604%
Colombia



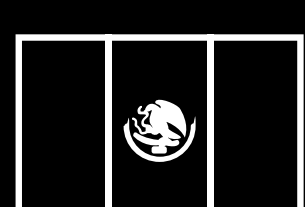
+472%
Brazil



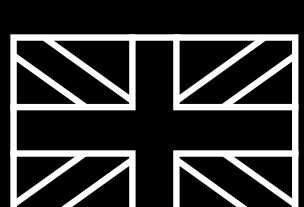
+451%
Germany



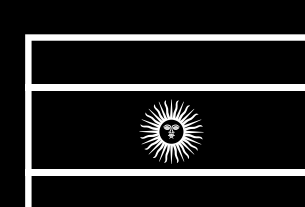
+423%
Spain



+302%
Mexico



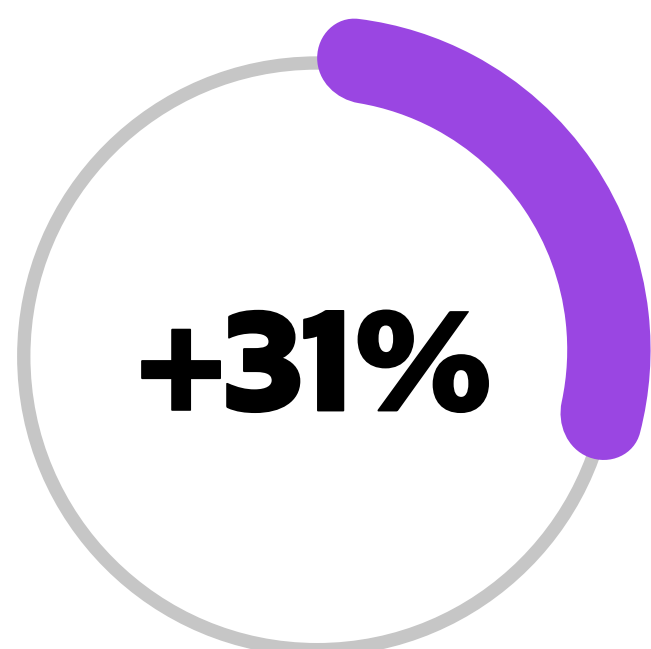
+150%
England



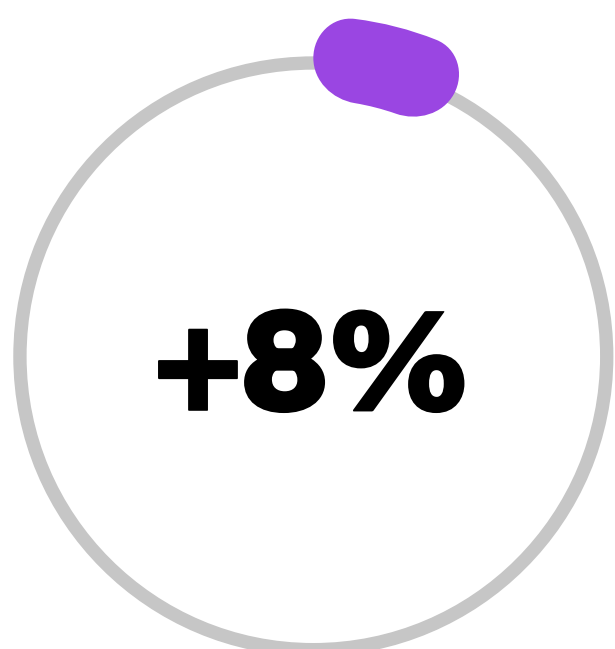
+135%
Argentina

Match day setups

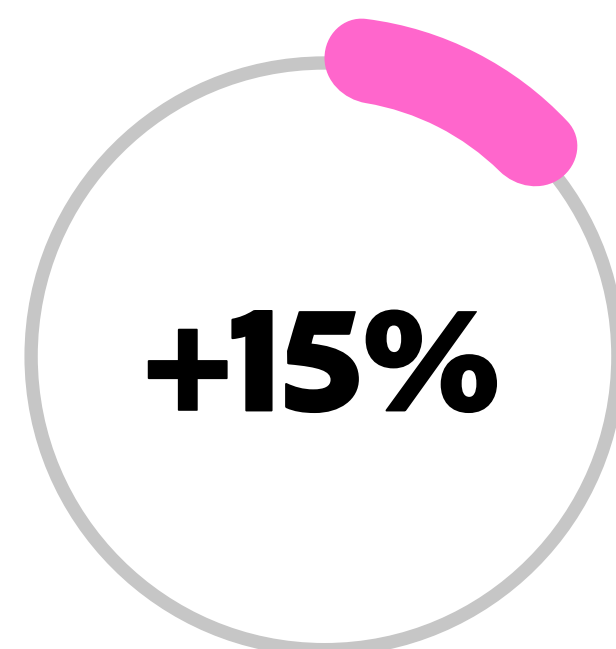
No tickets, no problem: fans are investing in home entertainment to ensure they can still watch every game whistle to whistle.



Projectors



Televisions



Grocery
(burgers, hot dogs, chicken wings, etc.)

2026

+63%

Sales of soccer balls during
this 1-week period

Compared to average sales in April

With pre-tournament enthusiasm at a fever pitch, the product showing different behavior from last year is **soccer balls**. While sales of other equipment like pop-up goals, shin pads, cleats, and keeper gloves remain below soccer ball sales this year, they are still tracking above average sales in April 2025. Soccer ball spend is up **63%** compared to April averages—lifting the whole category.