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EU Sport Satellite Account: Research into estimating the economic value of sport in the EU

2025 edition

Themistoklis Kokolakakis (Sheffield Hallam University),
Anna Kleissner (Econmove)

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Abbreviations

GDP	Gross Domestic Product
GVA	Gross Value Added
IOT	Input-Output Table
IOT:S	Input-Output Table for Sport (pl.: IOTs:S)
MR-IOT	Multiregional Input-Output Table
MR-IOT:S	Multiregional Input-Output Table for Sport (pl.: MR-IOTs:S)
MS	Member State of the European Union (pl.: MSs)
PA	Physical Activity
SA	Satellite Account
SSA	Sport Satellite Account (pl.: SSAs)

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Abstract

This report presents the most recent analysis of the economic impact of sport in the European Union, based on updated 2019 data and a refined methodology known as Vilnius 3.0. Using a statistical tool called the Sport Satellite Account (SSA), the study shows that sport makes a significant contribution to the EU economy, not only through direct jobs and services, but also through its wider influence across industries like retail, education, and public services.

In 2019, sport-related activities generated EUR 627.5 billion in GDP, or 3.4 % of the EU total, and supported 9.27 million jobs (3.8 % of total employment). These figures include both direct contributions, like people working in sport services or education, and indirect effects from industries that support sport.

The report also shows that investing in sport is a powerful driver of job creation, especially in people-focused sectors. However, it notes that the real impact of sport goes beyond money — it also includes social benefits like improved health, stronger communities, and increased wellbeing, which are harder to measure but equally important.

Authors: Themistoklis Kokolakakis (Sheffield Hallam University), Anna Kleissner (Econmove).

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JEL codes: Z2: Sports Economics; L83: Sports • Gambling • Restaurants • Recreation • Tourism; C67: Input-Output Models.

Executive summary

The EU has a long-standing tradition of conducting sport impact studies and developing Sport Satellite Accounts (SSAs), with efforts dating back to the previous century. A Satellite Account System is a robust statistical framework for measuring the economic importance of a specific industry, e.g. the sports sector, within the national economy. Several EU member states have proactively measured the economic impact of sport, regularly producing annual SSAs based on the Vilnius definition of sport. This standardised approach has streamlined cross-country comparisons of sport economies, providing a solid foundation for drawing reliable conclusions about the sector's growth and development.

Article 165 of the Treaty on the Functioning of the European Union states that: *'The Union shall contribute to the promotion of European sporting issues.'* In response, the European Commission established the EU Working Group 'Sport and Economics' in 2006, which developed the Vilnius Definition of Sport to identify sport-related economic activities in goods and services. Building on this foundation, national SSAs were calculated by Austria, Cyprus, Poland, and the United Kingdom. These accounts later served as the basis for the creation of EU-wide multiregional Input-Output Tables for Sport (MRIOT:S), published in 2012 using 2005 data([1]).

The original study was updated six years later using 2012 data([2]) and an updated Vilnius definition. The current study continues this tradition by updating the 2018 analysis and introducing a new version of the Vilnius definition (Vilnius 3.0). This study benefits from comprehensive national SSAs from Austria, Belgium, Croatia, Cyprus, Estonia, Germany, Lithuania, Luxembourg, the Netherlands, Portugal, Poland, Spain, and the United Kingdom. The inclusion of these fully developed SSAs provides access to a significantly larger and more robust dataset compared to the limited database available for the initial study. Due to the chosen reference year, 2019, the UK is included in this analysis, as it was still a member of the EU at that time.

The current research, using 2019 data, and following Vilnius 3.0, introduces the distinction between characteristic and connected sport products([3]):

Characteristic products in sport refer to activities where active participation in sport takes place. These are sporting services, sport-related education and in some countries sport-related military and police activities. All the remaining products, which are not characteristic, are connected

([1]) https://ec.europa.eu/assets/eac/sport/library/studies/study-contribution-spors-economic-growth-final-rpt.pdf
([2]) https://op.europa.eu/en/publication-detail/-/publication/865ef44c-5ca1-11e8-ab41-01aa75ed71a1/language-en
([3]) ESA handbook, chapter 22: https://ec.europa.eu/eurostat/documents/3859598/5925693/KS-02-13-269-EN.PDF.pdf/44cd9d01-bc64-40e5-bd40-d17df0c69334?t=1414781932000

products. Data on characteristic products are the minimum for reporting the results of a Satellite Account'.

The current report examines both the traditional direct impact of sport on GDP, Gross Value Added (GVA), and employment, along with the indirect effects generated through the broader supply network, much of which extends beyond the core sports economy. Additionally, the report presents a detailed analysis of sport multipliers, offering deeper insights into the sector's wider economic impact and its interconnections with other industries.

According to Table 1, in 2019, the production of sports-related goods and services in the EU contributed EUR 627.5 billion to GDP, accounting for approximately 3.4 % of the total EU GDP. Of this sum, EUR 251.4 bn is attributable to characteristic goods, representing 1.36 % of total GDP. Additionally, connected goods contribute EUR 376.1 bn to EU's GDP, representing 2.04 % of total GDP.

Table 1:

Sport-related GDP, EU-28, 2019,

in billion EUR

	Direct		Indirect		Total		Multiplier
	EUR bn	Share	EUR bn	share	EUR bn	share	
Characteristic goods	165.5	0.90 %	85.9	0.46 %	251.4	1.36 %	1.46
Connected goods	203.3	1.10 %	172.8	0.94 %	376.1	2.04 %	1.68
TOTAL	368.8	2.00 %	258.7	1.40 %	627.5	3.40 %	1.62

Source*: Sheffield Hallam University, Econmove.*

The total GDP of EUR 627.5 bn can also be divided into direct and indirect effects. The direct effects are associated with EUR 368.8 bn of GDP, corresponding to 2 % of total GDP. The indirect effects are generated in the upstream value chain. The sport economy in the EU generated in 2019 indirectly EUR 258.7 bn of GDP, equivalent to 1.4 % of the economy.

Table 2 below outlines the (GVA) generated by sport in the EU for 2019. Sport contributed a direct impact of EUR 295.8 bn, accounting for 2.0 % of the EU's total GVA. The indirect impact amounting to EUR 207.5 bn, represents 1.4 % of the EU economy. The combined impact, totalling EUR 503.3 bn, reflects both the direct and supply chain effects and is equivalent to 3.4 % of the EU's GVA. Characteristic goods make up 45 % of the total direct GVA impact in the EU. The overall GVA multiplier for the sport industry stands at 1.70, with 1.52 for characteristic goods and 1.85 for connected goods. This higher multiplier for connected goods is explained by their lower labour intensity, which requires drawing more resources from the supply chain, thereby boosting the multiplier. In practical terms, this means that for every EUR 1 invested in sport, EUR 1.70 is generated as GVA in the economy.

Table 2:

Sport-related GVA, EU, 2019,

in billion EUR

	Direct		Indirect		Total		Multiplier
	EUR bn	share	EUR bn	share	EUR bn	share	
Characteristic	132.40	0.90 %	68.90	0.46 %	201.30	1.36 %	1.52
Connected	163.40	1.10 %	138.60	0.94 %	302.00	2.04 %	1.85
TOTAL	295.80	2.00 %	207.50	1.40 %	503.30	3.40 %	1.70

Source*: Sheffield Hallam University, Econmove: own calculations based on Eurostat and national data.*

As expected from previous research on the EU sport economy, the results become more significant when considering the effects on employment, illustrated in Table 3 below.

Table 3:

Sport-related employment, EU-28, 2019,

headcounts

	Direct		Indirect		Total		Multiplier
	Jobs	share	Jobs	share	Jobs	share	
Characteristic	3 019 413	1.24 %	1 072 011	0.44 %	4 091 424	1.68 %	1.36
Connected	3 034 371	1.24 %	2 148 797	0.88 %	5 183 168	2.12 %	1.71
TOTAL	6 053 784	2.48 %	3 220 808	1.32 %	9 274 592	3.80 %	1.53

Source*: Sheffield Hallam University, Econmove: own calculations based on Eurostat and national data.*

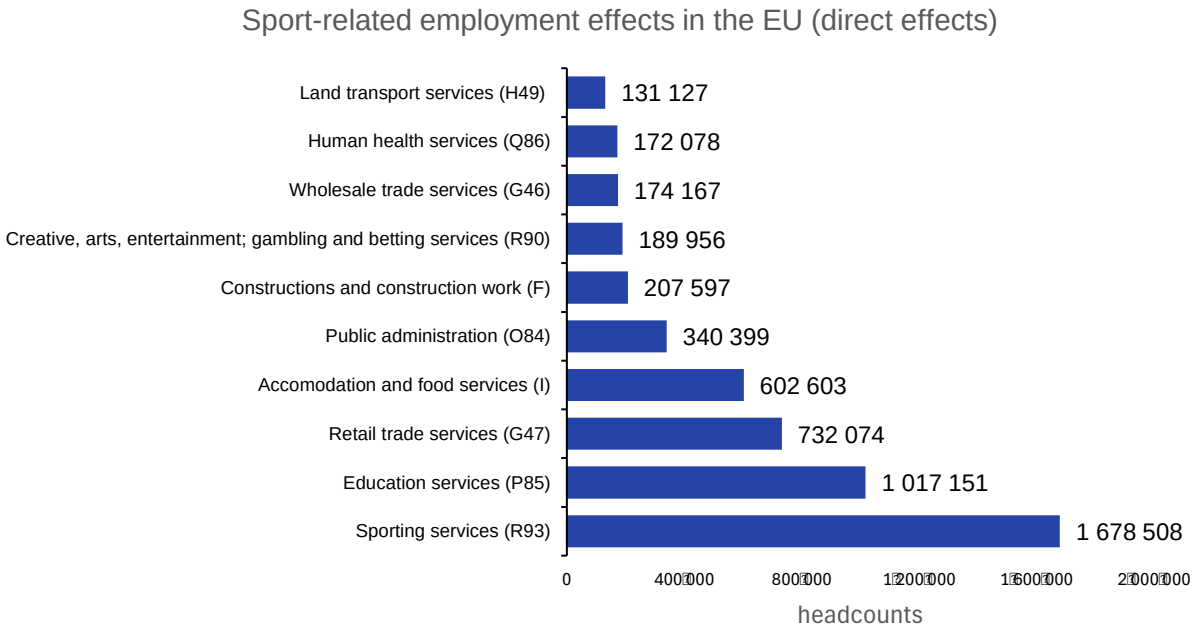
According to the table above, sport directly contributes 6.05 million jobs, representing 2.48 % of total employment in the economy. When the indirect contributions are factored in, the overall impact of sport on employment rises to 3.8 %, equating to 9.27 million jobs. Characteristic products account for 50 % of the direct employment generated by sport.

In all categories examined (direct, indirect, and total), the impact of sport on employment is greater than its impact on GVA. This confirms that the sport sector has the potential to generate more jobs than other sectors of the EU economy, on average. In other words, if demand is sufficient, increasing investment in sport will result in higher employment growth compared to the average economic sector.

Figure 1 shows the top 10 sectors according to the employment generated directly by sport. This shows that three sectors dominate: ‘Sport services’ with 1.68 million jobs, ‘Education services’ with 1.02 million jobs and the employment-intensive ‘Retail trade services’ with 0.73 million jobs, accounting altogether for a total of 57 % of the direct employment effect in sports. These three sectors are followed by ‘Accommodation and food services’ and ‘Public administration’ with 602.60 and 340.40 million jobs correspondingly. Overall, we see that the two biggest sectors in terms of employment are the characteristic sectors of the sport industry.

Figure 1:

Top 10 EU sport sectors based on direct employment, 2019, *headcounts*

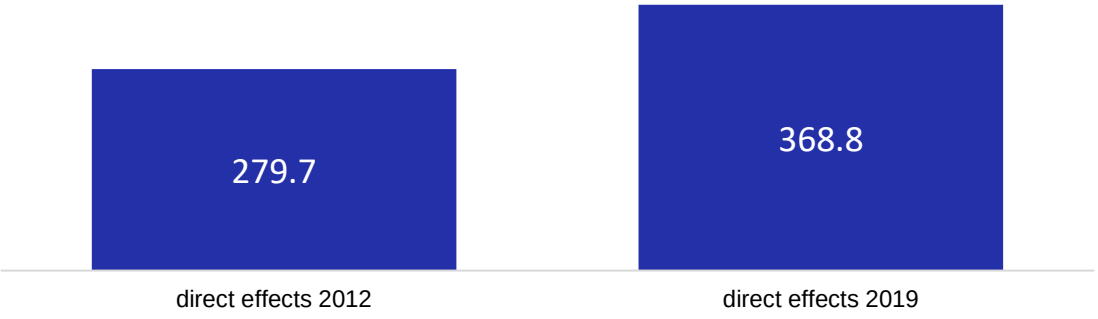


Source: Sheffield Hallam University, Econmove: own calculations based on Business Statistics and LFS data.

Figure 2 compares the sports-related GDP estimates from the current study with those from the previous Pan-European report, which focusing solely on direct effects. According to Figure 2, sports GDP increased from EUR 279.7 billion to EUR 368.8 billion, representing a 32 % nominal growth over seven years. However, this increase is based on market prices and does not account for inflation. Between 2012 and 2019, the European Union experienced a cumulative inflation rate of approximately 10 %. After adjusting for inflation, the real growth of sports-related GDP over the same period was 22.5 %. Using compound growth calculations, **the annual real growth rate of the sports industry (direct effects only) from 2012 to 2019 was 2.92 %, exceeding the overall growth rates in most countries**.

Figure 2:

Sport-related GDP, EU-28, 2012 and 2019.



Source*: Sheffield Hallam University, Econmove: own calculations based on Eurostat and national data.*

A key caveat in the above comparison is that the 2012 and 2019 results are not perfectly comparable, as they are based on different versions of the Vilnius definition. However, the expected discrepancies are likely to be minor, primarily influencing the distribution of effects across economic sectors rather than significantly altering the overall totals.

As a final observation, it is important to acknowledge the limitations of a Sport Satellite Account (SSA) in fully capturing the broader impact of the sports economy. While the SSA effectively measures direct and indirect economic effects, it does not fully account for non-monetary benefits, such as volunteering, health improvements, educational attainment, or crime reduction, which are challenging to quantify within the Input-Output framework. These aspects are typically assessed through Social Value estimates, as recent research highlights sport's crucial role in enhancing subjective well-being and building social capital through both participation and volunteering.

Therefore, the economic value estimated by an SSA should be seen as a conservative baseline, providing a foundation for further analysis rather than a comprehensive assessment of sport's overall impact.

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INTRODUCTION

The Sport Industry Research Centre (SIRC) of Sheffield Hallam University, together with Eonmove welcome the opportunity to present the report of the research into the economic value of sport in the EU (28), measured mainly as economic impact on Gross Value Added (GVA) or Gross Domestic Product (GDP) and employment. Further, the report is based on the latest revised Vilnius definition, and the revised pan-European methodology agreed in the project 'Support to the development of harmonised sport statistics in the EU' for the European Education and Culture Executive Agency (EACEA), Contract N°SI2.862371.

The report examines the methodology for developing a Sport Satellite Account (SSA) and the data sources used to inform various components of the model. It also presents the results of the SSAs for the EU and its member countries, including the UK. The current analysis is based on 2019 data, the most recent year with available Input-Output Tables (IOT) unaffected by the Covid-19 pandemic. Due to the chosen reference year, the UK is included in this analysis, as it was still a member of the EU at that time.

The Sport SSA project is an EU project initiated under the Austrian European Presidency in January-June 2006. A consensus emerged in establishing three main research aims:

- To measure the sport sector as a percentage of GDP and the effects of sport on employment, value added, and purchasing power in the Member States as well as at EU level using satellite accounts;
- To measure the dynamics of the sport sector over time;
- To have reliable data as a basis for future decision-making with a bearing on the sport sector

The Commission acknowledges the value of Sport Satellite Accounts (SSAs) as a tool for effective policy-making and has committed to supporting their development, as outlined in the 2007 White Paper on Sport and the 2011 Communication on Sport: *'The Commission, in close cooperation with the Member States, will seek to develop a European statistical method for measuring the economic impact of sport as a basis for national statistical accounts for sport, which could lead in time to a European satellite account for sport'*.

Using the Vilnius Definition of Sport, twelve EU Member States — Austria, Belgium, Croatia,

Cyprus, Estonia, Germany, Lithuania, Luxembourg, the Netherlands, Portugal, Poland, and Spain — along with the United Kingdom and Switzerland, have already established national SSAs. Hungary and Greece are currently in the process of developing their SSAs, while several other Member States have initiated discussions and negotiations with their National Statistical Offices. Additionally, four countries with existing SSAs — Austria, Germany, the Netherlands, and the United Kingdom — have produced manuals to guide the implementation of SSAs on a regular basis. The current report, through its economic evaluation, highlights areas where sport can play a key role in supporting policy and guiding public funding decisions, as outlined in the EU Work Plan for Sport 2024-2027([4]).

There have been two previous Pan-European Accounts for the EU. The most recent, published in 2018 using 2012 data([5]), showed that the EU's sport industry contributed 2.1 % to GDP and 2.7 % to employment (direct effects). Notably, the higher percentage of employment relative to GDP indicated that sport is an efficient driver of job creation. This suggests that, given sufficient demand, investment in sport would generate more employment compared to the average economic sector. As a result, it was concluded that sport can be an effective policy tool for boosting employment, particularly during economic crises.

([4]) https://data.consilium.europa.eu/doc/document/ST-9771-2024-INIT/en/pdf
([5]) https://op.europa.eu/en/publication-detail/-/publication/865ef44c-5ca1-11e8-ab41-01aa75ed71a1/language-en

2

METHODOLOGY

Understanding the economic impact of sport begins with defining sport and physical activity (PA) as economic activities. While a formal definition will not be provided here, extending sport to its economic dimension involves considering not only the direct requirements of participating in sport — such as purchasing sports clothing and footwear — but also activities indirectly related to sport, such as sports journalism, gambling, video games, and e-sports. These broader aspects are encompassed in the Vilnius Definition of Sport, which is examined below.

While an SSA provides valuable insights into the sport economy by capturing its direct and indirect economic effects, it has certain limitations. Notably, it does not account for additional effects related to volunteering, health, and social impacts, such as educational attainment, which are not monetised within the Input-Output framework. Recent research([6]) highlights that sport generates significant benefits in terms of Subjective Wellbeing and Social Capital, linked to both sport participation and volunteering. Therefore, the value presented by an SSA should be viewed as a minimum estimation of sport's economic impact, serving as a starting point for any comprehensive analysis.

Building on the approach of previous Pan-European reports, indirect multipliers for sport are calculated to illustrate its interaction with the broader economy. These multipliers are particularly useful for estimating the economic impact of sporting events and assessing local or regional impacts, which can generate additional expenditure, income, and employment. National studies often include indirect multipliers but exclude induced effects, primarily due to the lack of tax modelling and behavioural indicators, such as saving rates, interest rates, and foreign spending. In line with this practice, the current report focuses on well-established indirect effects and multipliers while avoiding the inclusion of induced effects, which, as noted, can be more contentious.

The primary outputs of SSAs globally are conducted in the EU countries, UK, Australia, and Japan. Previous economic evaluations have also been carried out in New Zealand, with the most recent one conducted by Sheffield Hallam University. The New Zealand study utilised the

([6]) Link: https://www.sportengland.org/guidance-and-support/measuring-impact?section=social_and_economic_value_of_community_sport
Link: https://evisproject.eu/publications

National Income Accounting methodology, a double-entry system previously employed by Sport England, taking into consideration the insights of the Vilnius definition and their research history. The Australian evaluation of the sport economy([7]), follows a similar logic to the approach outlined in this report for establishing the shares of the sport economy.

2.1. Establishing a definition for sport

2.1.1. VILNIUS DEFINITION 3.0

The well-established Vilnius definition of sport 2.0 has been revised into Vilnius 3.0. This revision took place with the active participation of all EU countries. It partly reflects the changes of the CPA([8]) codes and partly the actual changing landscape of the sport economy with new items such as e-bikes and e-sports.

The revised Vilnius Definition includes several rules for constructing an SSA, such as:

Characteristic products in sport refer to activities where active participation in sport takes place. These are sporting services, sport-related education and in some countries sport-related military and police activities. All the remaining products, which are not characteristic, are connected products. Data on characteristic products are the minimum for reporting the results of a Satellite Account.

Active sports are all expenditures which are related to persons doing sport. Passive sport is sport consumption without actively doing sport. Examples for passive sport are sport betting, media, and participating in sport events as spectators. Many entries in the Vilnius Definition have active as well as passive characteristics, but in most cases, one of them dominates. In practice, only few entries are indicated as both.

Multipurpose infrastructure and multipurpose durable goods are excluded, e.g. roads, cars, TV sets. Dedicated infrastructure (e.g. CPA 2.1 F 42.99.22) is included.

To avoid double counting and to ensure completeness, correspondence must be established between the manufacturing divisions and the trade/retailing divisions (46, 47) of the table. Divisions 46 and 47 are only relevant in terms of trade margins. This point applies to imported as well as domestically manufactured goods. To clarify this point further the following equation can be used:

Revenues of retailer = GVA of retailer + intermediate goods and services of retailer +GVA of wholesaler + intermediate goods and services of wholesaler +Goods wholesaler buys from manufacturer.

In this case, the relevant margins are represented by the GVA of retailers and by the GVA or wholesalers.

Data are collected on the basis of the Vilnius Definition. However, to take account of the country-

([7]) https://www.health.gov.au/sites/default/files/documents/2020/05/sports-industry-economic-analysis.docx

([8]) The **CPA classification system** (Classification of Products by Activity) is a European Union classification standard used to categorise goods and services based on the economic activities that produce them. It aligns with the statistical needs of the EU, allowing for the systematic and harmonised reporting of economic data across member states. The CPA system links products to the sectors in which they are produced, enabling consistent comparisons of production, consumption, and trade statistics across countries.

specific sport landscape, additional CPA categories may exceptionally be included over and above the list of the Vilnius Definition. These sectors must be clearly communicated. Additional goods are always connected goods.

Sport associations are classified as 93.13 (regulating bodies) as they often seem to be misclassified. If such misclassifications occur, they should be corrected in the calculations.

Clarification: sport ministries are covered by 84.12.14. Note however, that sporting facilities operated by the public (incl. ministries) are accounted for in 93.11.

The entire consumption vector of sport tourists has to be taken into account, not just the sports-related goods; a sport tourist is a tourist whose primary reason for travel is sport. We account for all expenses attributable to the Vilnius Definition in the relevant categories and add a residual amount for the balance.

Sometimes sport-related companies can be found in wrong or other CPA/NACE([9]) categories (e.g. often in S 94 which explicitly rules out sport). In this case, or if companies have more than one CPA/NACE code, we include those companies in their primary CPA/NACE category in the satellite account.

2.1.2. CHARACTERISTIC AND CONNECTED GOODS

The Vilnius Definition 2.0 identified three distinct levels of analysis:

1. Core Area of Sport: This corresponds to the sector S 93.1, covering Sports Services.

Sport in a Narrow Sense: This includes the core definition and extends to all goods and services essential for participating in sport, such as the production of sports equipment, manufacturing and trade of sportswear, and sports infrastructure.

Sport in a Broad Sense: This category further broadens the scope to encompass all goods and services related to sport, including media, sport tourism, and sports betting.

However, the new version of the Vilnius Definition (Version 3.0) shifts away from this framework. Instead, it distinguishes between ‘characteristic goods’ of sport (an expanded version of the core definition) and ‘connected goods’ to align with Eurostat's requirements for Satellite Accounts.

According to the European System of Accounts (ESA) handbook, the revised Vilnius Definition will now be compatible with methodologies used in Tourism Satellite Accounts and Environmental Satellite Accounts. This new approach offers a more straightforward classification than the previous division into core, narrow, and broad domains.

The ESA handbook outlines two types of products:

1. **Characteristic Products:** ‘These are typical products within the field under study. Satellite accounts can detail how these products are produced, the types of producers involved, the labour and capital used, and the efficiency of the production process. For example, in health, characteristic products include health services, public administration services, and education and R&D services in health.’

([9]) The **NACE classification system** (Nomenclature of Economic Activities) is a European statistical standard used to classify economic activities within the European Union. It provides a framework for the systematic collection and presentation of statistical data related to the economy, particularly for national accounts, employment statistics, and other economic analyses.

2. **Connected Products:** ‘While relevant, these products are not typical or may belong to broader product categories. For example, in health, connected products include patient transport services and pharmaceutical products. Satellite Accounts do not provide production details for connected products, and their classification depends on the economic organisation within a country and the purpose of the satellite account’.

In the sport context, the distinction between characteristic and connected goods hinges on the presence of sport participation within a category. For instance, CPA code 93.1 (sport services) is included as it pertains to the operation of sport and fitness clubs. Similarly, many aspects of education that encourage children's participation in sport are included.

The list below presents the characteristic products for the sport industry.

Sport Services (CPA Code 93.1) :

1. 93.11: Sports facility operation services
2. 93.12: Services of sports clubs
3. 93.13: Services of fitness facilities
4. 93.19: Other sporting services

Education:

1. 85.1: Pre-primary education services
2. 85.2: Primary education services
3. 85.31: General secondary education services
4. 85.32: Technical and vocational secondary education services
5. 85.42: Tertiary education services
6. 85.51: Sports and recreation education services
7. 85.52: Cultural education services (including dancing schools and instructors)
8. 85.53: Driving school services (including flying and sailing schools)
9. 85.60: Educational support services

Public Administration of Sport Services (not relevant for all countries):

1. 84.22.11: Athletes employed in military defence services (where applicable)
2. 84.24.11: Athletes employed in police services (where applicable)

All sporting goods and services not classified as characteristic within the Vilnius Definition are grouped as connected products.

2.1.3. ACTIVE VS PASSIVE SPORTS

In addition to the distinction between characteristic and connected goods, as previously outlined, the Vilnius Definition also introduces a differentiation between passive and active sport. This distinction enhances its utility, not only for economic analysis but also for Social Return on Investment (SROI) evaluations where it is crucial to identify explicitly the active aspects of sport.

1. **Active sport** encompasses all expenditures associated with individuals actively participating in sport. Examples include spending on sporting services, the production of sports goods, retail of sports apparel, insurance, and the rental of sports equipment.
2. **Passive sport** refers to the consumption of sport without active participation. Examples of passive sport include sports betting, media consumption, and attending sporting events as a spectator.

Depending on the specific context, certain categories can be classified as either active or passive. For instance, tourism and transport may fall into either category depending on their relation to sport. Sports tourism includes both active elements (where the primary purpose of travel is participation in sports) and passive elements (such as attending a sporting event as a spectator). Nevertheless, CPA codes related to tourism, such as accommodation, hospitality, or land transport, have a significant reliance on active sport and a appropriate weight should be chosen to illustrate the influence of both active and passive elements

2.2. Input Output and Multiregional Tables

Input-output tables are only published by the statistical offices of the member states. The level of disaggregation, reported by Eurostat is usually at the two-digit level. The growing interest in economic analyses at a deeper geographical level means that the time and cost involved in creating these tables is increasingly valued and accepted.

The general Multinational Input Output Table for the EU (MNIOT) is the basis for the creation of a multi-national Input-Output table in Sport (MNIOT:Sport). For this purpose, the sport satellite accounts (SSAs) must be integrated into the multi-national input-output table.

2.3. Impact analysis

2.3.1. KEY FIGURES

The two key figures for quantifying macroeconomic effects are gross value added (GVA), or alternatively gross domestic product (GDP), and employment effects. To distinguish value added effects correctly from other terms such as turnover or the gross production value, these terms are briefly explained below.

The ***gross or net turnover,*** in economic terms, is the equivalent of the ***gross production value***, which forms the basis for all further calculations. It is defined as the value of all goods and services produced. Since the gross production value includes all inputs required, i.e. including imported and domestic goods and services used in the production process, this figure says little about the value added generated at domestic level.

If the required intermediate inputs are deducted from the gross production value, the result is the ***gross value added*** (GVA), which is one of the most important economic indicators. It comprises all the resources available for the production: labour and capital factors, which are essentially personnel expenses, profits and depreciation.

The ***employment effects*** are calculated in parallel with the calculation of the value-added effects. If employment data are not available in the official statistics, methodologically a result can be arrived at either via the average personnel cost structure of the sectors, or via the average value-added contributions in the relevant sectors. Capacity utilisation in the relevant sectors must also be considered as higher employment will only be achieved if there is permanent additional demand (overtime is otherwise more likely) and existing capacities are fully utilised.

Multipliers are a commonly used indicator in input-output analysis, derived from gross value added and employment data. They are calculated as the ratio of total effects (direct plus indirect) to direct effects. Thus, a GVA-multiplier of 1.5 means that for every EUR 1 of GVA generated in directly sport-related companies, another EUR 0.50 of GVA is generated in the supply-network of these companies.

A sector with a high multiplier is often interpreted as being well connected to the rest of the economy. On the other hand, low multipliers are often considered to be the sign of a sector heavily reliant on imports. However, it is also possible that a sector produces most of the goods and services it needs on its own, e.g. a farm using part of the harvest of one year as seeds for next year. The value of a multiplier should therefore be interpreted with care. These multipliers are specifically calculated from the intermediate goods-matrix of the MNIOT for sport. Multipliers of sport-related sectors are often found to be close to their non-sport counterparts. For example, the production of sport-shoes is similar to the production of non-sport shoes, as opposed to the production of cars, electricity or financial services. Typically, sport services have lower multipliers than sport goods, as the latter are better networked within the chain supply.

2.3.2. AN EXAMPLE OF INPUT -OUTPUT FRAMEWORK

Input-output analysis plays a key role in the investigations carried out for this report. This methodology was essentially developed by Wassily Leontief in the first half of the 20th century, for which he was awarded the Alfred Nobel Memorial Prize in Economic Sciences in 1973. To this day, a great deal of research has been carried out to extend the basic model with additional functionalities. Besides the Satellite Account approach utilised in this analysis, input-output analysis is also extensively applied in research involving pollutant emissions and the energy consumption of various economic sectors.

The basic idea of input-output analysis is to divide the economy into sectors and to study their interaction. Firstly, there is the economic cycle, in which goods and services are produced at the various stages of the value chain. For example, the production of a sport good requires raw materials, the manufacturing process, wholesalers and retailers. Each of these operations increases the value of the purchased product (‘value added’) through additional inputs such as energy, packaging and transportation as well as labour and capital. In the end, a finished product is available, which is used in final consumption. This final consumption may be private or public consumption, exports or investments. Regardless of the consumption type, the product is removed from the domestic economic cycle and is no longer converted directly into other goods

or services. The overall value added 'deposited' within the product is associated with the sum of the generated profits and wages or salaries.

In its original form, input-output analysis can show the effect of increased final demand for a specific good on the economy as a whole. For example, if a company invests in a new building, this increases the final demand for the services of architectural firms and construction companies. These require upstream companies, which in turn purchase upstream services. Ultimately, this process results in an infinite cycle of increasingly finer supply streams and the corresponding provision of services by other sectors.

In an extension, the input-output model can also analyse the ongoing operation of individual sectors (sport, culture, tourism) or even companies. For this purpose, satellite accounts are employed. Simply put, these accounts separate companies from their original sectors and reassign them to newly defined ones. These contain just the values of the companies examined, which continue to interact with the rest of the economy.

Figure 3 below shows a simplified input-output table depicting the production of three goods. At the top left is the intermediate input matrix, which shows in its columns how many goods of which type are required to produce each good. For example, reading vertically, to produce Good 1, we require 7 units of Good 1, 5 units of Good 2 and 3 units of Good 3, a total of 15 domestic inputs. On the other hand, reading horizontally, the intermediate output of Good 1 equals 4, allocated as follows: 7 units are used by Good 1, 2 by Good 2 and 2 by Good 3. At the top right is the final consumption and exports, i.e. the goods that leave the economic cycle. Finally, the bottom left quadrant shows the value added, which is necessary to process the intermediate inputs into products. Since everything that is used must also be produced, the column of total use on the far right is identical in value to the row of production values at the bottom. For example, the total demand and the total demand of C1 is in both cases 41. When the demand for each product is identical to its associated supply the Table is balanced.

Figure 3:

Simplified Input Output Table

Where to deliver ('use')

		Intermediate supplies			Σ	Final Demand					Total Use
		Good 1	Good 2	Good 3		Private Consumption	Governmental Consumption	Investment	Stock change	Exports	
Intermediate Supplies	Good 1	7.0	2.0	2.0	11.0	24.0	2.0	1.0	0.0	3.0	**41.0**
	Good 2	5.0	15.0	4.0	24.0	5.0	6.0	3.0	2.0	10.0	**50.0**
	Good 3	3.0	3.0	11.0	17.0	8.0	12.0	0.0	0.0	2.0	**39.0**
	Σ Domestic inputs	15.0	20.0	17.0	52.0						
	Import of intermediate goods	5.0	8.0	1.0	14.0						
	Total intermediate consumption	**20.0**	**28.0**	**18.0**	**66.0**						
	Personnel Costs	12.0	9.0	18.0	39.0						
	Taxes/Subsidies	2.0	3.0	0.0	5.0						
	Depreciation	6.0	5.0	2.0	13.0						
	Profits	1.0	5.0	1.0	7.0						
	Σ Gross Value Added	21.0	22.0	21.0	64.0						
	Gross Production Value	**41.0**	**50.0**	**39.0**	**130.0**						

Production function ('supply')

Source: *Sheffield Hallam University, Econmove.*

In Figure 3, the Gross Value Added is defined as the summation of Personnel Cost, Taxes/Subsidies, Depreciation, and Profits. The addition of GVA and intermediate consumption (including intermediate imports) gives us the Gross Production Value, a term equivalent to output. There are several effects which can be evaluated with an input-output table: Value added effects, employment effects and effects on wages are among the most commonly used.

2.3.3. DIRECT EFFECTS

The direct effect comprises the value that is generated directly by the producers of the sport-related goods and services. It describes the most visible part of the sport economy. Direct effects in the context of the sport industry refer to the immediate economic impact generated by the industry's activities. These effects can be observed through some key metrics as outlined below.

1. **Employment:** The number of jobs created directly by the sport industry, including those in sports teams, clubs, event management, and sports facilities, as well as related retail sectors such as sporting goods stores.
2. **Gross Value Added (GVA) or GDP:** The contribution of the sport industry to the economy's overall Gross Domestic Product (GDP). This includes the value of goods and services produced by the sector, minus the cost of inputs required to produce them.
3. **Wages and Salaries:** The total income paid to people working directly within the sport industry. This includes wages, salaries, and any other compensation for employment.

Application of Input-Output Tables in the Sport Industry: Input-output tables allow economists and policymakers to trace the flow of economic activity in the sport industry and its interaction with other sectors as explained below:

1. **Understanding Economic Contribution:** Input-output analysis can identify how much the sport industry contributes directly to the economy by isolating its activities and assessing its direct output and employment levels.
2. **Policy Formulation:** Policymakers can use direct effects data from input-output tables to inform decisions about investments in sports infrastructure, subsidies for sporting events, or the development of sports programmes that could stimulate economic growth.
3. **Sector Comparison:** Direct effects analysis helps compare the sport industry’s economic footprint with other sectors, providing insights into its relative importance within the national or regional economy.

In the example of Figure 1 direct effects can be recognised in the form of GVA, consumer spending, wages, and overall output.

2.3.4. INDIRECT EFFECTS

The indirect effect is derived from the supplier relationships (intermediate input links) along the entire value chain: The production of sport-related goods and services requires intermediate inputs from third-party companies, such as electricity, fabrics, transportation services and much more. This interaction stimulates activity in the respective sectors, whereby it should be noted that these upstream suppliers in turn require intermediate inputs, thus creating a very broad and theoretically infinitely long network of intermediate inputs.

In the case of the multinational analyses presented in the current report, these indirect effects are distributed across all EU nations. Thus, if a sport-related good or service is produced, indirect effects can be found in each part of the EU. For this reason, a distinction is made in the final tables between total domestic effect and total EU effect when analysing the contribution of each country to the sport economy. Some key aspects of indirect effects in the sport industry are explained below:

1. **Supply Chain Impact:**

The sport industry relies on a variety of suppliers for goods and services. This chain includes everything from the production of sports equipment and apparel to the construction and maintenance of sports facilities, marketing services, and media production. The demand for these inputs generates economic activity in the related industries, leading to indirect effects.

2. **Business-to-Business Transactions:**

Indirect effects capture the economic transactions that occur as businesses in the sport industry purchase goods and services from other businesses. For example, a sports venue may purchase food and beverages from local suppliers, hire security and cleaning services, and invest in technology and broadcasting equipment. The spending by the sport industry on these goods and services supports jobs and revenue in other sectors.

3. **Employment in Supporting Industries:**

As the sport industry grows, it increases demand for inputs, thereby boosting employment in sectors that supply these inputs. For example, increased demand for sports events can lead to more jobs in construction (for new venues), transportation, hospitality, and media production. These jobs represent the indirect employment effects generated by the sport industry.

4. **Multiplier Effect:**

The indirect effects are often analysed through the concept of economic multipliers. An initial expenditure in the sport industry leads to subsequent rounds of spending within the supply chain. Each round of spending supports additional economic activity, magnifying the initial impact. The multiplier effect illustrates how spending within the sport industry cascades through the economy, affecting various sectors beyond the initial point of expenditure. Investing in sectors with high multipliers maximises benefits for the entire economy.

5. **Regional and National Economic Integration:**

Indirect effects highlight the interconnections between the sport industry and the wider economy. For example, when a national sports league expands, it can increase demand for locally produced goods, stimulate infrastructure development, and drive innovation in related sectors. This economic integration is crucial for understanding the broader significance of the sport industry within both regional and national contexts.

6. **Importance for Policymakers:**

Understanding the indirect effects is crucial for policymakers, as it reveals the broader economic benefits of supporting the sport industry. This knowledge can justify investments in sports infrastructure, events, and programmes, demonstrating that the impact extends far beyond the sports sector itself.

2.4. Satellite approach.

Standard impact analysis works very well as long as whole sectors are analysed. But when one deals with an industry that is distributed across different sectors, or where only parts of sectors are important and other parts need to be left out, the normal procedures cannot be applied.

Sport is such a case, as there is not a single two-digit (CPA) sector which is purely sport related. In this case, it is necessary to split these sectors into two parts and treat them separately. As an example, the sector concerned with the production of footwear will be split into the production of footwear for sport and the production of other types of footwear.

Figure 2 below represents a simplified input-output-table, representing an extension of Figure 1. As before, it contains three sectors producing goods 1 to 3. Assume that sport-related content is identified in all these sectors. Compared with Figure 3, there are three more sectors marked in red, which represent the sport-related areas analysed. Their values are subtracted from the original sectors, so that the entire economy remains the same size and double counting is avoided. In this case, the sport-related companies are presented as separate sectors, and their sectors of origin are reduced by the respective values. This technique allows the sport-related companies to be analysed as if they were conventionally recognised sectors within the Input Output Table.

Figure 4:

Simplified Sport Satellite Account (SSA)

		Intermediate supplies						Σ	Final Demand					Total Use
		Good 1	Good 2	Good 3	Sport Good 1	Sport Good 2	Sport Good 3		Private Consumption	Governmental Consumption	Investment	Stock change	Exports	
Intermediate Supplies	Good 1	3	1	1	1	0	1	7	21	1	1	0	1	**31**
	Good 2	2	8	2	1	1	1	15	3	4	2	2	10	**36**
	Good 3	2	1	4	1	1	2	11	7	8	0	0	1	**29**
	Sport Good 1	2	0	0	1	1	0	4	3	1	0	0	2	10
	Sport Good 2	1	2	1	1	4	0	9	2	2	1	0	0	14
	Sport Good 3	0	1	3	0	0	2	6	1	4	0	0	1	11
Σ Domestic inputs		10	13	11	5	7	6	52						
Import of intermediate goods		3	7	1	2	1	0	14						
Total intermediate consumption		**13**	**20**	**12**	**7**	**8**	**6**	**66**						
	Personnel Costs	10	6	13	2	3	5	39						
	Taxes/Subsidies	2	2	0	0	1	0	5						
	Depreciation	5	4	2	1	1	0	13						
	Profits	1	4	1	0	1	0	7						
Σ Gross Value Added		**18**	**16**	**16**	**3**	**6**	**5**	**64**						
Gross Produktion Value		**31**	**36**	**28**	**10**	**14**	**11**	**130**						

Here : simplified model
1 region / 3 sectors /
3 sport-relevant expansions

Source*: Sheffield Hallam University, Econmove.*

In the EU Input-Output Table, data is structured across 28 countries, each encompassing 64 economic sectors, 37 of which are directly linked to sports. These sectors exhibit sport-related economic expansions, as illustrated in Figure 2. The resulting model consists of over 2,800 rows

and columns, reflecting the complexity of inter-sectoral relationships.

Producing a satellite account requires seven steps:

1. Insert additional rows and columns for the satellite-data;
2. Insert sport-related output and GVA-data (red values in the lower left quadrant);
3. Insert sport-related final demand-data (red values in the upper right quadrant);
4. Subtract sport-related output and GVA-data from their original sectors to avoid double-counting (red values in the lower left quadrant);
5. Subtract sport-related final demand-data from their original sectors to avoid double-counting (red values in the upper right quadrant);
6. Insert sport-related intermediate demand-data (red values in the upper left quadrant); and
7. Subtract sport-related intermediate goods matrix (upper left quadrant) from their original sectors and ensure that the final output is balanced: the total demand should equal total supply for each column and row.

Note that steps 6 and 7 are extremely data intensive. To get around the balancing problem, a suitable algorithm is often applied, such as the RAS algorithm. The latter can ensure the overall balance of the Input-Output Tables or create new or updated Tables from already existing ones, by adjusting the row and column sums. The RAS method proportionally adjusts the values in a matrix in such a way that (a) the row and column sums correspond to given vectors and (b) the deviations from the initial values are minimised([10]).

2.5. Data availability.

The model was framed in terms of GVA, GDP and employment by the national accounts data available from Eurostat. FIGARO, Labour Force Survey and Business Statistics data were used in many cases, through the resources available in Eurostat. The Eurostat data were useful mainly for framing the matrix at the four-digit CPA level. The shares of sport for each economic activity were modelled using as basis the existing SSA and updating them, if possible, for the year 2019. For the countries that don't have SSA a proxy account was created using online research and the experience of other EU countries. In addition, this process involved reviewing the sport shares of EU 2018 Pan-European Satellite Account([11]).

Overall, the steps used for the processing of the proxy accounts were the following:

1. Use FIGARO, LFS and SBS to approximate the values of employment and GVA for each country at the four-digit CPA level (as in the Vilnius definition)
2. Use the sport shares for each category derived in the previous EU SSA account as a starting point for modelling. The shares from the 2018 study were also produced from modelling the sport economy on the basis of estimates in sport consumption and a detailed analysis of

([10]) If there are – for example – discrepancies in such a way that the column and row sums of an original IOT do not meet the new values, all the values of the table have to be adjusted: in the first step of the RAS-algorithm each row is to scale by exactly the factor they need to meet the required values until the row-wise sums match their specified values. Since columns are still wrong the same process has to be done column-wise in a second step. At the end column-wise sums are perfect, but the rows are now off their values with differences that are much smaller than those of the starting values. The algorithm repeats itself until the target values are reached or the largest error is smaller than a pre-defined threshold.

([11]) https://op.europa.eu/en/publication-detail/-/publication/865ef44c-5ca1-11e8-ab41-01aa75ed71a1/language-en

international trade.

3. Check the validity of the aforementioned shares against the totals of step 1.
4. Update the latest actual country accounts to 2019 data. If for example we have that overall, a country has direct effect of employment at 1.5 % in 2016 (based on an SSA study), the same percentage is applied in 2019 data. The same is true for sport related GVA shares. Any known detail from Sport Accounts is reproduced in the current setting.
5. For the countries that don't have previous SSAs, the sport shares per division are modelled using the previous EU-SSA study of 2018 (step 2) and the shares of comparative countries, according to the size of the economy and the sport participation rates. As before, this is a pragmatic modelling practice and can only be seen as a starting point to more detailed and accurate evaluations.
6. The shares are adjusted to ensure that the relationships assumed in step 4 above are respected.
7. Aggregate the results at the two-digit CPA level.
8. Create the SSA at the two-digit level of detail and continue with the derivation of the indirect impacts.

Therefore, the accounts presented are proxy accounts, serving as a starting point to the EU countries when establishing their own SSAs. At the same time, they serve as the only way to evaluate fully the sport contribution to the EU economy.

3

EU RESULTS

To quantify the economic impact of sport in the EU, all sport-related products and services, according to the Vilnius definition of sport, are included. Under the updated Vilnius definition (version 3.0), a distinction is no longer made between a core definition of sport, a narrower and a broader definition, but, as also recommended in the ESA Handbook, between characteristic and connected goods (chapter Characteristic and Connected Goods).

In the following sections, the effects of GDP, Gross Value Added and employment, are presented for EU-28. More detailed results involving international comparisons and comparisons with the previous Account are presented in Chapter 7.

3.1. GDP

Gross Value Added (GVA) and Gross Domestic Product (GDP) are closely related economic measures.

GVA measures the contribution of each sector to the economy by calculating the value of goods and services produced, minus the cost of inputs used in production.

GDP is derived from GVA by adding taxes on products (like VAT and excise duties) and subtracting subsidies on products.

In other words:

GDP=GVA + Taxes – Subsidies

GVA represents the economy's productive output, while GDP adjusts for government intervention through taxes and subsidies.

According to Table 4 and Figure 3, in 2019, the production of sports-related goods and services in the EU contributed EUR 627.5 billion to GDP, accounting for approximately 3.4 % of the total EU GDP.

Of this sum, EUR 251.4 billion is attributable to characteristic goods. These are the goods and services that are typical of the sector under review. These include sports facility operation services, services of sport clubs and fitness facilities as well as other services in the field of sport.

Physical education at all school levels and other sports training (dance schools, riding schools, etc.) are also included in these characteristic goods. These EUR 251.4 billion represent 1.36 % of total GDP.

In addition to characteristic goods, there are also connected goods, i.e. goods and services that are relevant for a function but without being typical. This includes a variety of sectors, such as the production of sporting goods, the manufacture and trade of sportswear, the construction of sports infrastructure, transportation, media and sports betting. Connected goods contribute EUR 376.1 billion to EU's GDP, representing 2.04 % of total GDP.

Table 4:

Sport-related GDP, EU-28, 2019, in billion EUR

	Direct		Indirect		Total		Multiplier
	bn EUR	Share	bn EUR	share	bn EUR	share	
Characteristic goods	165.5	0.90%	85.9	0.46%	251.4	1.36%	1.46
Connected goods	203.3	1.10%	172.8	0.94%	376.1	2.04%	1.68
TOTAL	368.8	2.00%	258.7	1.40%	627.5	3.40%	1.62

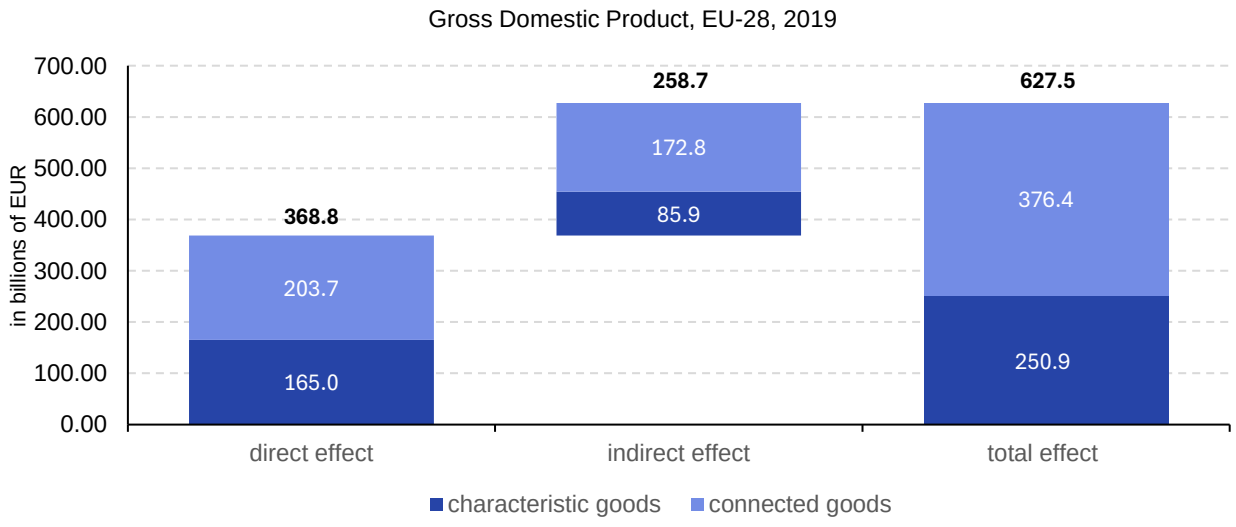
Source: *Sheffield Hallam University, Econmove: own calculations based on Eurostat and national data..*

The total GDP of EUR 627.5 billion can also be divided into direct and indirect effects. The direct effects are associated with EUR 368.8 billion of GDP, corresponding to 2% of total GDP. The indirect effects, as mentioned before, are generated in the upstream value chain. The sport economy in the EU generated in 2019 indirectly EUR 258.7 billion of GDP, equivalent to 1.4% of the economy. These indirect effects amount to EUR 85.9 billion for the characteristic goods and they are even higher for connected goods at EUR 172.8 billion.

Figure 5:

Sport-related GDP in the EU-28, characteristic and connected goods, 2019

in billions of EUR



Source*: Sheffield Hallam University, Econmove: own calculations based on Eurostat and national data.*

The multipliers, which show by how much the total effect exceeds the direct effect, are 1.46 for the characteristic goods and 1.68 for the connected goods. The estimation of the multipliers is done by comparing, in each case, the direct and total effects. The fact that the multiplier for characteristic goods is lower than for connected goods is not surprising, as characteristic goods are all services that require comparatively little intermediate inputs. By contrast, connected goods, including elements of manufacturing and construction, require significantly more intermediate inputs to produce their products. Overall, the multiplier for sport is 1.62. Consequently, every EUR 1 generated in sport triggers a further EUR 0.62 in the rest of the economy, which has no direct links to sport.

3.2. Gross Value Added

Gross Value Added is probably one of the most important indicators of economic activity. It is very closely linked to Gross Domestic Product but, in contrast, is not influenced by net taxes on final consumption. The latter influence GDP, although there is no link to production and therefore to economic output.

As shown in Table 5, sport characteristic and connected sectors directly contribute EUR 295.8 billion in GVA (2.0 % of the total economic value). If the EUR 207.5 billion of indirect effects in the upstream value chain are also included, the total value becomes EUR 503.3 billion or 3.4 % of the total economic value. The multiplier is 1.7; for every EUR 1 generated in sport, the rest of the economy benefits with an additional EUR 0.7 of GVA.

Table 5:

Sport-related GVA, EU, 2019

in billions of EUR

	Direct		Indirect		Total		Multiplier
	bn EUR	share	bn EUR	share	bn EUR	share	
Characteristic	132.40	0.90 %	68.90	0.46 %	201.30	1.36 %	1.52
Connected	163.40	1.10 %	138.60	0.94 %	302.00	2.04 %	1.85
TOTAL	295.80	2.00 %	207.50	1.40 %	503.30	3.40 %	1.70

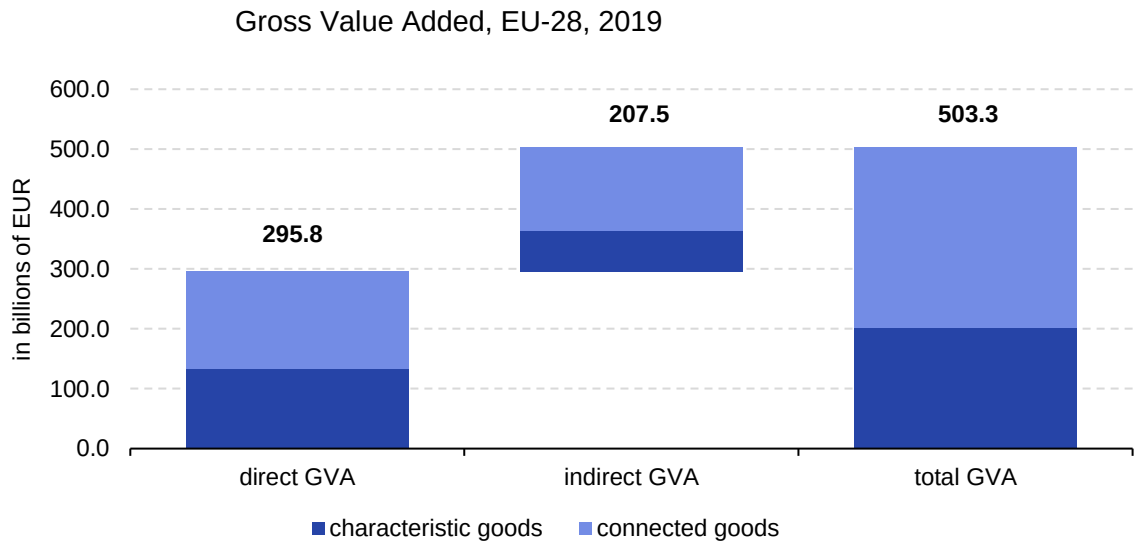
Source: *Sheffield Hallam University, Econmove: own calculations based on Eurostat and national data.*

The distribution between characteristic and connected goods at each level is shown both in Figure 4 and Table 5. The production of characteristic goods and services (darker in the graph) generates EUR 132.4 billion worth of GVA directly and a further EUR 68.9 billion from suppliers. In total, this results in a value of EUR 201.3 billion, which is attributable to the characteristic goods of sport. Putting these figures in relation to each other results in a multiplier of 1.52, which means that for every EUR 1 of GVA generated in the characteristic businesses and facilities directly associated with sport, a further EUR 0.52 of GVA is generated in the rest of the EU economy.

Figure 6:

Sport-related gross value added in the EU, characteristic and connected goods, 2019

in billions of EUR .



Source*: Sheffield Hallam University.*

Connected goods (the lighter shade in the graph) generate EUR 163.4 billion of GVA directly and a further EUR 138.6 billion indirectly. These values give a total of EUR 302.0 billion. The multiplier associated with connected goods is 1.85, which is significantly higher than the one for characteristic goods. As with GDP, service providers require fewer intermediate inputs and therefore trigger lower effects in the upstream value chain. At the same time, service providers usually have a higher share of value added in the direct effect, which also has a negative impact on the resulting quotient and thus the multiplier.

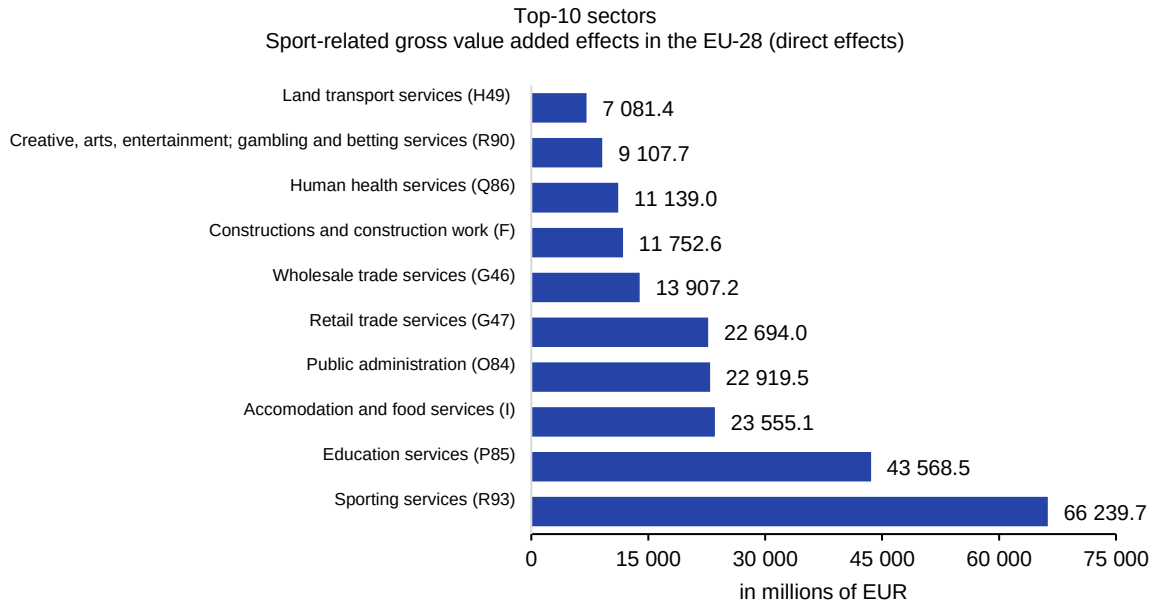
It is also interesting to take a more detailed look at which economic sectors generate the greatest sport-relevant Gross Value Added. The top 10 sports-relevant sectors are shown in the Figure 5 below.

In terms of the direct gross value added effect, ‘Sporting services’ and ‘Education services’ make the largest contribution to GVA: this amounts to EUR 66.2 billion for ‘Sporting services’ and just under EUR 43.6 billion for ‘Education services’. Together they account for 37.1 %, i.e. more than a third of the direct gross value added of sport. These categories are followed in third place by ‘Accommodation and food services’ (EUR 23.6 billion), ahead of the ‘Public administration’ and ‘Retail trade’ valued at EUR 22.9 and EUR 22.7 respectively. At 60.5 %, the top five sports-related sectors already account for more than half of the Gross Value Added generated by sport. In the coming years, it remains to be seen whether the heavily tourism-dependent sectors of ‘Accommodation services’ and ‘Food and beverage serving services’ will move further up the rankings.

Figure 7:

Top 10 EU sport sectors based on direct effects on GVA, 2019

in millions of EUR

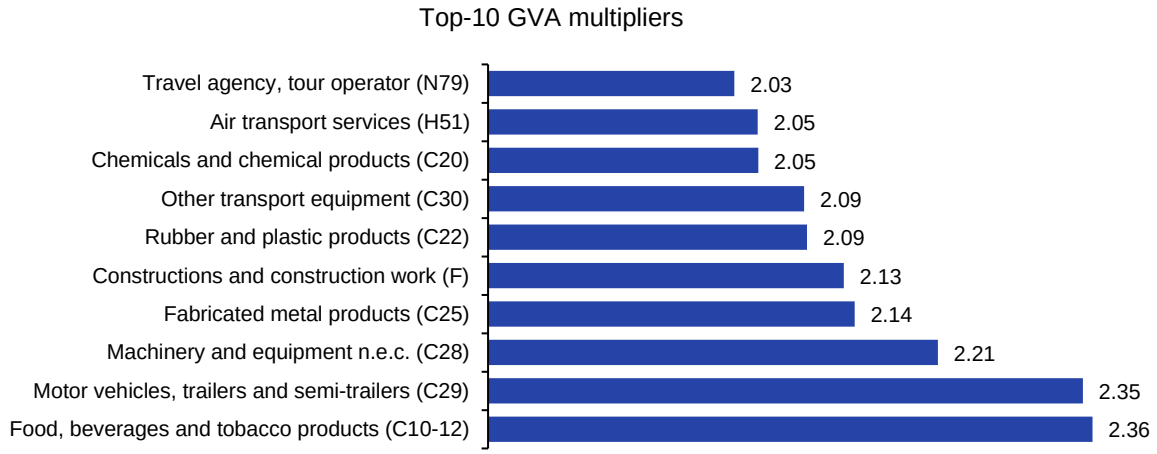


Source*: Sheffield Hallam University Econmove: own calculations based on Eurostat and national data.*

Figure 8 below, shows the sectors with the top ten GVA multipliers across the EU. Investing in these sectors would have the greatest economic impact on the economy within the year under consideration. The 'Food and beverages' and 'Motor vehicles, trailers and semi-trailers' sectors have the two top multipliers at 2.36 and 2.35 respectively. These are followed by the 'Machinery and equipment', 'Fabricated metal products' and 'Construction' sectors with multipliers valued at 2.21, 2.14 and 2.13 correspondingly. It is important to note that all top ten multipliers are very high, valued above 2.0, and are associated with connected goods. It would be unrealistic to expect the characteristic goods and services to achieve multipliers of this magnitude.

Figure 8:

Top 10 EU Sport GVA Multipliers, 2019.



Source*: Sheffield Hallam University, Econmove: own calculations based on Eurostat and national data..*

An important caveat is that investing in sectors with high multipliers is only effective if there is sufficient demand to absorb the resulting production. Additionally, multiplier analysis does not account for the critical role of characteristic goods and services. For example, if policymakers prioritise investment in high-multiplier sectors at the expense of characteristic sectors, the overall increase in sport-related production could be offset by a decline in demand for sports itself, ultimately weakening the sector's economic impact.

3.3. Employment

In addition to economic performance, expressed in the form of Gross Value Added, employment is also an important aspect of economic policy, as the availability of jobs for the population is one of the fundamental tasks of the public sector. In this section, employment is examined based on the number of jobs, using a 'headcount' approach, which is easily comparable among EU member states.

As can be seen from Table 6, around 6.05 million people are directly employed in sport-related professions. This corresponds to 2.48 % of the total workforce. This share is significantly higher than the 2.0 % share of GVA, indicating that the sports sector is

employment-intensive and serves as a key driver of employment. If job creation is a priority in economic policy, the sports sector — particularly its characteristic aspects — presents a strong opportunity for targeted employment policy measures.

In addition to the direct impacts, the indirect job effects triggered in the upstream value chain must also be considered. Almost 3.22 million jobs are secured or created outside of the sport industry, meaning that the overall effect amounts to almost 9.27 million people in the EU who are directly or indirectly employed through sport (both characteristic and connected activities). This accounts for 3.8 % of the total economy. The employment multiplier for the sports economy is 1.53, meaning that for every job created in the sports sector, an additional 0.53 jobs are generated in the wider EU economy. The fact that the share of sport employment at 3.8 % is greater than the share of sport GVA implies that the sport sector is an efficient generator of employment compared to the average economic sector.

Table 6:

Sport-related employment, EU-28, 2019

headcounts

	Direct		Indirect		Total		Multiplier
	Jobs	**share**	**Jobs**	**share**	**Jobs**	**share**	
Characteristic	3 019 413	1.24%	1 072 011	0.44 %	4 091 424	1.68 %	1.36
Connected	3 034 371	1.24%	2 148 797	0.88 %	5 183 168	2.12 %	1.71
TOTAL	6 053 784	2.48%	3 220 808	1.32 %	9 274 592	3.80 %	1.53

Source*: Sheffield Hallam University, Econmove: own calculations based on Eurostat and national data.*

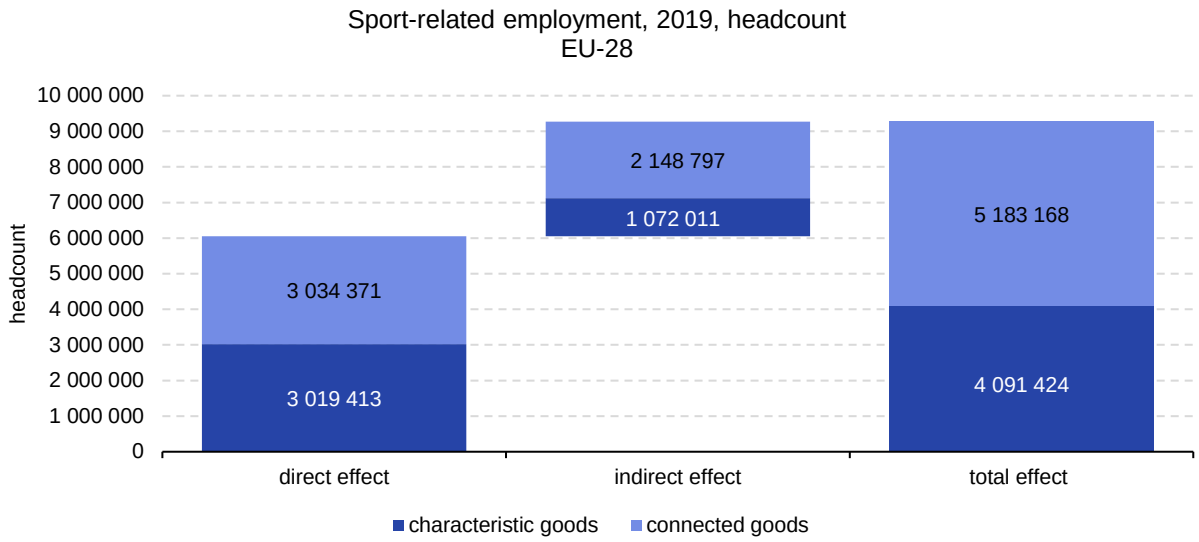
As both Table 6 and Figure 9 illustrate, in contrast to GDP and value added, employment is more evenly split between characteristic and connected goods. The sectors grouped together in the

production of characteristic goods are particularly employment-intensive, so that the direct share of those employed in sport amounts to 50 %.

Figure 9:

Top 10 EU Sport GVA Multipliers, 2019

Headcounts



Source*: Sheffield Hallam University, Econmove.: own calculations based on Eurostat and national data.*

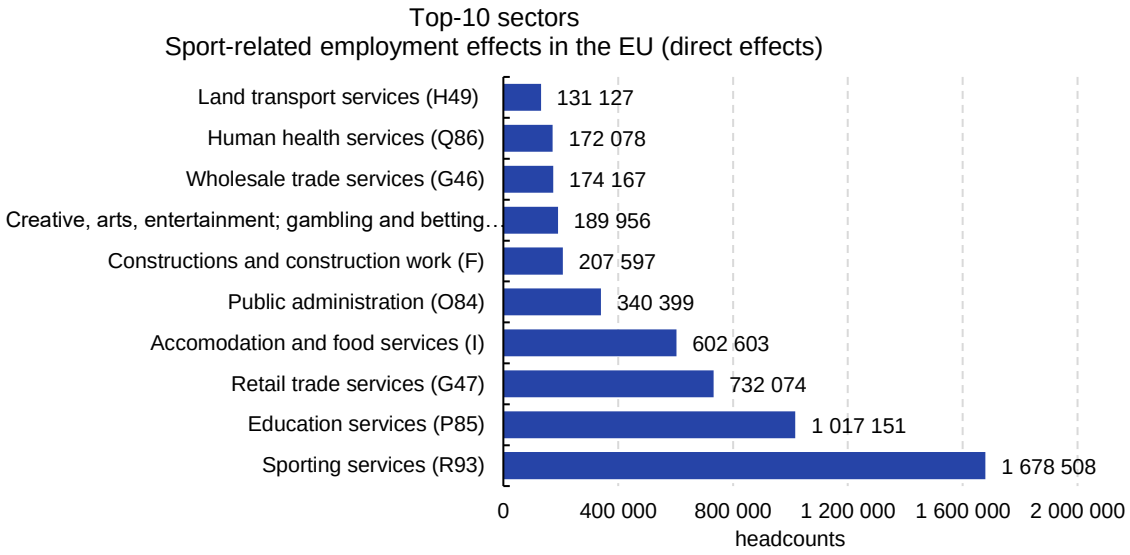
This share corresponds to 3.02 million jobs. The remaining 50 %, or 3.03 million jobs, are accounted for by direct employment in the manufacture of connected goods in sport. Of the 3.22 million indirect jobs created, 1.07 million are attributable to characteristic goods and 2.15 million to connected goods. This situation results in a total effect of 4.09 million jobs for characteristic goods and 5.18 million jobs for connected goods. As the production of characteristic goods is particularly employment-intensive (hence, no need for many external inputs), this has an impact on the multiplier, which amounts to 1.36. This value is higher for connected goods at 1.71. Due to the lower multipliers, the share of characteristic goods in the overall effect is reduced from 50 % in the direct effects to 44 % overall.

Figure 10 shows the top 10 sectors according to the employment generated directly by sport. This shows that three sectors dominate: ‘Sport services’ with 1.68 million jobs, ‘Education services’ with 1.02 million jobs and the employment-intensive ‘Retail trade services’ with 0.73 million jobs, accounting altogether for a total of 57 % of the direct employment effect in sports. These three sectors are followed by ‘Accommodation and food services’ and ‘Public administration’ with 602.60 and 340.40 million jobs correspondingly. The accommodation and food sector is influenced greatly by sport tourism and is likely to grow significantly in the post-Covid era. Overall, we see that the two biggest sectors in terms of employment are the characteristic sectors of the sport industry, a pattern that is replicated in the previous GVA results as well.

Figure 10:

Top 10 EU sport sectors based on direct employment, 2019

headcounts.



Source*: Sheffield Hallam University, Econmove: own calculations based on Business Statistics and LFS data.*

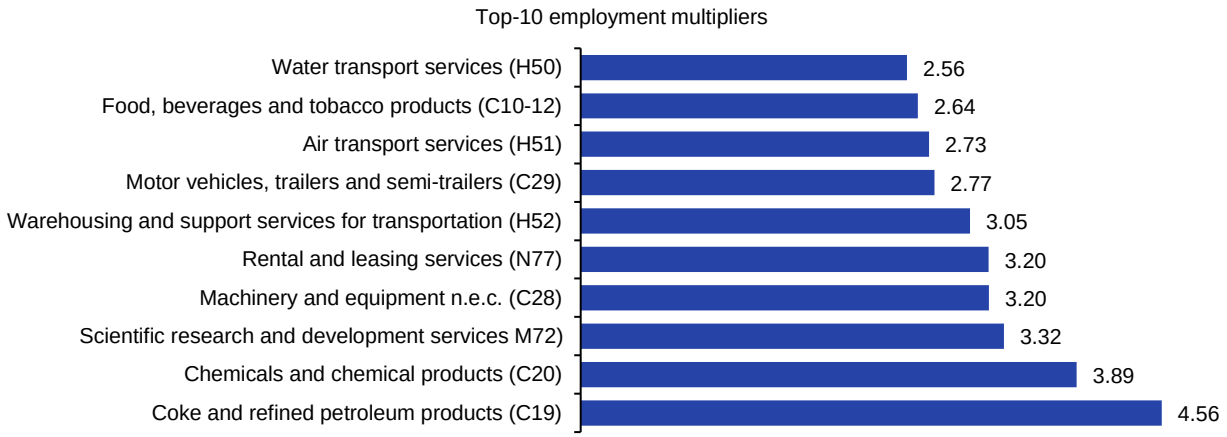
Figure 11 shows the values of the top 10 employment multipliers associated with economic activities in the sport industry. The highest employment multiplier is found in 'Coke and refined petroleum products', followed by 'Chemicals and chemical products', with values of 4.56 and 3.89, respectively. These are followed by 'Scientific research and development services' (3.32), 'Machinery and equipment' (3.20), and 'Rental and leasing services' (3.20).

As in the case of GVA multipliers, they are all from the connected to sport industries and do not include any of its characteristic elements. The latter, such as sports education and sports clubs, rely on a narrower range of inputs and, as a result, are not expected to generate strong indirect effects or exhibit high multipliers compared to connected goods industries.

Figure 11:

Top 10 EU sport sectors based on direct employment, 2019

Headcounts



Source*: Sheffield Hallam University, Econmove: own calculations based on Eurostat and national data.*

Having identified the key characteristics of the EU sports economy in terms of GDP, GVA, and employment, we now move on to international comparisons across countries and an analysis of past trends in the EU's Sports Satellite Accounts.

4

INTERNATIONAL COMPARISONS

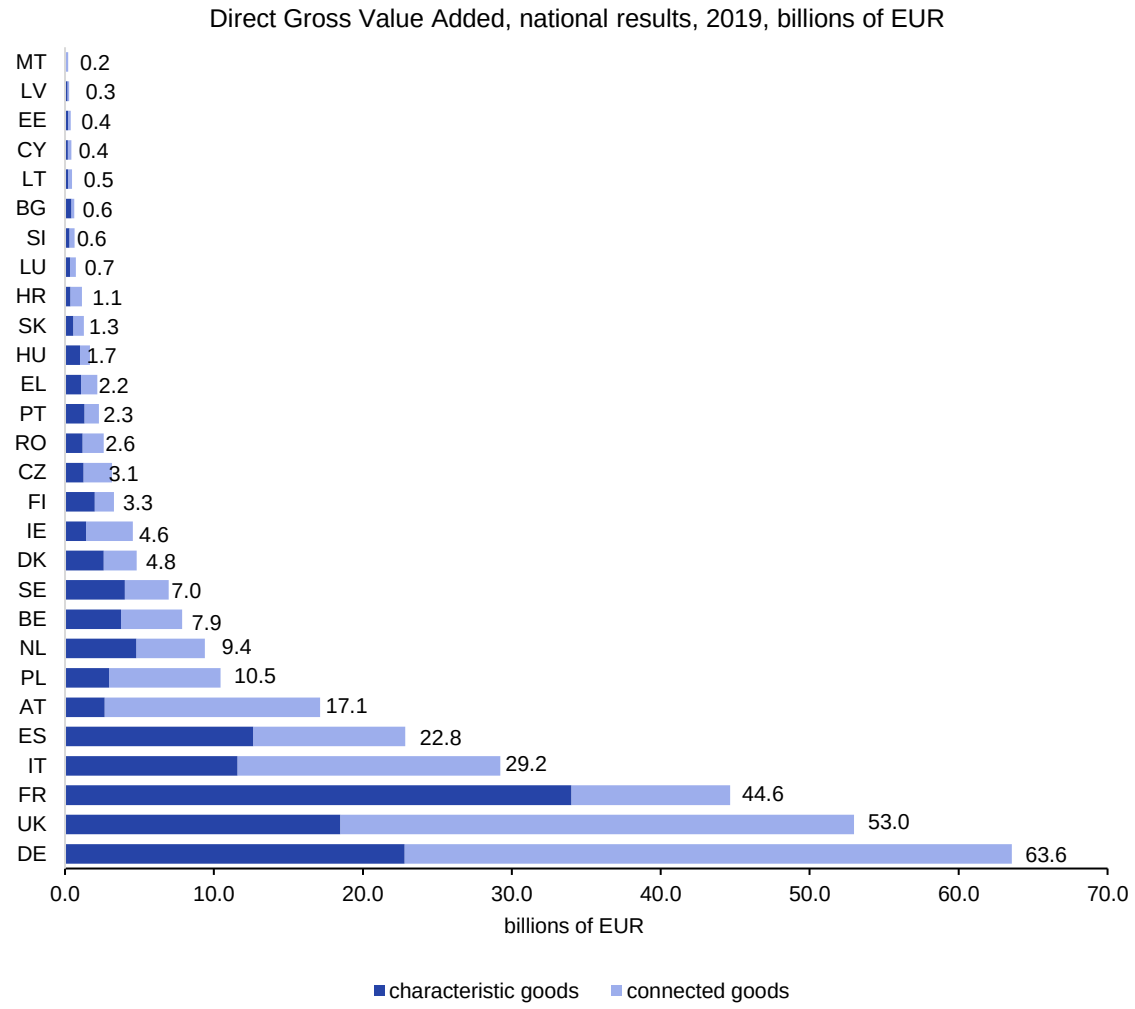
The current analysis has been conducted using the new (under development) Vilnius definition 3.0, with the major innovation being the division of the total effect into characteristic and connected goods. As this is the first EU study of its kind there is not an exact comparison with previous accounts. However, the direct effects are comparable with the latest Pan European Accounts (2018)([12]). Focusing on direct GVA effects, Figure 12 presents the values for each EU member state. Germany has the highest sport-related direct GVA, amounting to EUR 63.6 billion, followed by the UK (EUR 53.0 billion), France (EUR 44.6 billion), Italy (EUR 29.2 billion), and Spain (EUR 22.8 billion). Most of these values correlate with the size of each economy. In addition, Germany's figure reflects its well-developed manufacturing sector, which significantly contributes to the sports industry. In addition, the UK's performance is driven by its extensive network of sports clubs, which bolsters the sports services sector.

([12]) Study on the economic impact of sport through sport satellite accounts - Publications Office of the EU (europa.eu)

Figure 12:

GVA, Direct Effects, EU-28, National results, 2019

in billions of EUR



Source*: Sheffield Hallam University, Econmove: own calculations based on Eurostat and national data.*

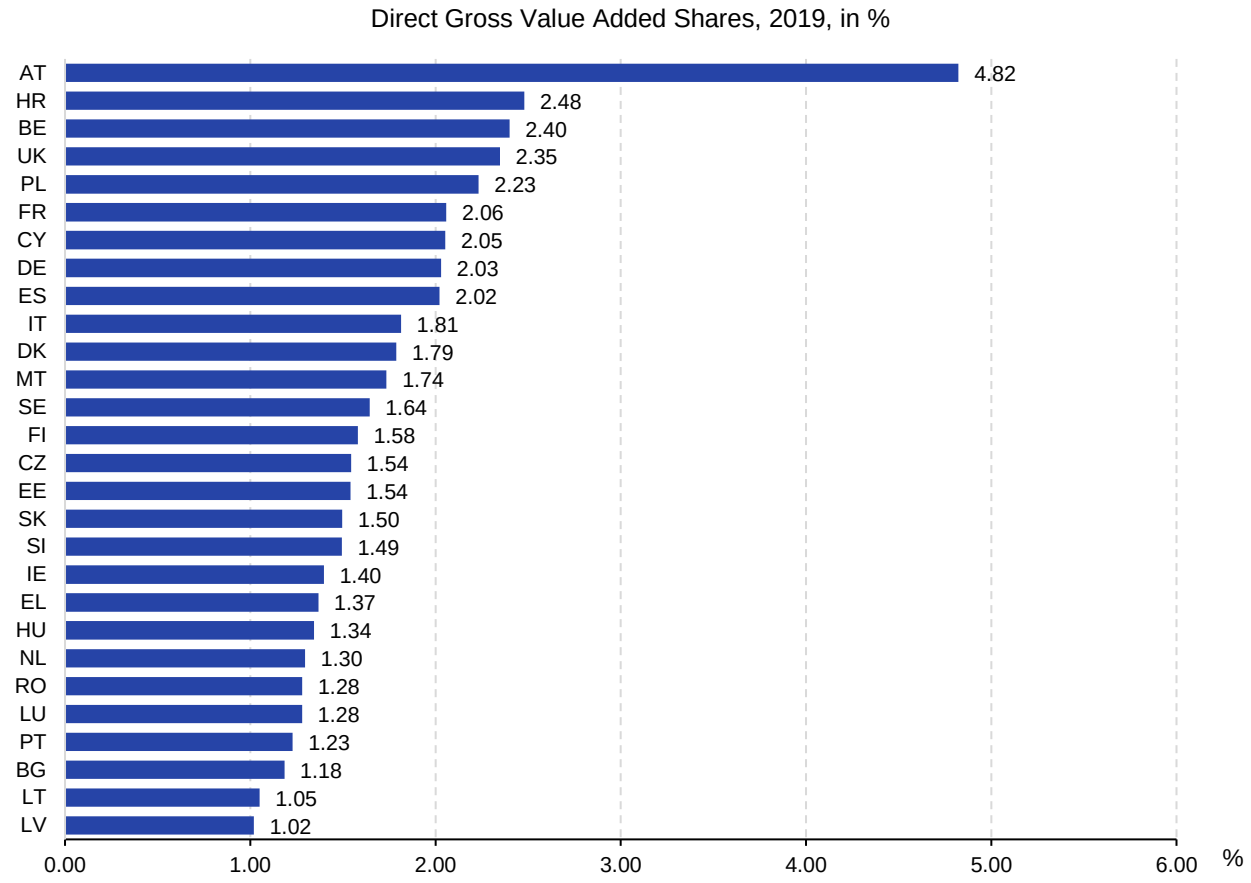
To better understand the growth of the sports industry in each country, we analyse direct sport-related GVA as a percentage of total GVA. This metric separates sport sector development from the overall economy size, providing a more precise measure of the sport industry's significance in each EU member state.

According to Figure 13, Austria has the largest sports economy in the EU in terms of GVA percentage contribution, with 4.82 % of national GVA (direct effect), primarily driven by sports tourism and its geographical advantages for winter sports. Croatia follows at 2.48 %, benefiting from the growth of its sports services sector. Belgium ranks third at 2.40 %, while the UK comes in fourth at 2.35 %, supported by a strong network of sports clubs, a high number of sports volunteers, and the significant role of golf resorts, the golf industry, and professional football in her sport development. Poland, France, and Cyprus follow, with sport-related GVA contributions of 2.23 %, and 2.05 %, respectively. The growth of Cyprus's sports economy is largely driven by the recent expansion of sports tourism, fuelled by the hosting of major sporting events.

Figure 13:

Ranking table of sport economies in Europe according to direct national sport GVA

%



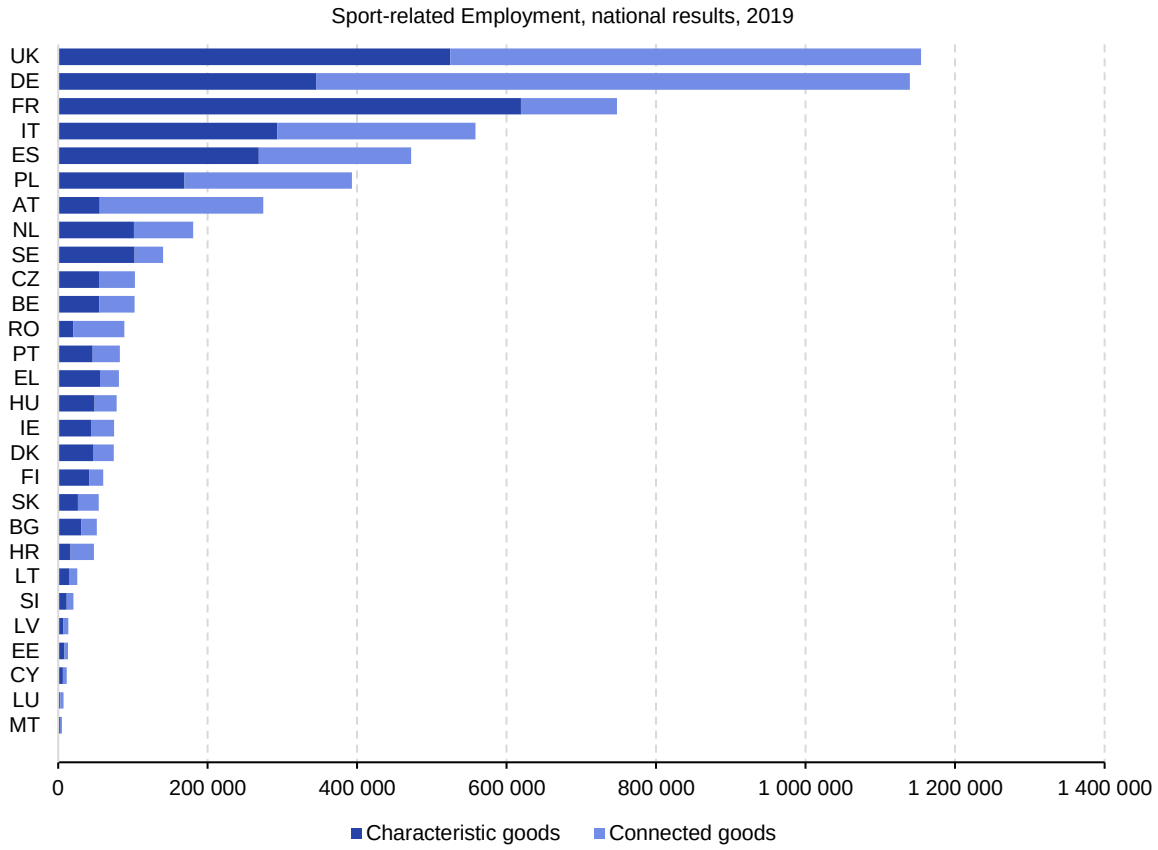
Source*: Sheffield Hallam University, Econmove: own calculations based on Eurostat and national data.*

Having established international comparisons based on GVA, Figure 14 ranks EU member states by the size of employment in the sports sector. Similar to Figure 10, the classification is based solely on direct effects, providing a clear comparison of employment levels across countries.

The top five countries in this ranking are the same as in the GVA comparison, except that the UK leads in sport-related employment, followed by Germany, France, Italy, and Spain. As previously noted, the high level of sports employment in the UK is driven by two key factors: the overall size of its economy and the well-developed network of sports clubs, supported by a large number of sports volunteers.

Figure 14:

Sport-related Employment, direct effects, EU-28, National results, 2019



Source: *Sheffield Hallam University, Econmove: own calculations based on Eurostat and national data.*

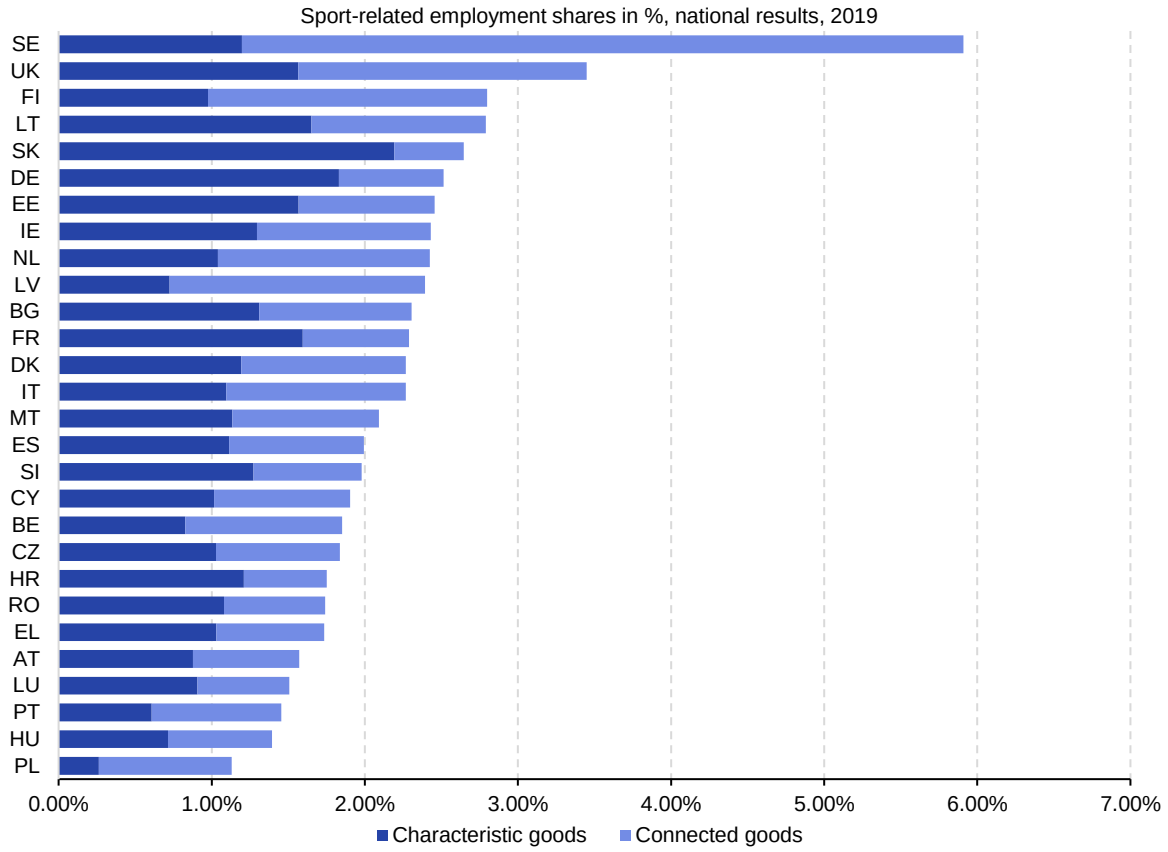
To further analyse the development of sports economies across EU member states, we compare sport-related employment (direct effect) to total employment in each country. This approach removes the influence of overall economic size, providing a clearer perspective on the relative importance of sports employment.

The ranking based on the percentage of sport employment, as shown in Figure 15, places Sweden at the top with 5.91 %, followed by the UK at 3.45 %. Sweden's leading position reflects its exceptionally high level of sports participation compared to other EU member states. This also suggests that higher sports participation directly contributes to increased sports employment and economic growth.

Following Sweden and the UK, the next highest-ranking countries are Finland (2.80 %), Lithuania (2.79 %), and Slovakia (2.65 %), highlighting their significant sports sector employment contributions. The current analysis broadly confirms the conclusion that in most member states the percentage of sport employment is always higher than the percentage of GVA (the only exceptions are Belgium and Romania). The implication is that we have strong European evidence that investment in sport would return more than average returns in employment, making sport, among other things, a policy tool for increasing employment. This can be used by governments in times or recession, or following times of adversity, such as the recent pandemic.

Figure 15:

Sport-related Employment Shares, EU-28, direct effects, National results, 2019



Source*: Sheffield Hallam University, Econmove: own calculations based on Eurostat and national data.*

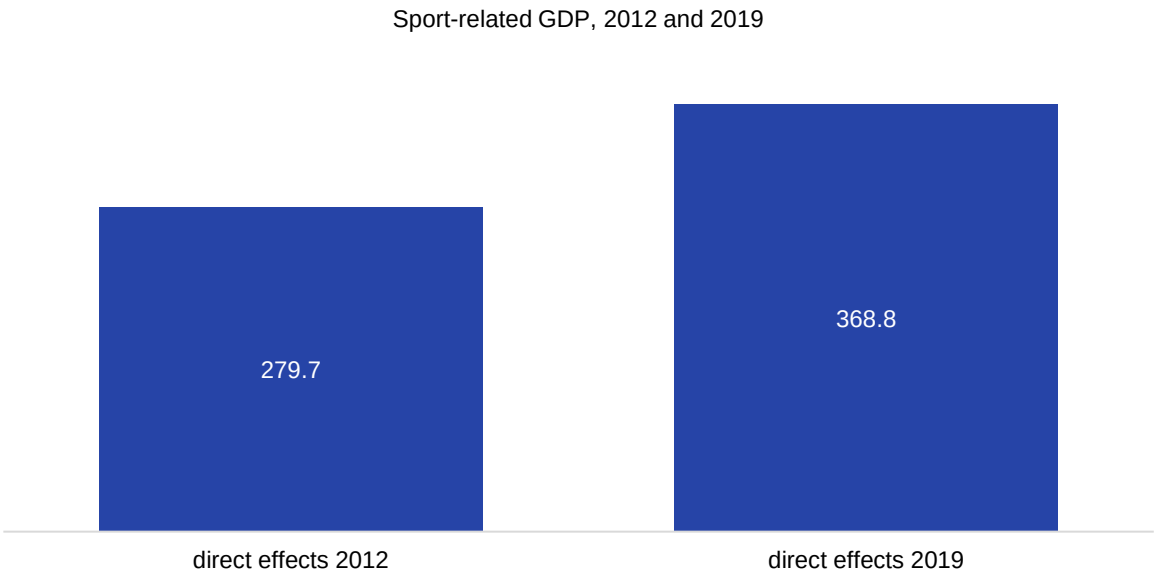
The remainder of this chapter compares the current results with the previous Pan-European Account based on 2012 data. This comparison focuses solely on the direct effects of GDP and employment, as these were the primary metrics reported in the previous Pan-European study.

Figure 16 compares the sports-related GDP estimates from the current study with those from the previous Pan-European report, focusing solely on direct effects. According to Figure 14, sports GDP increased from EUR 279.7 billion to EUR 368.8 billion, representing a 32 % nominal growth over seven years. However, this increase is based on market prices and does not account for inflation.

Between 2012 and 2019, the European Union experienced a cumulative inflation rate of approximately 10 %, meaning that, on average, prices in 2019 were 10 % higher than in 2012. After adjusting for inflation, the real growth of sports-related GDP over the same period was 22.5 %. Using compound growth calculations, the annual real growth rate of the sports industry (direct effects only) from 2012 to 2019 was 2.92 %.

Figure 16:

Sport-related GDP, EU-28, 2012 and 2019



Source*: Sheffield Hallam University, Econmove: own calculations based on Eurostat and national data.*

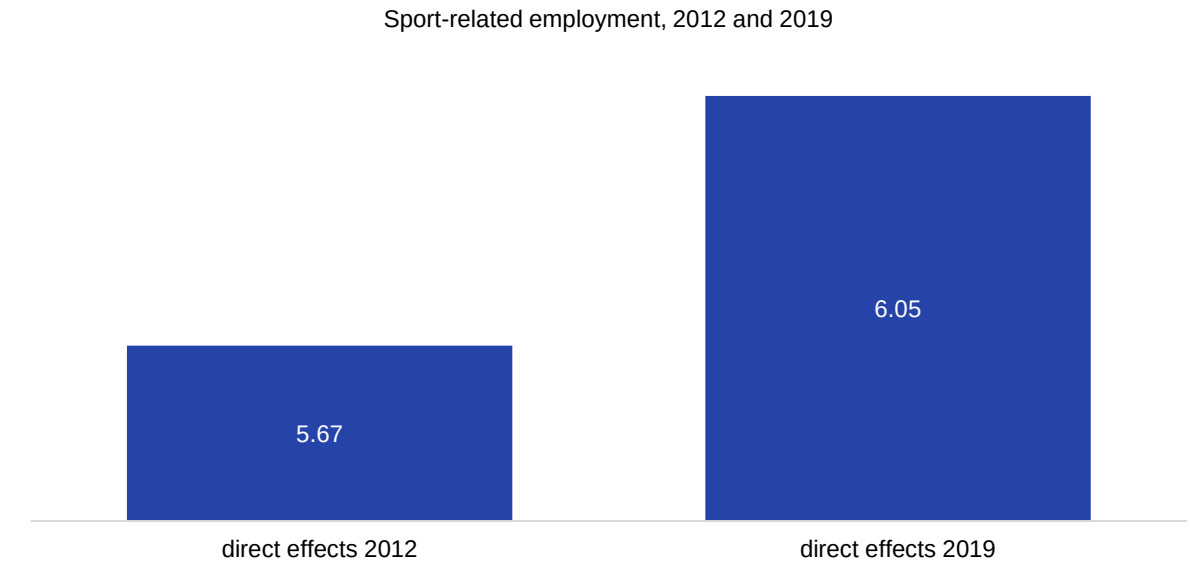
Following the GDP comparison, Figure 17 extends the analysis to employment, again considering only direct effects for the years 2012 and 2019. According to Figure 15, sports-related employment increased from 5.67 million in 2012 to 6.05 million in 2019, reflecting a 6.1 % growth over the seven-year period.

Overall, the sports industry has experienced positive growth in both GDP and employment. However, the fact that GDP growth outpaced employment growth suggests that sport participation rates have remained relatively static across many EU member states. Since sport participation is a key driver of sports-related employment, its stagnation may have limited the sector's potential for greater job creation.

When we compare with total GDP and total employment in the EU, the shares of sport between 2012 and 2019, decreased in the case of GDP from 2.12 % to 2.01 %, and in the case of employment from 2.72 % to 2.48 %. These small percentage changes do not necessarily reflect negatively on sport, as the latter grew significantly during the examined period. The issue arises in the change of the Vilnius definition and the overall growth of the economy which serves as denominator for the calculation of the share ratios.

Figure 17:

Sport-related Employment, EU-28, 2012 and 2019



Source*: Sheffield Hallam University, Econmove: own calculations based on Eurostat and national data.*

5

CONCLUSIONS

The current report has shown the economic importance of sport in the EU in the year 2019, highlighting the contribution of member states, and the growth trends since 2012.

Under the new methodology for sport impact (Vilnius 3.0) the economic impact of sport (direct GVA) has reached 2.0 % amounting to EUR 295.8 billion. As illustrated in Table 7, the majority of the direct GVA is associated with connected goods, accounting for EUR 163.4 billion and 1.1 % of total GVA.

Table 7:

Sport-related GVA, EU, 2019,in billion EUR

	Direct		Indirect		Total		Multiplier
	bn EUR	share	bn EUR	share	bn EUR	share	
Characteristic	132.40	0.90 %	68.90	0.46 %	201.30	1.36 %	1.52
Connected	163.40	1.10 %	138.60	0.94 %	302.00	2.04 %	1.85
TOTAL	295.80	2.00 %	207.50	1.40 %	503.30	3.40 %	1.70

Source*: Sheffield Hallam University, Econmove: own calculations based on Eurostat and national data.*

Table 7 shows that the direct impact of EUR 295.8 billion is amplified by 70 % when accounting for supplier networks that generate indirect effects. The total indirect effect amounts to EUR 207.5 billion, representing 1.4 % of the EU's GVA. As before, the majority of the indirect impact stems from connected goods industries, which contribute nearly 67 % of the total indirect effect. Combining direct and indirect effects, the total sports-related GVA reaches EUR 503.3 billion, equivalent to 3.4 % of the EU's total GVA.

The overall multiplier for the sport industry is 1.70, corresponding to 1.52 for the characteristic goods and 1.85 for the connected goods. This result was justified on the basis that connected goods are less labour intensive and therefore they need to draw more resources from the supply chain, increasing the value of the multiplier.

As expected from previous research on the EU sport economy, the results became more significant when considering the effects on employment. Table 8 (taken from other sections of the report) shows both the direct and indirect effects of sport on employment (headcount).

Table 8:

Sport-related employment, 2019

number of jobs

	Direct		Indirect		Total		Multiplier
	Jobs	share	Jobs	share	Jobs	share	
Characteristic	3,019,413	1.24 %	1,072,011	0.44 %	4,091,424	1.68 %	1.36
Connected	3,034,371	1.24 %	2,148,797	0.88 %	5,183,168	2.12 %	1.71
TOTAL	6,053,784	2.48 %	3,220,808	1.32 %	9,274,592	3.80 %	1.53

Source: *Sheffield Hallam University, Econmove: own calculations based on Eurostat and national data.*

According to Table 8, the direct contribution of sport to employment amounts to 6.053 million jobs, representing 2.48 % of total employment in the EU economy. The direct

employment effect is almost evenly split between characteristic and connected goods industries. When indirect effects are considered, the initial employment impact of sport increases by 53 % , bringing the total employment effect to 9.27 million jobs, equivalent to 3.80 % of total employment. Similar to GVA, the majority of indirect employment effects originate from connected goods industries.

Although employment multipliers are smaller than GVA multipliers, they follow a similar pattern. The overall sport employment multiplier stands at 1.53, meaning that every job in the sports sector supports 0.53 additional jobs in the wider economy.

When broken down by sector:

- Characteristic goods have a lower multiplier of 1.36, reflecting their relatively higher labour intensity but fewer spillover effects.
- Connected goods, on the other hand, exhibit a higher multiplier of 1.71, indicating stronger indirect employment effects through supplier networks.

When comparing sports-related GDP estimates from the current study with those from the previous Pan-European report, focusing solely on direct effects, sports GDP grew from EUR 279.7 billion to EUR 368.8 billion, reflecting a 32 % nominal increase over seven years. However, this growth is measured in market prices and does not account for inflation, which affects the real value of economic expansion.

Between 2012 and 2019, the European Union experienced a cumulative inflation rate of approximately 9.5 %. After adjusting for inflation, the real growth of sport-related GDP over this period was 22.5 %. Applying compound growth calculations, the annual real growth rate of the sports industry (direct effects only) between 2012 and 2019 was 2.92 % .

Across all examined categories (direct, indirect, and total), the employment impact of sport exceeds its GVA impact, as reflected in the corresponding shares. This confirms that the sports sector has a higher job creation potential compared to other sectors of the EU economy on average. In other words, increased investment in sport — provided there is sufficient demand —

will result in greater employment growth than the economic average. This holds true even for connected goods industries, which are typically less employment-intensive than the characteristic sector.

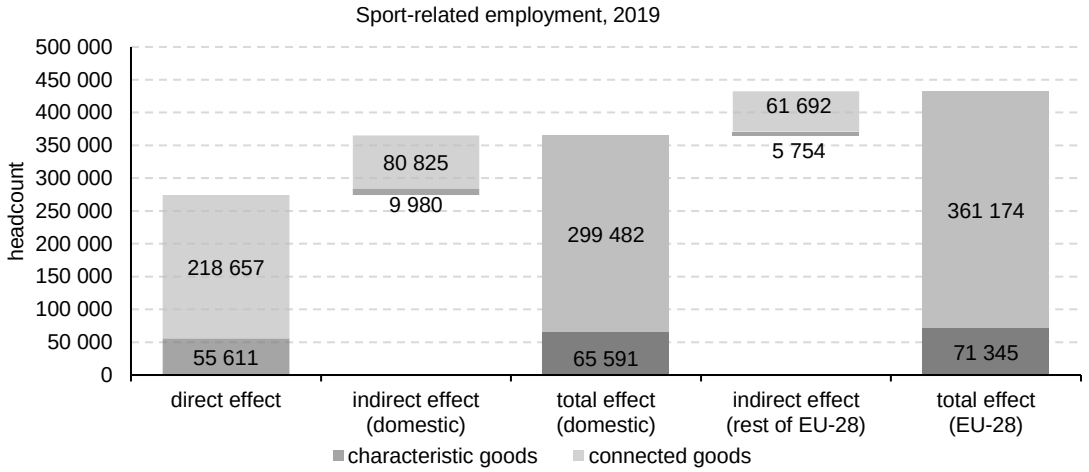
As a final observation, it is important to acknowledge the limitations of a Sport Satellite Account (SSA) in fully capturing the broader impact of the sports economy. While the SSA effectively measures direct and indirect economic effects, it does not fully account for non-monetary benefits, such as volunteering, health improvements, educational attainment, or crime reduction, which are challenging to quantify within the Input-Output framework. These aspects are typically assessed through Social Value estimates, as recent research highlights sport's crucial role in enhancing subjective well-being and building social capital through both participation and volunteering.

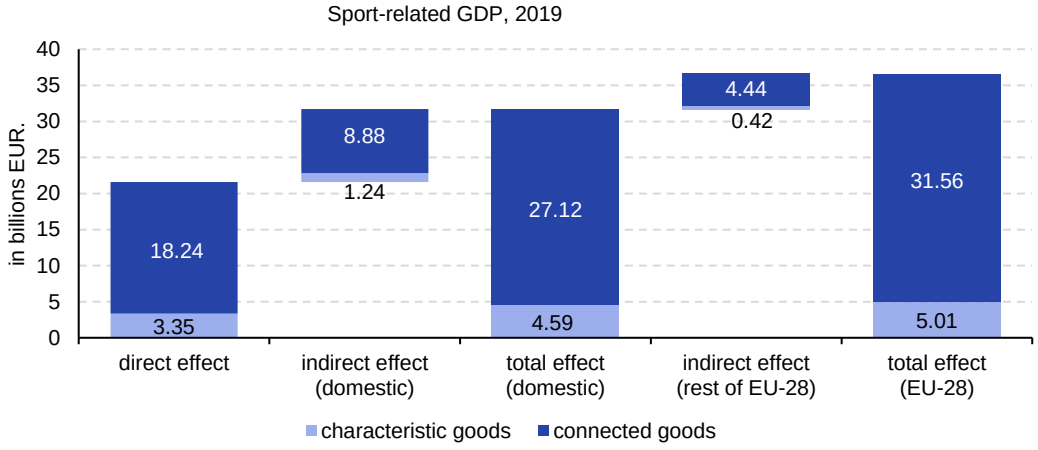
Therefore, the economic value estimated by an SSA should be seen as a conservative baseline, providing a foundation for further analysis rather than a comprehensive assessment of sport's overall impact.

6

COUNTRY PROFILES

6.1. Austria





Austria's sport economy is predominantly driven by winter sports, concentrated in the

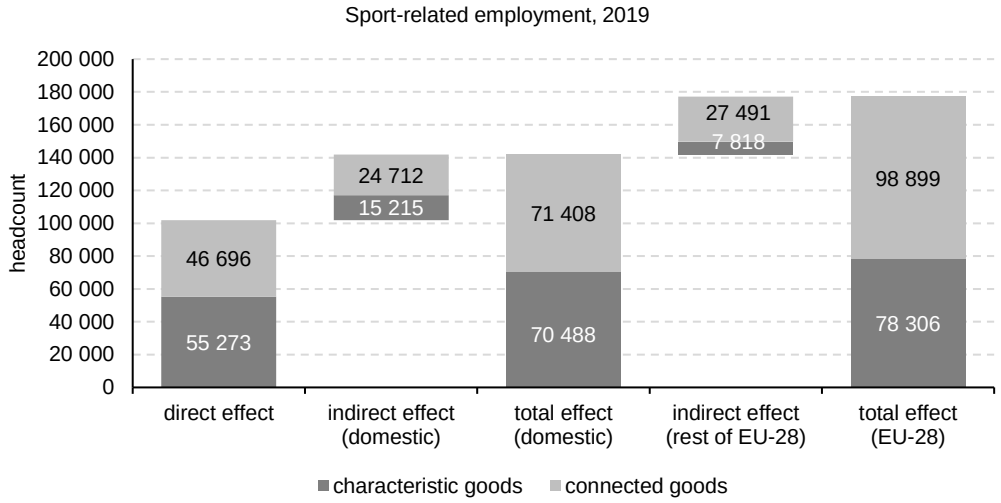
mountainous regions of western and central Austria. This geographical advantage draws a large influx of foreign tourists, significantly increasing overall numbers and generating a strong leverage effect on the economy.

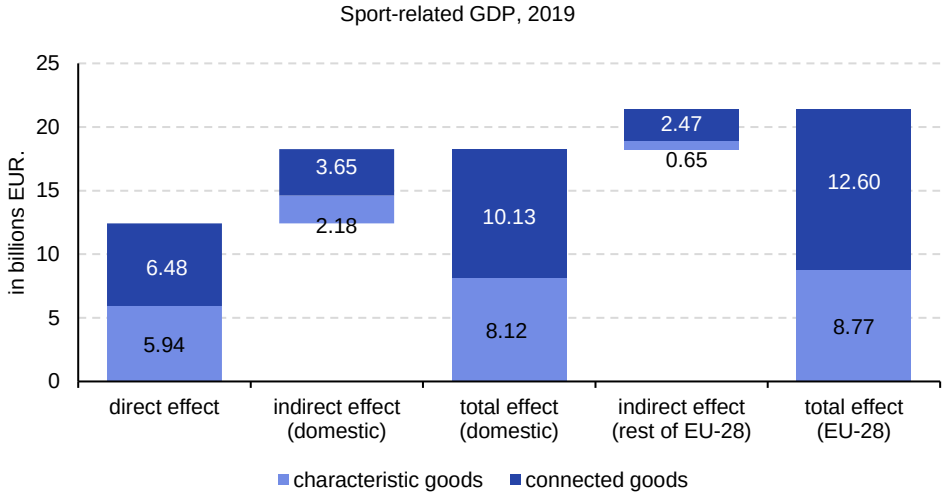
Sport in Austria directly generates approximately 218 700 jobs in connected goods industries and 55,600 jobs in characteristic goods industries. Indirect domestic effects contribute an additional 80 800 jobs in connected goods and 10,000 in characteristic goods. When considering the broader impact across the EU, Austria's sports sector supports approximately 361 200 jobs in connected industries and 71 300 in characteristic industries, totalling 432 500 jobs.

In 2019, sport in Austria generated a direct GDP effect of approximately EUR 18.2 billion in connected goods industries and EUR 3.4 billion in characteristic goods industries. Indirect effects further increased these figures by EUR 8.9 billion and EUR 1.2 billion, respectively. Including the broader impact across the EU, the total sport-related GDP effect amounts to approximately EUR 36.6 billion.

As indicated in the Factsheets, sport accounts for 7.1 % of Austria's GDP when both direct and indirect effects are considered, with a GDP multiplier of 1.47. Similarly, sport contributes 7.9 % to total employment, accompanied by an employment multiplier of 1.33.

6.2. Belgium



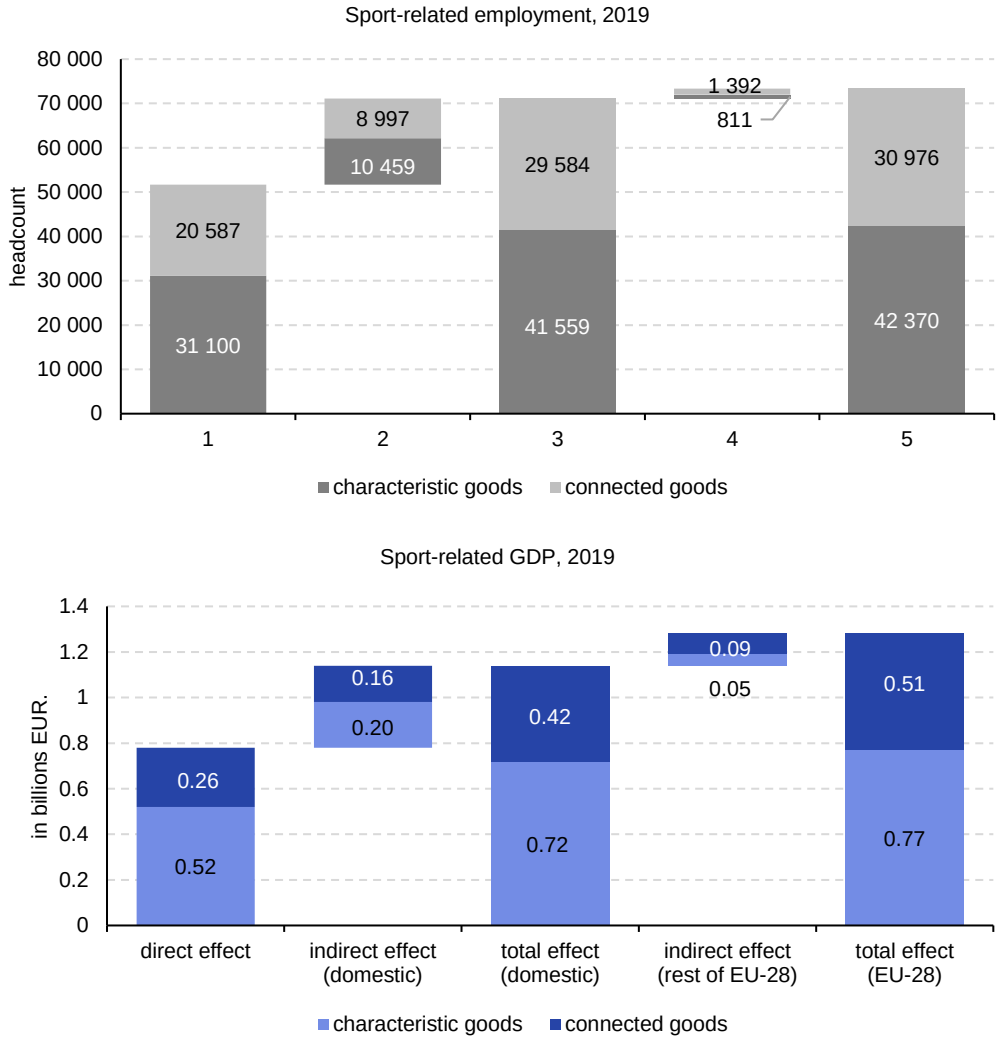


Belgium's sport industry is propelled by a rising inclination towards physical fitness activities, an increase in sports events and tournaments, and a growing consumer focus on health and wellness. Sport in Belgium directly generates approximately 46 700 jobs in connected goods industries and 55 300 jobs in characteristic goods industries. Indirect domestic effects contribute an additional 24 700 jobs in connected goods and 15 200 in characteristic goods. When considering the broader impact across the EU, Belgium's sports sector supports approximately 98,900 jobs in connected industries and 78 300 in characteristic industries, totalling 177 200 jobs.

In 2019, sport in Belgium generated a direct GDP effect of approximately EUR 6.5 billion in connected goods industries and EUR 5.9 billion in characteristic goods industries. Indirect effects further increased these figures by EUR 3.7 billion and EUR 2.2 billion, respectively. Including the broader impact across the EU, the total sport-related GDP effect amounts to approximately EUR 21.4 billion.

As indicated in the Factsheets, sport accounts for 3.5 % of Belgium's GDP when both direct and indirect effects are considered, with a GDP multiplier of 1.47. Similarly, sport contributes 2.9 % to total employment, accompanied by an employment multiplier of 1.39.

6.3. Bulgaria

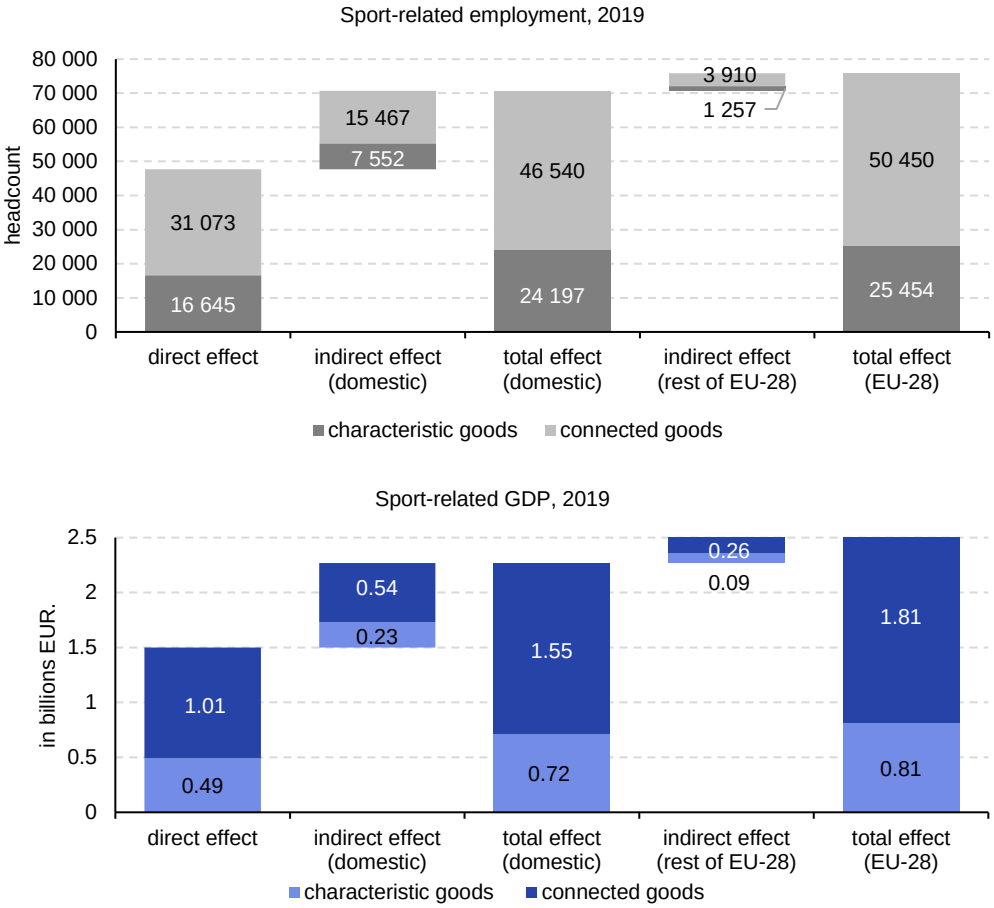


Sport in Bulgaria directly generates approximately 20 600 jobs in connected goods industries and 31 100 jobs in characteristic goods industries. Indirect domestic effects contribute an additional 9 000 jobs in connected goods and 10 500 in characteristic goods. When considering the broader impact across the EU, Bulgaria's sports sector supports approximately 31 000 jobs in connected industries and 42 400 in characteristic industries, totalling 73 300 jobs.

In 2019, sport in Bulgaria generated a direct GDP effect of approximately EUR 0.3 billion in connected goods industries and EUR 0.5 billion in characteristic goods industries. Indirect effects further increased these figures by EUR 0.2 billion and EUR 0.2 billion, respectively. Including the broader impact across the EU, the total sport-related GDP effect amounts to approximately EUR 1.3 billion.

As indicated in the Factsheets, sport accounts for 1.7 % of Bulgaria's GDP when both direct and indirect effects are considered, with a GDP multiplier of 1.46. Similarly, sport contributes 2.1 % to total employment, accompanied by an employment multiplier of 1.38.

6.4. Croatia



Croatia's popularity as a tourist destination has led to increased demand for sports equipment, particularly for water sports, capitalising on its extensive coastline and favourable climate([13]). Furthermore, a growing focus on fitness and wellness among consumers has boosted the market for sports equipment and apparel.

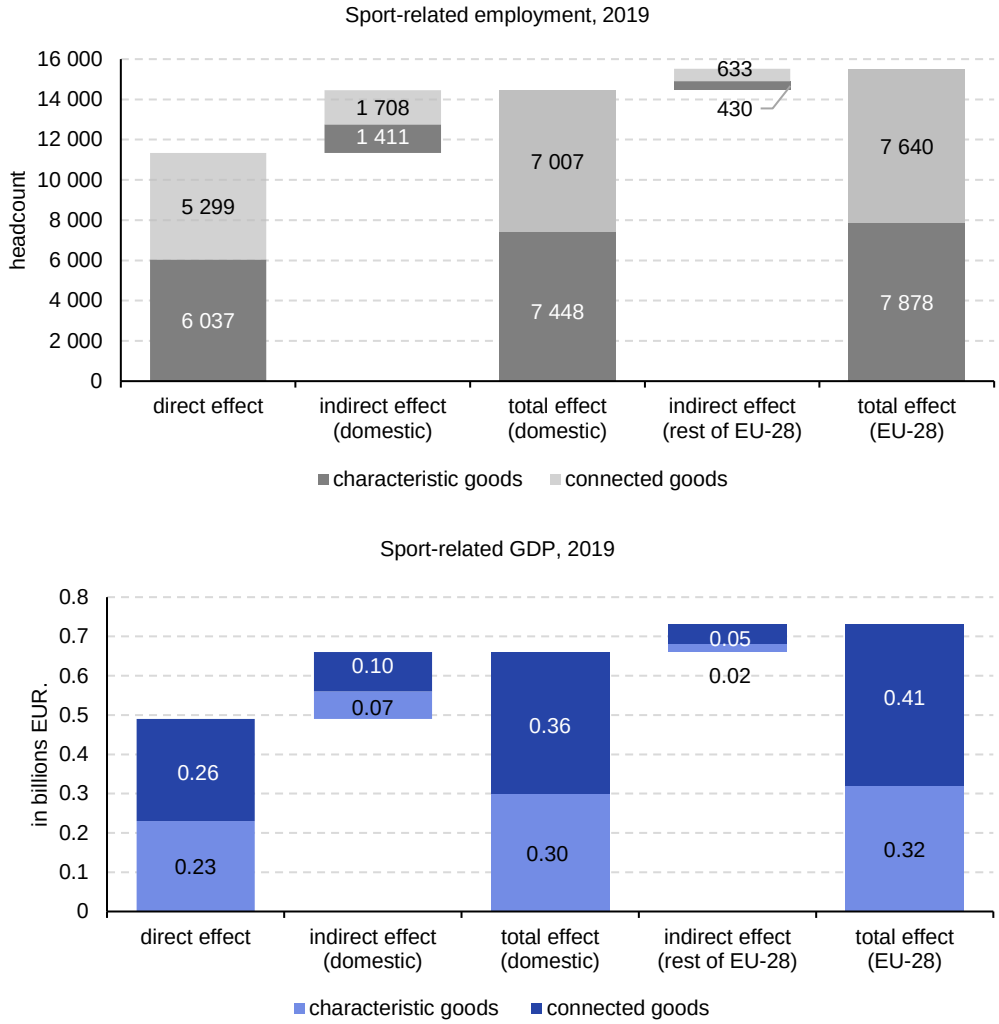
Sport in Croatia directly generates approximately 31 100 jobs in connected goods industries and 16 600 jobs in characteristic goods industries. Indirect domestic effects contribute an additional 15 500 jobs in connected goods and 7 600 in characteristic goods. When considering the broader impact across the EU, Croatia's sports sector supports approximately 50 500 jobs in connected industries and 25 500 in characteristic industries, totalling 75 900 jobs.

In 2019, sport in Croatia generated a direct GDP effect of approximately EUR 1.0 billion in connected goods industries and EUR 0.5 billion in characteristic goods industries. Indirect effects further increased these figures by EUR 0.5 billion and EUR 0.2 billion, respectively. Including the broader impact across the EU, the total sport-related GDP effect amounts to approximately EUR 2.6 billion.

As indicated in the Factsheets, sport accounts for 3.7 % of Croatia's GDP when both direct and indirect effects are considered, with a GDP multiplier of 1.51. Similarly, sport contributes 4.29 % to total employment, accompanied by an employment multiplier of 1.48.

([13]) https://www.statista.com/outlook/cmo/toys-hobby/sports-equipment/croatia?utm_source=chatgpt.com

6.5. Cyprus



Cyprus is quickly establishing itself as a prominent destination for sports tourism, utilising its favourable climate and strategic location to host major events such as 'L'Étape' by Tour de France, significantly enhancing local tourism([14]). The development of Cyprus' sports infrastructure is driven by targeted government initiatives, while private investors are actively contributing by establishing training centres and playgrounds([15]).

Sport in Cyprus directly generates approximately 5 300 jobs in connected goods industries and 6 000 jobs in characteristic goods industries. Indirect domestic effects contribute an additional 1 700 jobs in connected goods and 1 400 in characteristic goods. When considering the broader impact across the EU, Cyprus's sports sector supports approximately 7 600 jobs in connected industries and 7 900 in characteristic industries, totalling 15 500 jobs.

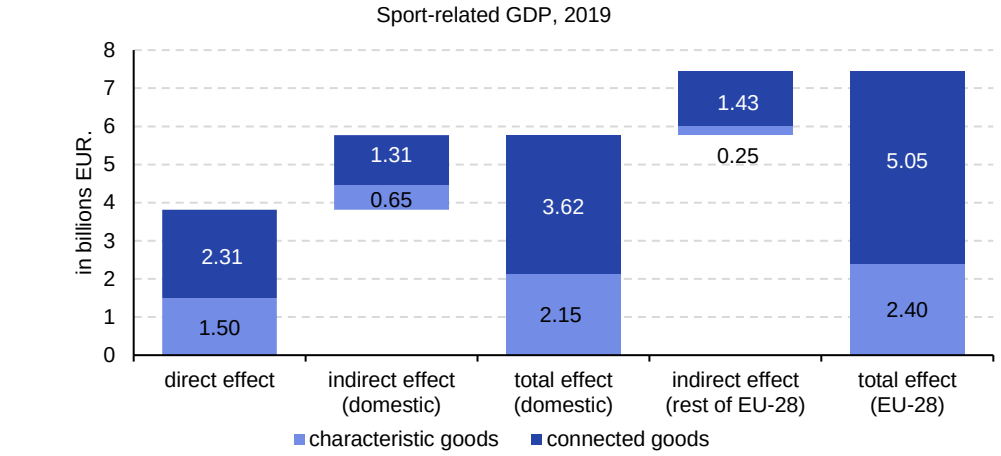
In 2019, sport in Cyprus generated a direct GDP effect of approximately EUR 0.3 billion in connected goods industries and EUR 0.2 billion in characteristic goods industries. Indirect effects further increased these figures by EUR 0.1 billion and EUR 0.1 billion, respectively. Including the

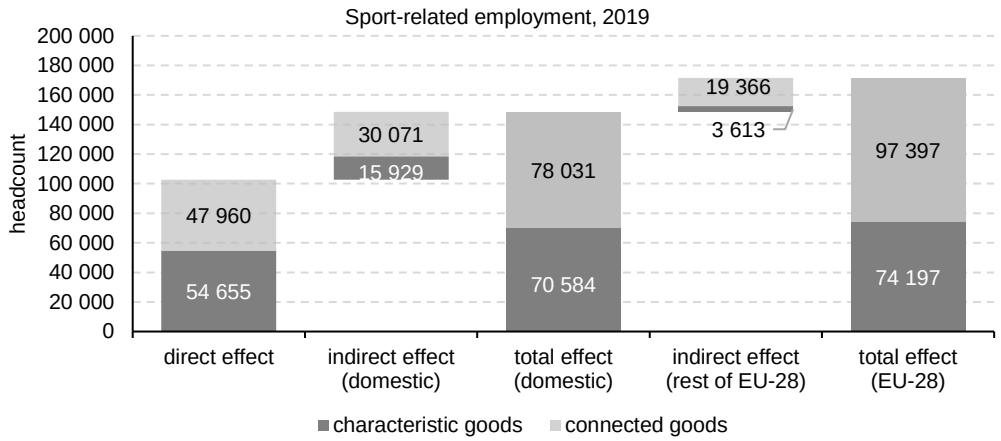
([14]) https://www.traveldailynews.com/special-interest-travel/recreation-sport/cyprus-ascends-in-global-sports-tourism-arena/?utm_source=chatgpt.com
([15]) https://dom.com.cy/en/live/lifehacks/sports-in-cyprus/

broader impact across the EU, the total sport-related GDP effect amounts to approximately EUR 0.7 billion

As indicated in the Factsheets, sport accounts for 2.7 % of Cyprus's GDP when both direct and indirect effects are considered, with a GDP multiplier of 1.35. Similarly, sport contributes 3.1 % to total employment, accompanied by an employment multiplier of 1.28.

6.6. Czech Republic



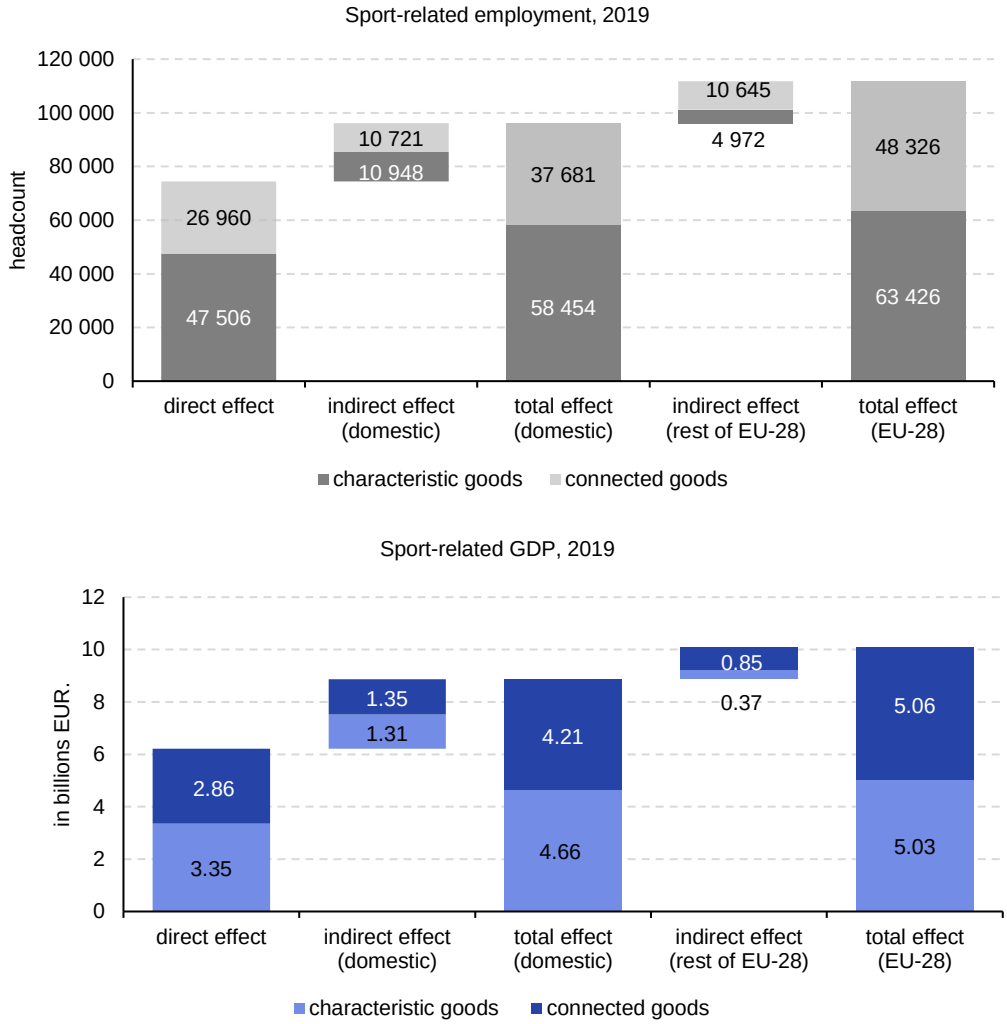


Sport in Czech Republic directly generates approximately 48 000 jobs in connected goods industries and 54 700 jobs in characteristic goods industries. Indirect domestic effects contribute an additional 30 100 jobs in connected goods and 15 900 in characteristic goods. When considering the broader impact across the EU, Czech Republic's sports sector supports approximately 97 400 jobs in connected industries and 74 200 in characteristic industries, totalling 171 600 jobs.

In 2019, sport in Czech Republic generated a direct GDP effect of approximately EUR 2.3 billion in connected goods industries and EUR 1.5 billion n in characteristic goods industries. Indirect effects further increased these figures by EUR 1.3 billion and EUR 0.7 billion, respectively. Including the broader impact across the EU, the total sport-related GDP effect amounts to approximately EUR 7.5 billion.

As indicated in the Factsheets, sport accounts for 2.3 % of Czech Republic's GDP when both direct and indirect effects are considered, with a GDP multiplier of 1.51. Similarly, sport contributes 2.8 % to total employment, accompanied by an employment multiplier of 1.45.

6.7. Denmark

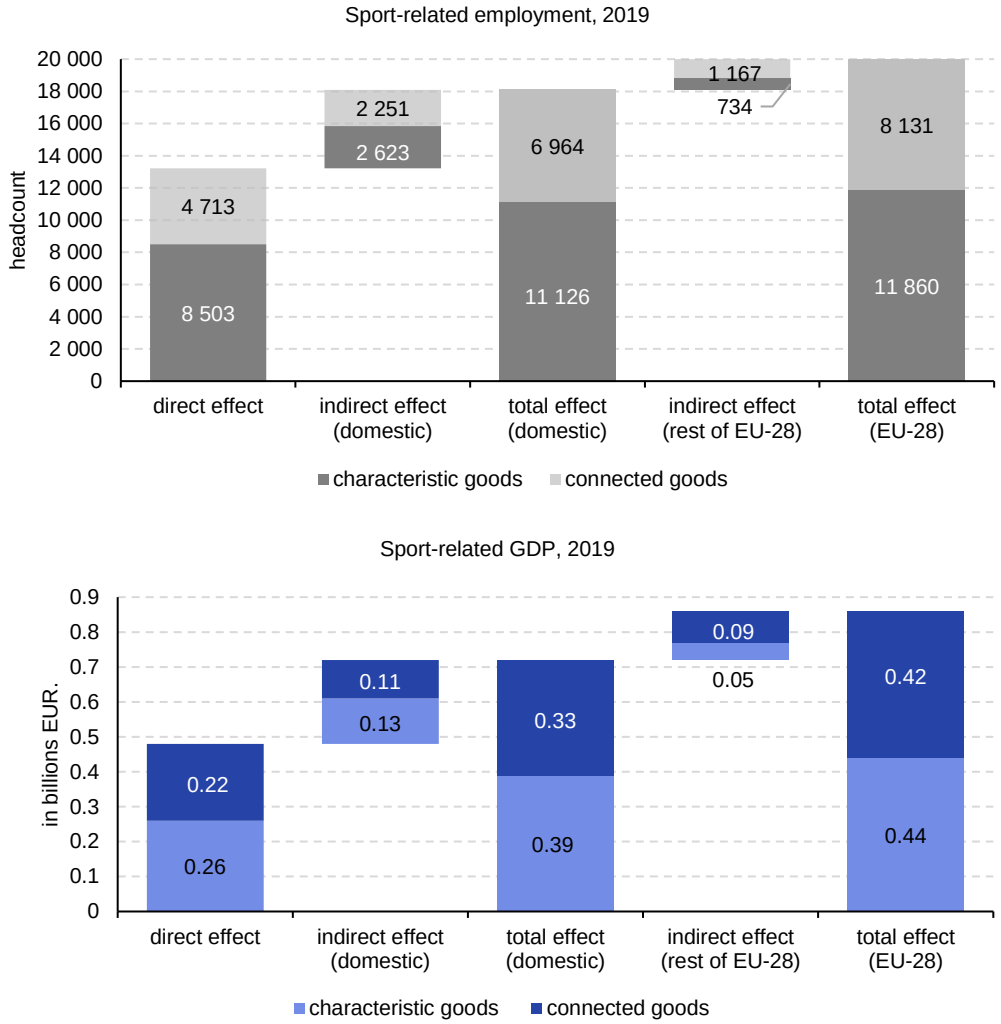


Sport in Denmark directly generates approximately 27 000 jobs in connected goods industries and 47 500 jobs in characteristic goods industries. Indirect domestic effects contribute an additional 10 700 jobs in connected goods and 10 900 in characteristic goods. When considering the broader impact across the EU, Denmark's sports sector supports approximately 48 300 jobs in connected industries and 63 400 in characteristic industries, totalling 111 800 jobs.

In 2019, sport in Denmark generated a direct GDP effect of approximately EUR 2.9 billion in connected goods industries and EUR 3.4 billion in characteristic goods industries. Indirect effects further increased these figures by EUR 1.4 billion and EUR 1.3 billion, respectively. Including the broader impact across the EU, the total sport-related GDP effect amounts to approximately EUR 10.1 billion.

As indicated in the Factsheets, sport accounts for 2.6 % of Denmark's GDP when both direct and indirect effects are considered, with a GDP multiplier of 1.43. Similarly, sport contributes 3.2 % to total employment, accompanied by an employment multiplier of 1.29.

6.8. Estonia

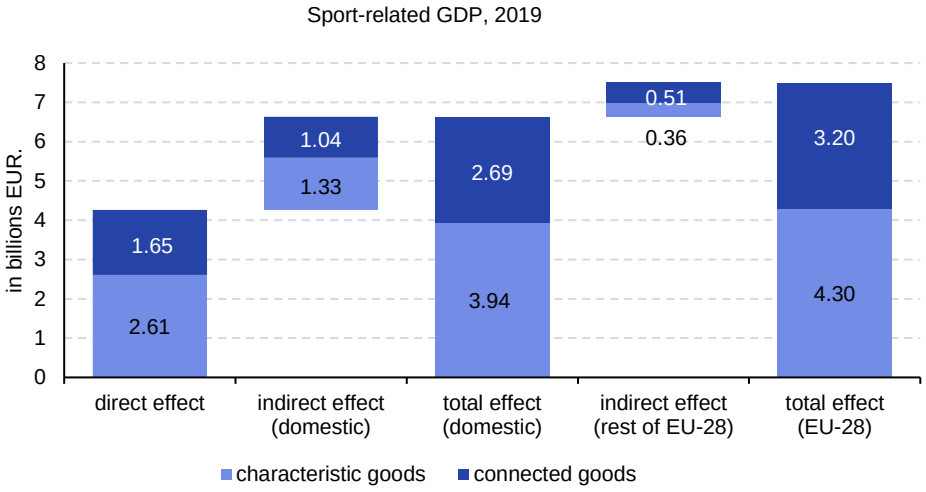


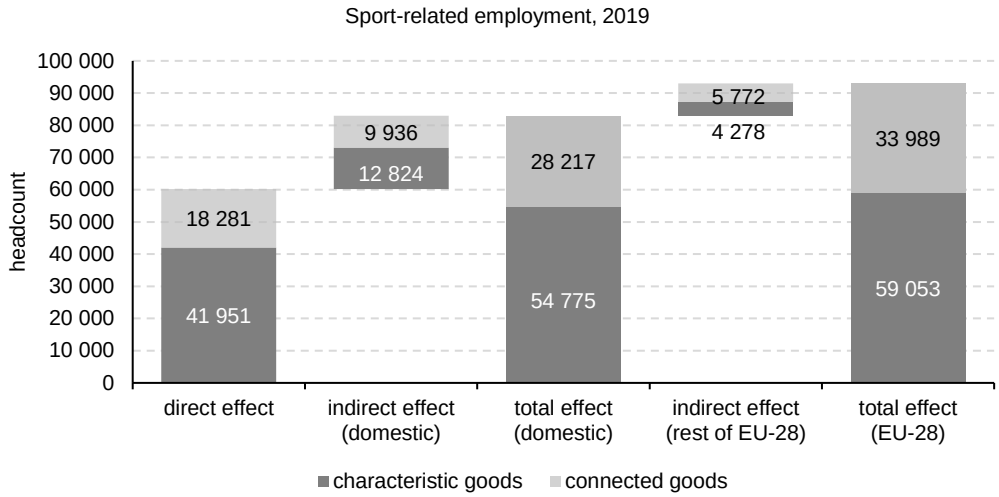
Sport in Estonia directly generates approximately 4 700 jobs in connected goods industries and 8 500 jobs in characteristic goods industries. Indirect domestic effects contribute an additional 2 300 jobs in connected goods and 2 600 in characteristic goods. When considering the broader impact across the EU, Estonia's sports sector supports approximately 8 100 jobs in connected industries and 11 900 in characteristic industries, totalling 20,000 jobs.

In 2019, sport in Estonia generated a direct GDP effect of approximately EUR 0.2 billion in connected goods industries and EUR 0.3 billion in characteristic goods industries. Indirect effects further increased these figures by EUR 0.1 billion and EUR 0.1 billion, respectively. Including the broader impact across the EU, the total sport-related GDP effect amounted to approximately EUR 1.0 billion.

As indicated in the Factsheets, sport accounts for 2.3 % of Estonia's GDP when both direct and indirect effects are considered, with a GDP multiplier of 1.50. Similarly, sport contributes 2.7 % to total employment, accompanied by an employment multiplier of 1.37.

6.9. Finland



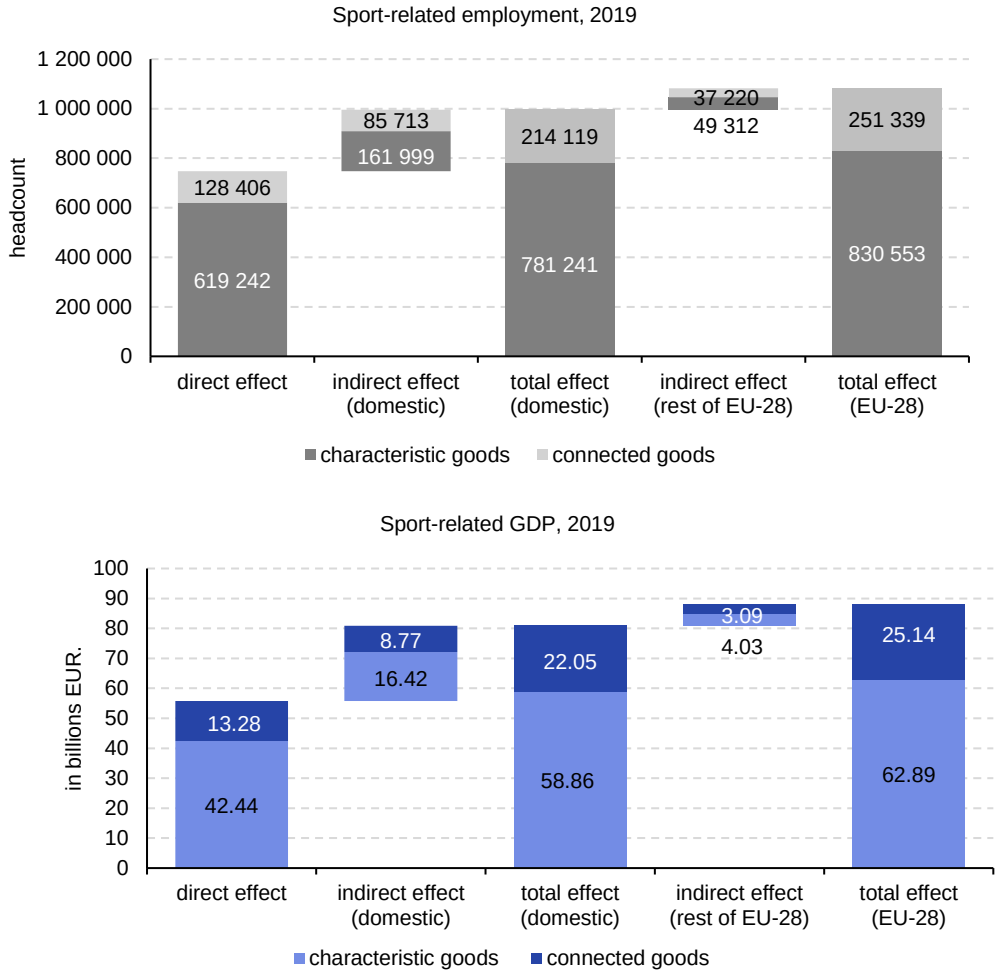


Sport in Finland directly generates approximately 18 300 jobs in connected goods industries and 42 000 jobs in characteristic goods industries. Indirect domestic effects contribute an additional 9 900 jobs in connected goods and 12 800 in characteristic goods. When considering the broader impact across the EU, Finland's sports sector supports approximately 34 000 jobs in connected industries and 59 100 in characteristic industries, totalling 93 000 jobs.

In 2019, sport in Finland generated a direct GDP effect of approximately EUR 2.6 billion in connected goods industries and EUR 1.7 billion in characteristic goods industries. Indirect effects further increased these figures by EUR 1.0 billion and EUR 1.3 billion, respectively. Including the broader impact across the EU, the total sport-related GDP effect amounted to approximately EUR 7.5 billion.

As indicated in the Factsheets, sport accounts for 2.5 % of Finland's GDP when both direct and indirect effects are considered, with a GDP multiplier of 1.56. Similarly, sport contributes 3.2 % to total employment, accompanied by an employment multiplier of 1.38.

6.10. France

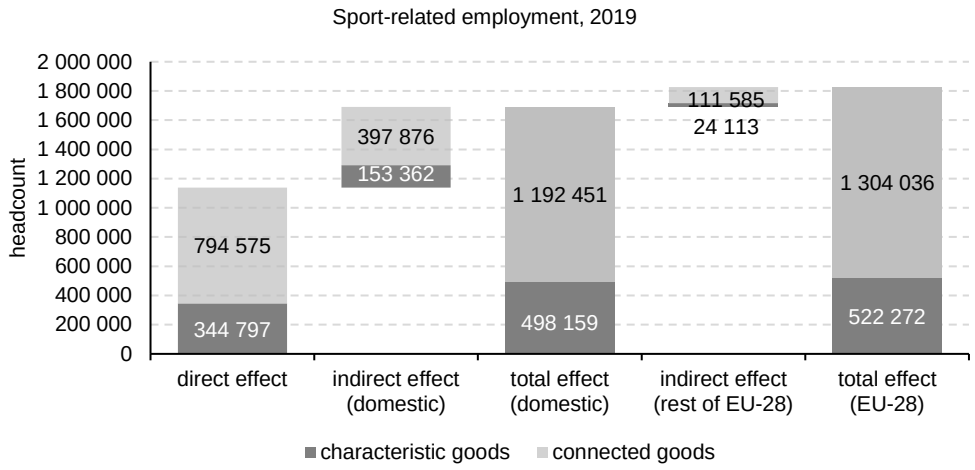


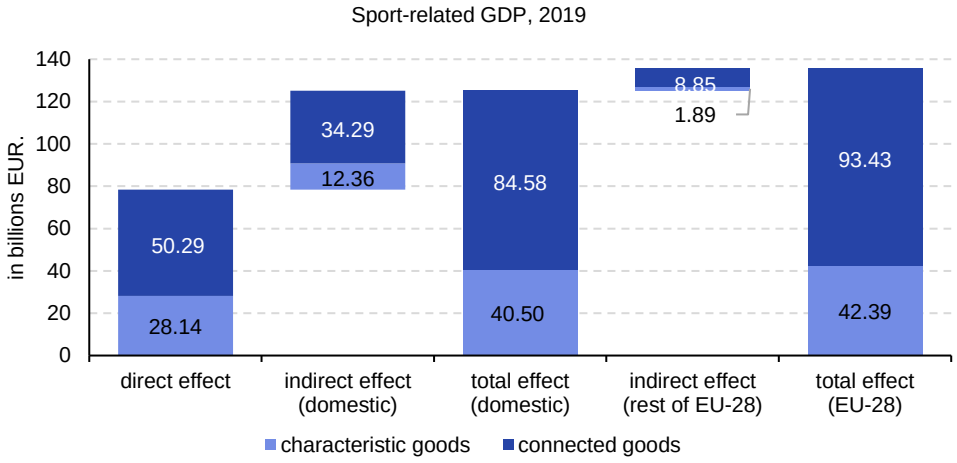
Sport in France directly generates approximately 128 400 jobs in connected goods industries and 619 200 jobs in characteristic goods industries. Indirect domestic effects contribute an additional 85 700 jobs in connected goods and 162 000 in characteristic goods. When considering the broader impact across the EU, France's sports sector supports approximately 251 300 jobs in connected industries and 830 600 in characteristic industries, totalling 1 081 900 jobs.

In 2019, sport in France generated a direct GDP effect of approximately EUR 13.3 billion in connected goods industries and EUR 42.4 billion in characteristic goods industries. Indirect effects further increased these figures by EUR 8.8 billion and EUR 16.4 billion, respectively. Including the broader impact across the EU, the total sport-related GDP effect amounted to approximately EUR 88.0 billion.

As indicated in the Factsheets, sport accounts for 3.0 % of France's GDP when both direct and indirect effects are considered, with a GDP multiplier of 1.45. Similarly, sport contributes 3.5 % to total employment, accompanied by an employment multiplier of 1.33.

6.11. Germany



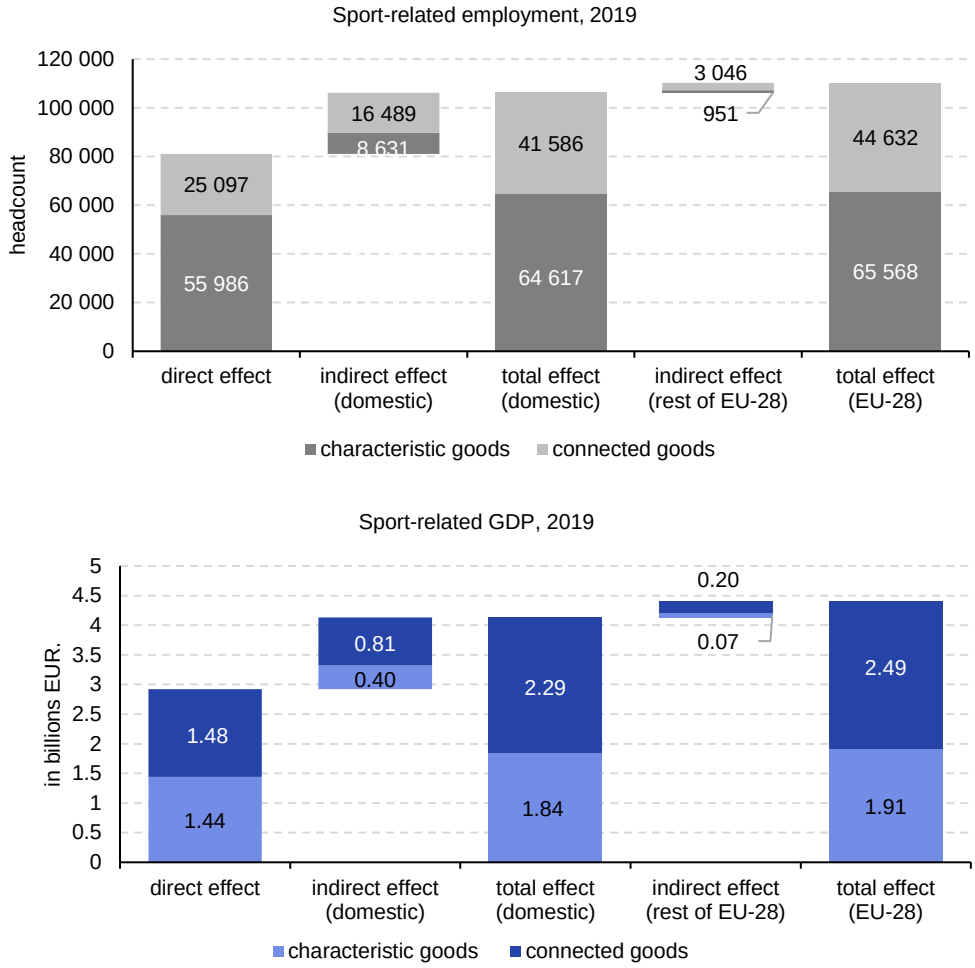


Sport in Germany directly generates approximately 794 600 jobs in connected goods industries and 344 800 jobs in characteristic goods industries. Indirect domestic effects contribute an additional 397 900 jobs in connected goods and 153 400 in characteristic goods. When considering the broader impact across the EU, Germany's sports sector supports approximately 1 304 000 jobs in connected industries and 522 300 in characteristic industries, totalling 1 826 300 jobs.

In 2019, sport in Germany generated a direct GDP effect of approximately EUR 50.3 billion in connected goods industries and EUR 28.1 billion in characteristic goods industries. Indirect effects further increased these figures by EUR 34.3 billion and EUR 12.4 billion, respectively. Including the broader impact across the EU, the total sport-related GDP effect amounted to approximately EUR 135.8 billion.

As indicated in the Factsheets, sport accounts for 3.2 % of Germany's GDP when both direct and indirect effects are considered, with a GDP multiplier of 1.59. Similarly, sport contributes 3.6 % to total employment, accompanied by an employment multiplier of 1.48.

6.12. Greece

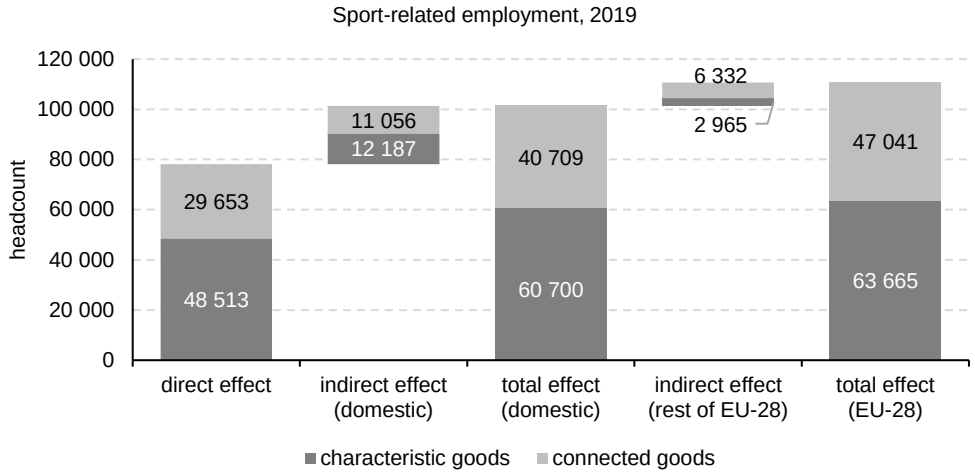


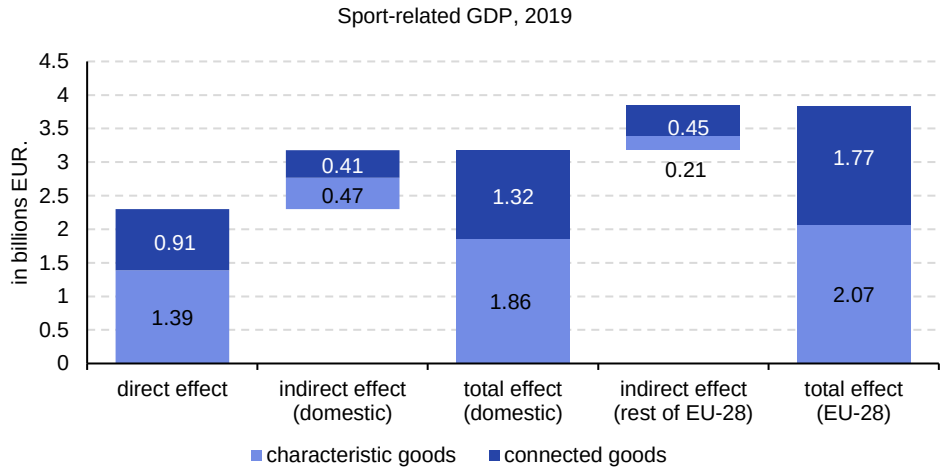
Sport in Greece directly generates approximately 25 100 jobs in connected goods industries and 56 000 jobs in characteristic goods industries. Indirect domestic effects contribute an additional 16 500 jobs in connected goods and 8 600 in characteristic goods. When considering the broader impact across the EU, Greece's sports sector supports approximately 44 600 jobs in connected industries and 65 600 in characteristic industries, totalling 110 200 jobs.

In 2019, sport in Greece generated a direct GDP effect of approximately EUR 1.5 billion in connected goods industries and EUR 1.4 billion in characteristic goods industries. Indirect effects further increased these figures by EUR 0.8 billion and EUR 0.4 billion, respectively. Including the broader impact across the EU, the total sport-related GDP effect amounted to approximately EUR 4.4 billion.

As indicated in the Factsheets, sport accounts for 1.9 % of Greece's GDP when both direct and indirect effects are considered, with a GDP multiplier of 1.41. Similarly, sport contributes 2.3 % to total employment, accompanied by an employment multiplier of 1.31.

6.13. Hungary



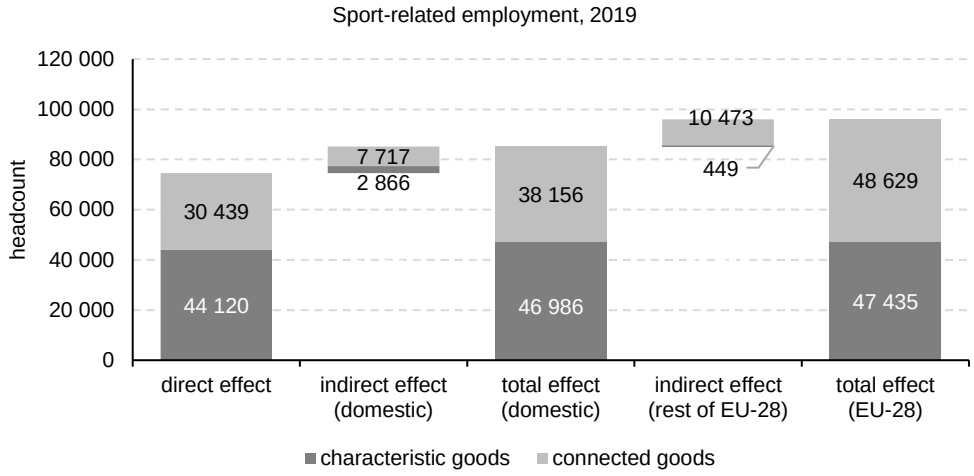


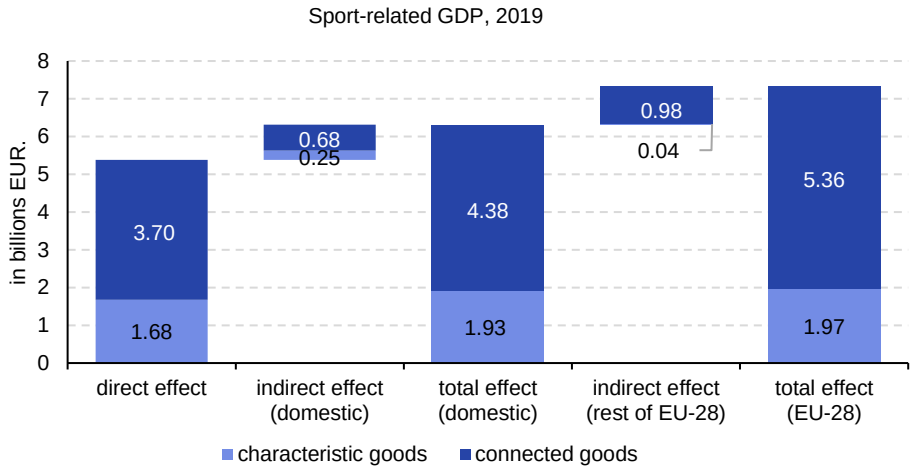
Sport in Hungary directly generates approximately 29 700 jobs in connected goods industries and 48 500 jobs in characteristic goods industries. Indirect domestic effects contribute an additional 11 100 jobs in connected goods and 12 200 in characteristic goods. When considering the broader impact across the EU, Hungary's sports sector supports approximately 47 000 jobs in connected industries and 63 700 in characteristic industries, totalling 110 700 jobs.

In 2019, sport in Hungary generated a direct GDP effect of approximately EUR 0.9 billion in connected goods industries and EUR 1.4 billion in characteristic goods industries. Indirect effects further increased these figures by EUR 0.4 billion and EUR 0.5 billion, respectively. Including the broader impact across the EU, the total sport-related GDP effect amounted to approximately EUR 3.8 billion.

As indicated in the Factsheets, sport accounts for 1.9 % of Hungary's GDP when both direct and indirect effects are considered, with a GDP multiplier of 1.38. Similarly, sport contributes 2.3 % to total employment, accompanied by an employment multiplier of 1.30.

6.14. Ireland





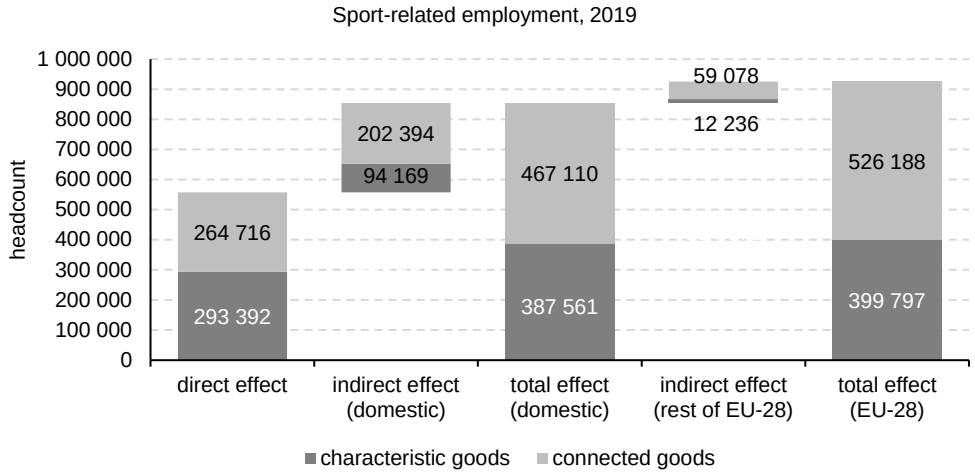
Sport in Ireland is driven by two major sports: the Gaelic Games and golf. Both of them have established their own Satellite Accounts to evaluate their impact on the economy. Unlike any other sport, the Gaelic Games have historically been closely tied to Irish national identity. Today, a significant portion of the population — 10.4 % — are members of Gaelic Games clubs.

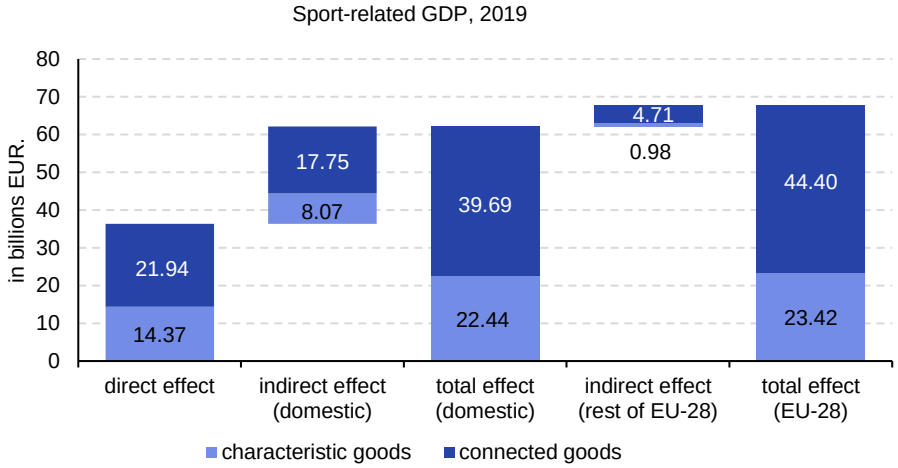
Sport in Ireland directly generates approximately 30 400 jobs in connected goods industries and 44 100 jobs in characteristic goods industries. Indirect domestic effects contribute an additional 7 700 jobs in connected goods and 2 900 in characteristic goods. When considering the broader impact across the EU, Ireland's sports sector supports approximately 48 600 jobs in connected industries and 47 400 in characteristic industries, totalling 96 100 jobs.

In 2019, sport in Irland generated a direct GDP effect of approximately EUR 3.7 billion n in connected goods industries and EUR 1.7 billion in characteristic goods industries. Indirect effects further increased these figures by EUR 0.7 billion and EUR 0.3 billion, respectively. Including the broader impact across the EU, the total sport-related GDP effect amounted to approximately EUR 7.3 billion.

As indicated in the Factsheets, sport accounts for 1.6 % of Ireland's GDP when both direct and indirect effects are considered, with a GDP multiplier of 1.17. Similarly, sport contributes 3.2 % to total employment, accompanied by an employment multiplier of 1.14.

6.15. Italy



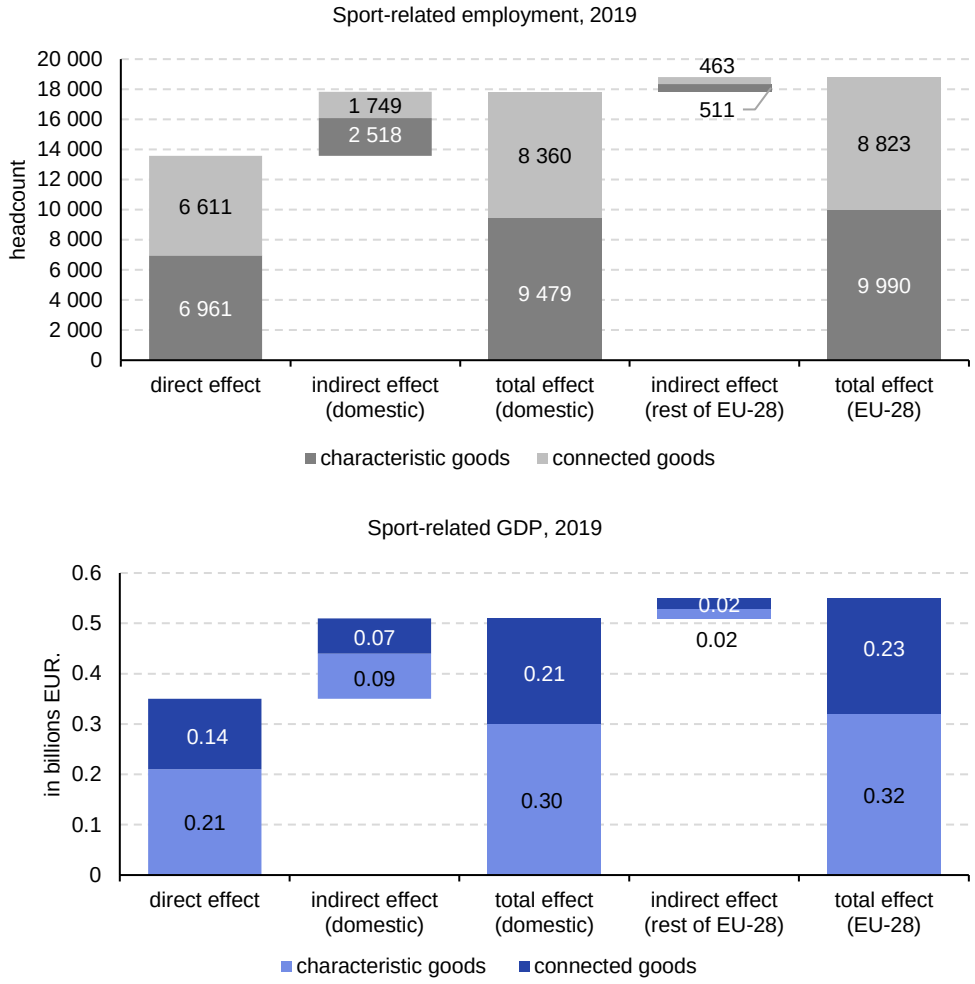


Sport in Italy directly generates approximately 264 700 jobs in connected goods industries and 293 400 jobs in characteristic goods industries. Indirect domestic effects contribute an additional 202 400 jobs in connected goods and 94 200 in characteristic goods. When considering the broader impact across the EU, Italy's sports sector supports approximately 526 200 jobs in connected industries and 399 800 in characteristic industries, totalling 926 000 jobs.

In 2019, sport in Italy generated a direct GDP effect of approximately EUR 21.9 billion in connected goods industries and EUR 14.4 billion in characteristic goods industries. Indirect effects further increased these figures by EUR 17.8 billion and EUR 8.1 billion, respectively. Including the broader impact across the EU, the total sport-related GDP effect amounted to approximately EUR 67.8 billion.

As indicated in the Factsheets, sport accounts for 3.1 % of Italy's GDP when both direct and indirect effects are considered, with a GDP multiplier of 1.71. Similarly, sport contributes 3.5 % to total employment, accompanied by an employment multiplier of 1.53.

6.16. Latvia

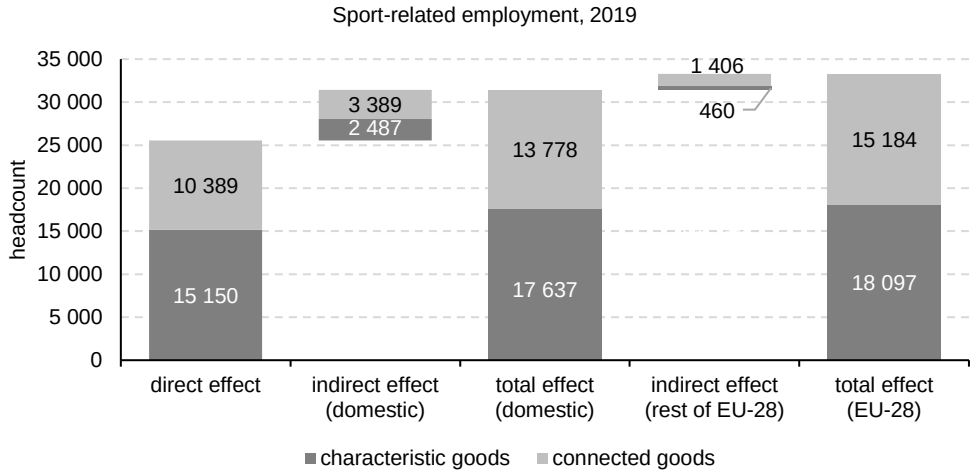


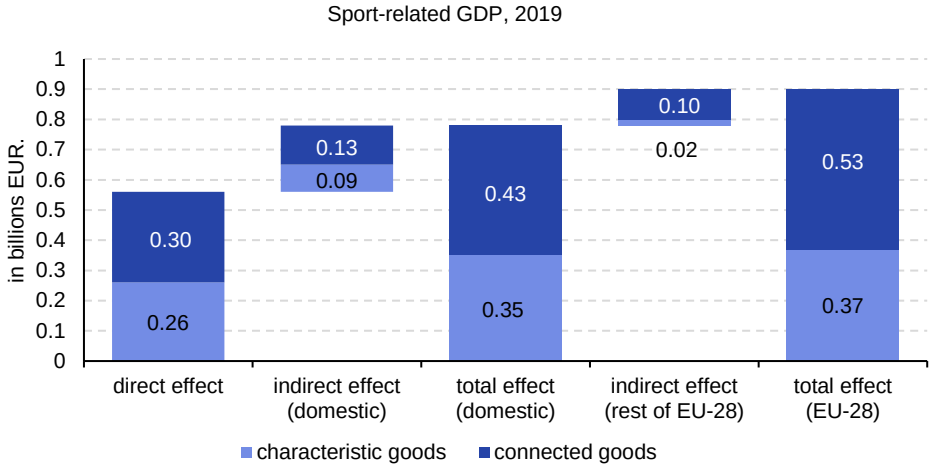
Sport in Latvia directly generates approximately 6 600 jobs in connected goods industries and 7 000 jobs in characteristic goods industries. Indirect domestic effects contribute an additional 1 700 jobs in connected goods and 2 500 in characteristic goods. When considering the broader impact across the EU, Latvia's sports sector supports approximately 8 800 jobs in connected industries and 10,000 in characteristic industries, totalling 18 800 jobs.

In 2019, sport in Latvia generated a direct GDP effect of approximately EUR 0.1 billion in connected goods industries and EUR 0.2 billion in characteristic goods industries. Indirect effects further increased these figures by EUR 0.1 billion and EUR 0.1 billion, respectively. Including the broader impact across the EU, the total sport-related GDP effect amounted to approximately EUR 0.6 billion.

As indicated in the Factsheets, sport accounts for 1.5 % of Latvia's GDP when both direct and indirect effects are considered, with a GDP multiplier of 1.46. Similarly, sport contributes 1.8 % to total employment, accompanied by an employment multiplier of 1.31.

6.17. Lithuania



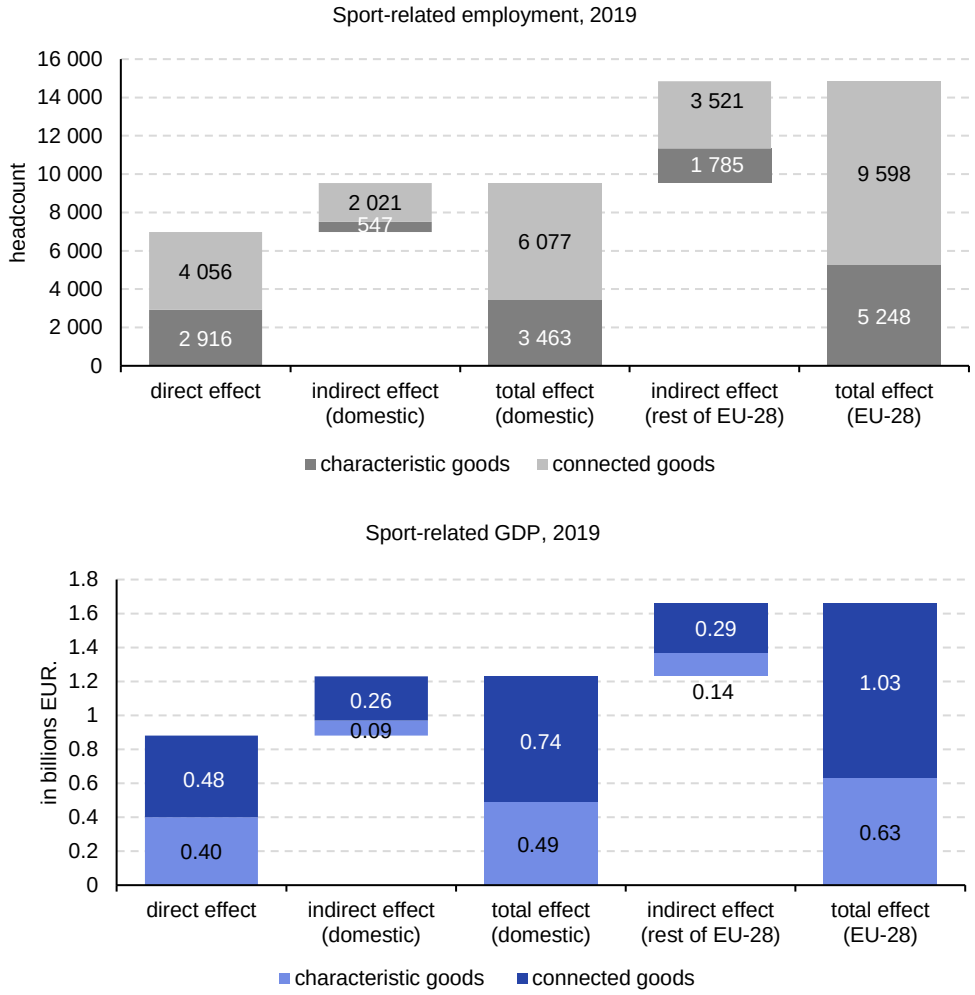


Sport in Lithuania directly generates approximately 10 400 jobs in connected goods industries and 15 200 jobs in characteristic goods industries. Indirect domestic effects contribute an additional 3 400 jobs in connected goods and 2 500 in characteristic goods. When considering the broader impact across the EU, Lithuania's sports sector supports approximately 15 200 jobs in connected industries and 18 100 in characteristic industries, totalling 33 300 jobs.

In 2019, sport in Lithuania generated a direct GDP effect of approximately EUR 0.3 billion in connected goods industries and EUR 0.3 billion in characteristic goods industries. Indirect effects further increased these figures by EUR 0.1 billion and EUR 0.1 billion, respectively. Including the broader impact across the EU, the total sport-related GDP effect amounted to approximately EUR 0.9 billion.

As indicated in the Factsheets, sport accounts for 1.5 % of Lithuania's GDP when both direct and indirect effects are considered, with a GDP multiplier of 1.39. Similarly, sport contributes 2.1 % to total employment, accompanied by an employment multiplier of 1.23.

6.18. Luxembourg

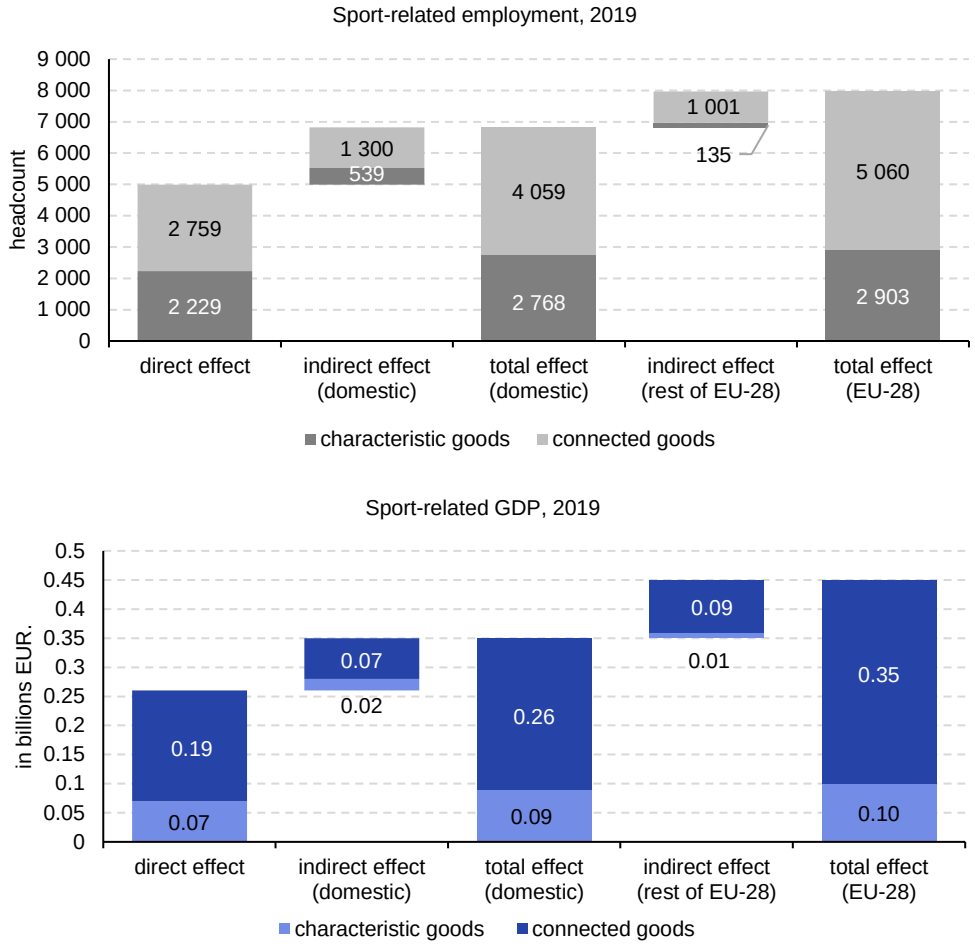


Sport in Luxembourg directly generates approximately 4 100 jobs in connected goods industries and 2 900 jobs in characteristic goods industries. Indirect domestic effects contribute an additional 2 000 jobs in connected goods and 500 in characteristic goods. When considering the broader impact across the EU, Luxembourg's sports sector supports approximately 9 600 jobs in connected industries and 5 200 in characteristic industries, totalling 14 800 jobs.

In 2019, sport in Luxembourg generated a direct GDP effect of approximately EUR 0.5 billion in connected goods industries and EUR 0.4 billion in characteristic goods industries. Indirect effects further increased these figures by EUR 0.3 billion and EUR 0.1 billion, respectively. Including the broader impact across the EU, the total sport-related GDP effect amounted to approximately EUR 1.7 billion.

As indicated in the Factsheets, sport accounts for 1.8 % of Luxembourg's GDP when both direct and indirect effects are considered, with a GDP multiplier of 1.40. Similarly, sport contributes 2.0 % to total employment, accompanied by an employment multiplier of 1.37.

6.19. Malta

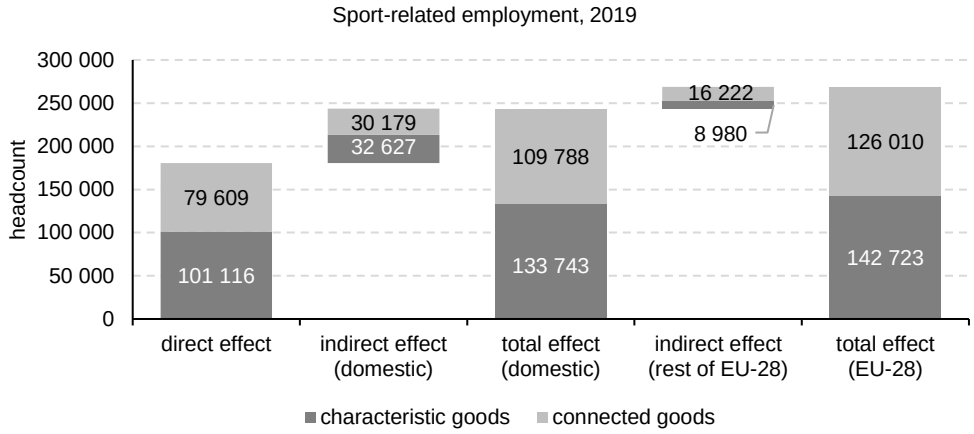


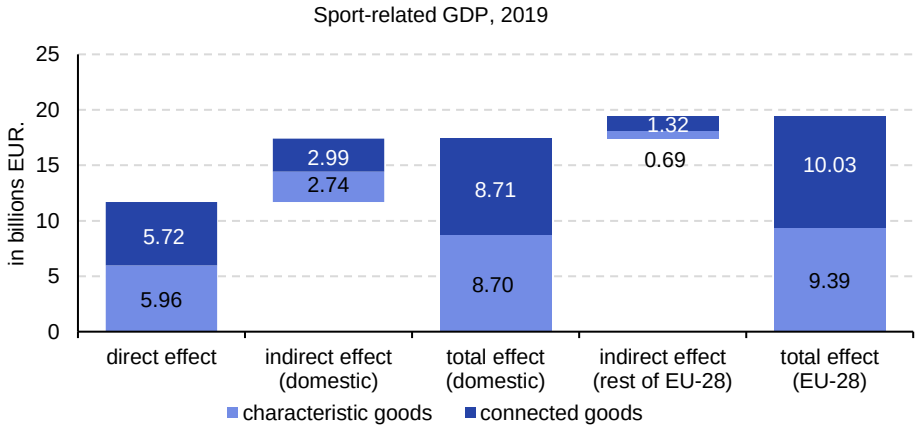
Sport in Malta directly generates approximately 2 800 jobs in connected goods industries and 2 200 jobs in characteristic goods industries. Indirect domestic effects contribute an additional 1 300 jobs in connected goods and 500 in characteristic goods. When considering the broader impact across the EU, Malta's sports sector supports approximately 5 100 jobs in connected industries and 2 900 in characteristic industries, totalling 8 000 jobs.

In 2019, sport in Malta generated a direct GDP effect of approximately EUR 0.2 billion in connected goods industries and EUR 0.1 billion in characteristic goods industries. Indirect effects further increased these figures by EUR 0.1 billion and EUR 0.02 billion, respectively. Including the broader impact across the EU, the total sport-related GDP effect amounted to approximately EUR 0.5 billion.

As indicated in the Factsheets, sport accounts for 2.4 % of Malta's GDP when both direct and indirect effects are considered, with a GDP multiplier of 1.35. Similarly, sport contributes 2.5 % to total employment, accompanied by an employment multiplier of 1.37.

6.20. Netherlands



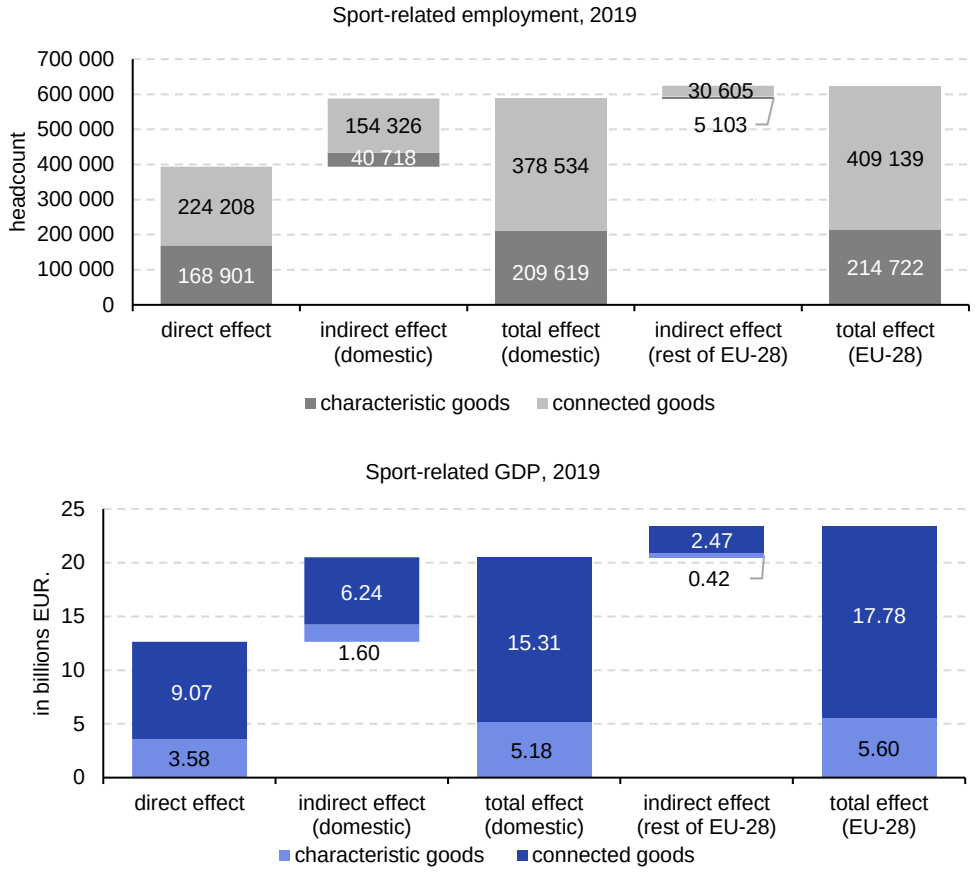


Sport in the Netherlands directly generates approximately 79 600 jobs in connected goods industries and 101 100 jobs in characteristic goods industries. Indirect domestic effects contribute an additional 30 200 jobs in connected goods and 32 600 in characteristic goods. When considering the broader impact across the EU, the Netherlands' sports sector supports approximately 126 000 jobs in connected industries and 142 700 in characteristic industries, totalling 268 700 jobs.

In 2019, sport in the Netherlands generated a direct GDP effect of approximately EUR 5.7 billion in connected goods industries and EUR 6.0 billion in characteristic goods industries. Indirect effects further increased these figures by EUR 3.0 billion and EUR 2.7 billion, respectively. Including the broader impact across the EU, the total sport-related GDP effect amounted to approximately EUR 19.4 billion.

As indicated in the Factsheets, sport accounts for 1.9 % of the Netherland's GDP when both direct and indirect effects are considered, with a GDP multiplier of 1.49. Similarly, sport contributes 2.5 % to total employment, accompanied by an employment multiplier of 1.35.

6.21. Poland

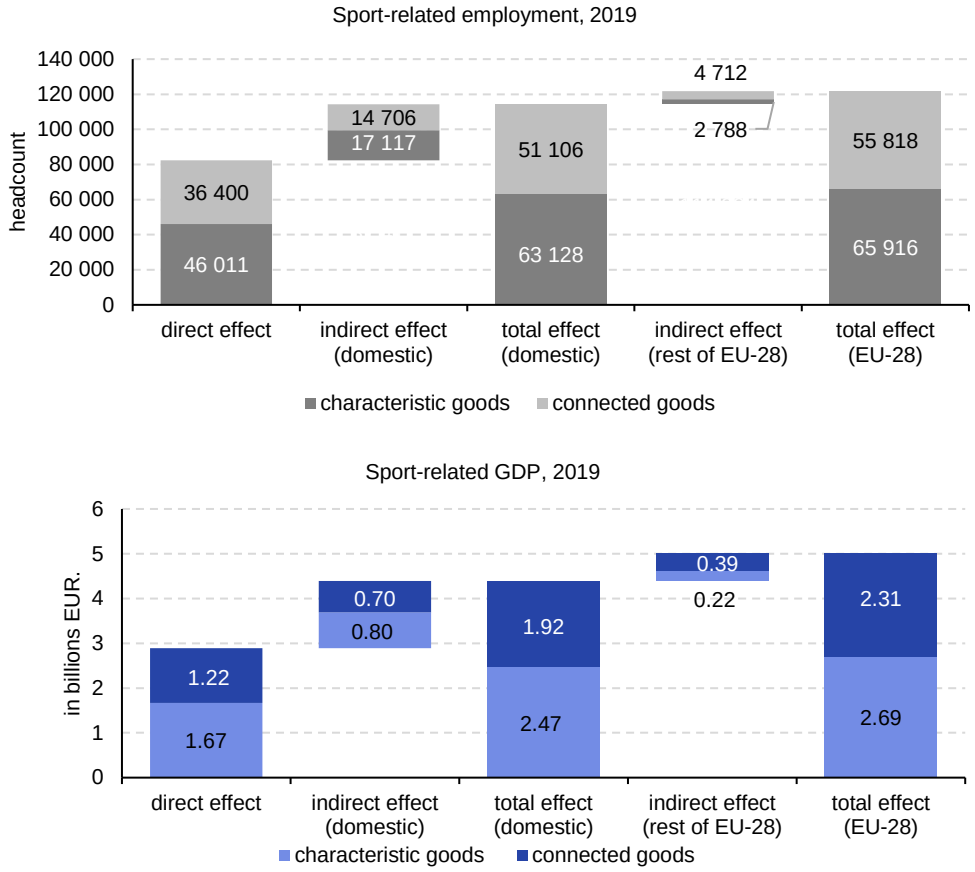


Sport in Poland directly generates approximately 224 200 jobs in connected goods industries and 168 900 jobs in characteristic goods industries. Indirect domestic effects contribute an additional 154 300 jobs in connected goods and 40 700 in characteristic goods. When considering the broader impact across the EU, Poland's sports sector supports approximately 409 100 jobs in connected industries and 214 700 in characteristic industries, totalling 623 900 jobs.

In 2019, sport in Poland generated a direct GDP effect of approximately EUR 9.1 billion in connected goods industries and EUR 3.6 billion in characteristic goods industries. Indirect effects further increased these figures by EUR 6.2 billion and EUR 1.6 billion, respectively. Including the broader impact across the EU, the total sport-related GDP effect amounted to approximately EUR 23.4 billion.

As indicated in the Factsheets, sport accounts for 3.6 % of Poland's GDP when both direct and indirect effects are considered, with a GDP multiplier of 1.62. Similarly, sport contributes 3.6 % to total employment, accompanied by an employment multiplier of 1.50.

6.22. Portugal

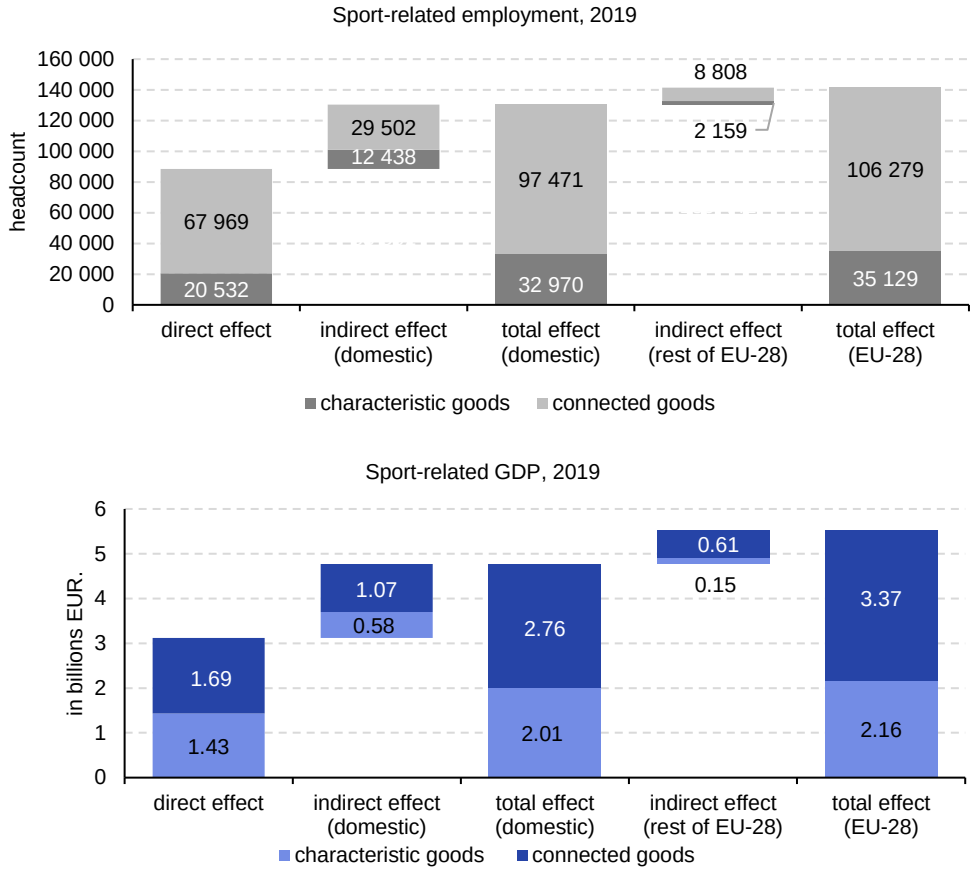


Sport in Portugal directly generates approximately 36 400 jobs in connected goods industries and 46 000 jobs in characteristic goods industries. Indirect domestic effects contribute an additional 14 700 jobs in connected goods and 17 100 in characteristic goods. When considering the broader impact across the EU, Portugal's sports sector supports approximately 55 800 jobs in connected industries and 65 900 in characteristic industries, totalling 121 700 jobs.

In 2019, sport in Portugal generated a direct GDP effect of approximately EUR 1.2 billion in connected goods industries and EUR 1.7 billion in characteristic goods industries. Indirect effects further increased these figures by EUR 0.7 billion and EUR 0.8 billion, respectively. Including the broader impact across the EU, the total sport-related GDP effect amounted to approximately EUR 5.0 billion.

As indicated in the Factsheets, sport accounts for 1.9 % of Portugal's GDP when both direct and indirect effects are considered, with a GDP multiplier of 1.52. Similarly, sport contributes 2.2 % to total employment, accompanied by an employment multiplier of 1.39.

6.23. Romania

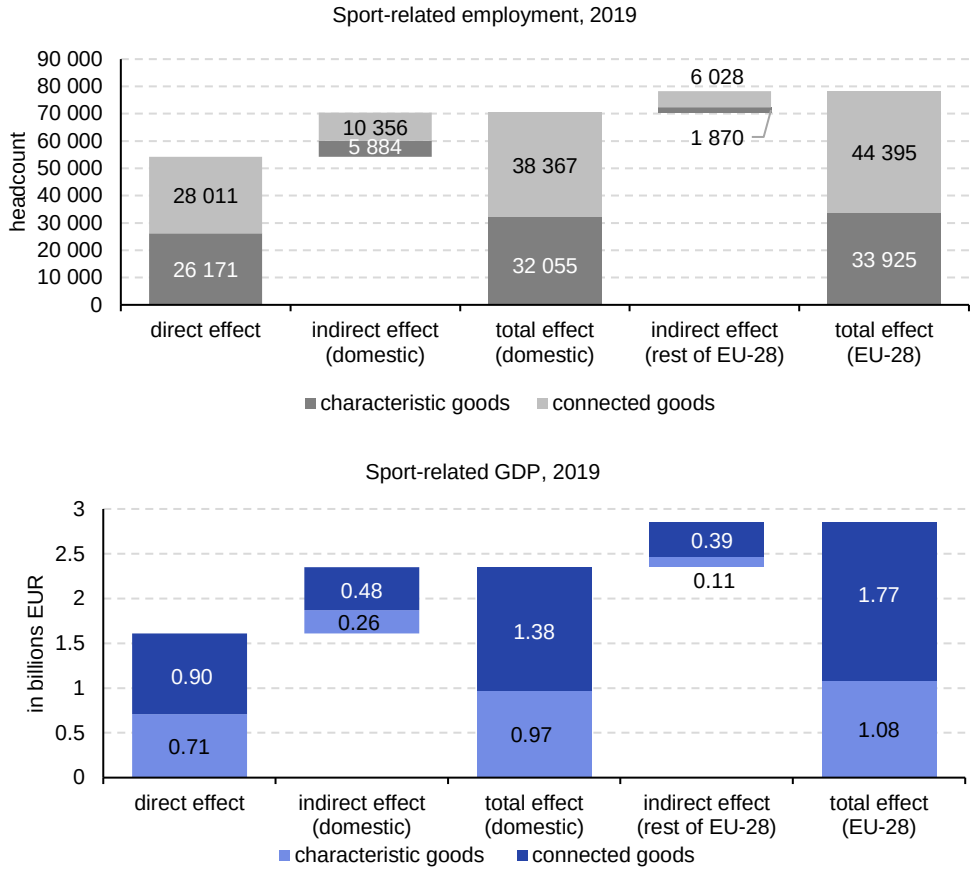


Sport in Romania directly generates approximately 68 000 jobs in connected goods industries and 20 500 jobs in characteristic goods industries. Indirect domestic effects contribute an additional 29 500 jobs in connected goods and 12 400 in characteristic goods. When considering the broader impact across the EU, Romania's sports sector supports approximately 106 300 jobs in connected industries and 35,100 in characteristic industries, totalling 141 400 jobs.

In 2019, sport in Romania generated a direct GDP effect of approximately EUR 1.7 billion in connected goods industries and EUR 1.4 billion in characteristic goods industries. Indirect effects further increased these figures by EUR 1.1 billion and EUR 0.6 billion, respectively. Including the broader impact across the EU, the total sport-related GDP effect amounted to approximately EUR 5. 5 billion.

As indicated in the Factsheets, sport accounts for 2.0 % of Romania's GDP when both direct and indirect effects are considered, with a GDP multiplier of 1.53. Similarly, sport contributes 1.7 % to total employment, accompanied by an employment multiplier of 1.47.

6.24. Slovakia

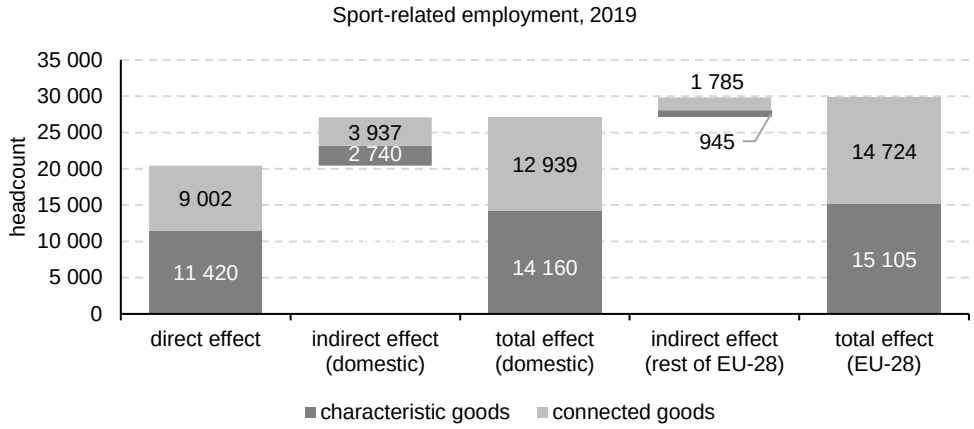


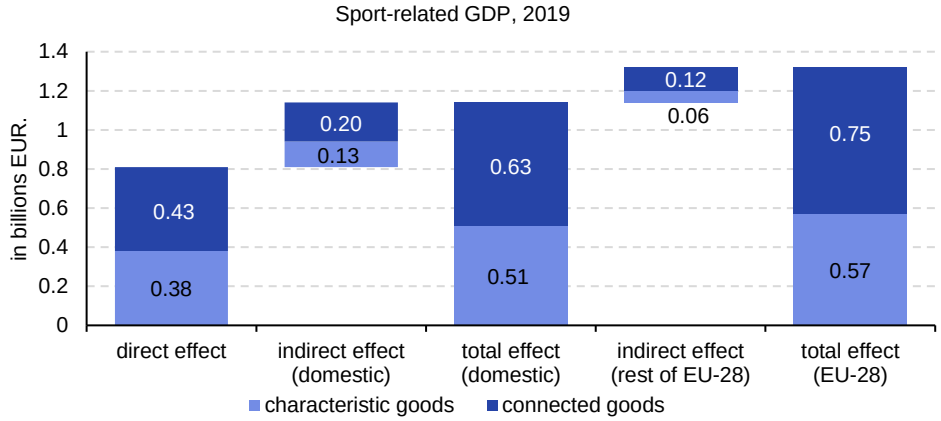
Sport in Slovakia directly generates approximately 28 000 jobs in connected goods industries and 26 200 jobs in characteristic goods industries. Indirect domestic effects contribute an additional 10 400 jobs in connected goods and 5 900 in characteristic goods. When considering the broader impact across the EU, Slovakia's sports sector supports approximately 44 400 jobs in connected industries and 33 900 in characteristic industries, totalling 78 300 jobs.

In 2019, sport in Slovakia generated a direct GDP effect of approximately EUR 0.9 billion in connected goods industries and EUR 0.7 billion in characteristic goods industries. Indirect effects further increased these figures by EUR 0.5 billion and EUR 0.3 billion, respectively. Including the broader impact across the EU, the total sport-related GDP effect amounted to approximately EUR 2.8 billion.

As indicated in the Factsheets, sport accounts for 2.2 % of Slovakia's GDP when both direct and indirect effects are considered, with a GDP multiplier of 1.46. Similarly, sport contributes 2.9 % to total employment, accompanied by an employment multiplier of 1.30.

6.25. Slovenia



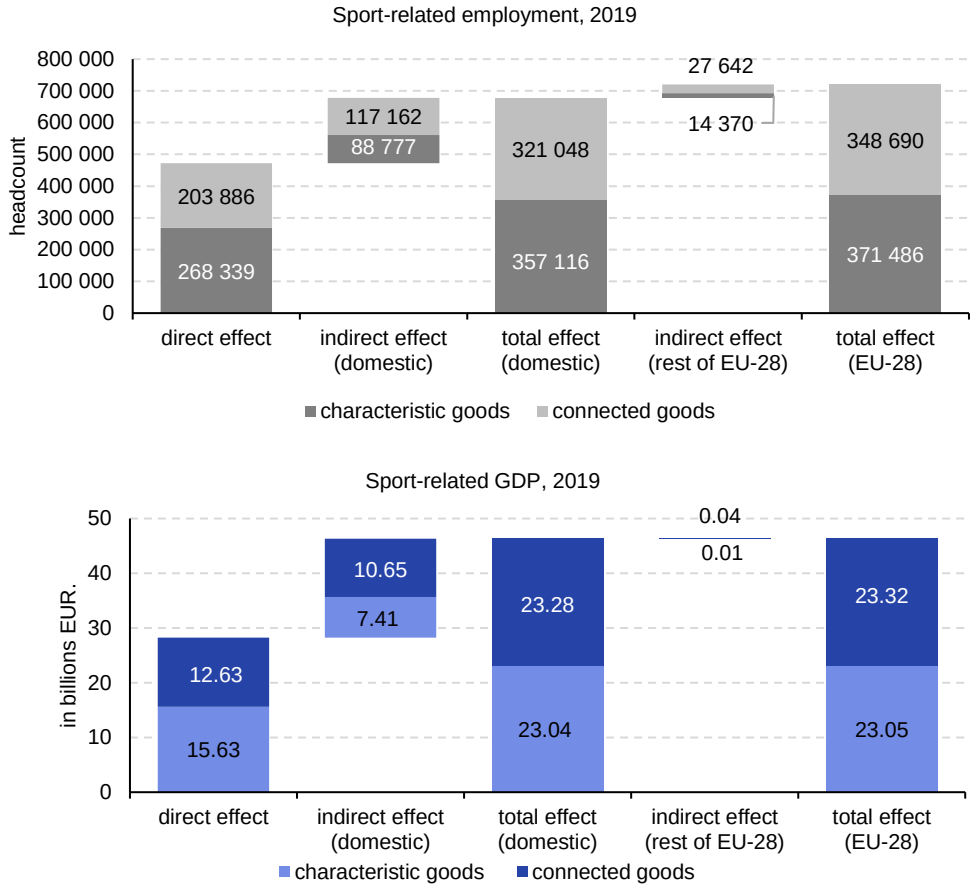


Sport in Slovenia directly generates approximately 9 000 jobs in connected goods industries and 11 400 jobs in characteristic goods industries. Indirect domestic effects contribute an additional 3 900 jobs in connected goods and 2 700 in characteristic goods. When considering the broader impact across the EU, Slovenia's sports sector supports approximately 14 700 jobs in connected industries and 15 100 in characteristic industries, totalling 29 800 jobs.

In 2019, sport in Slovenia generated a direct GDP effect of approximately EUR 0.4 billion in connected goods industries and EUR 0.4 billion in characteristic goods industries. Indirect effects further increased these figures by EUR 0.2 billion and EUR 0.1 billion, respectively. Including the broader impact across the EU, the total sport-related GDP effect amounted to approximately EUR 1.3 billion

As indicated in the Factsheets, sport accounts for 2.1 % of Slovenia's GDP when both direct and indirect effects are considered, with a GDP multiplier of 1.41. Similarly, sport contributes 2.6 % to total employment, accompanied by an employment multiplier of 1.33.

6.26. Spain

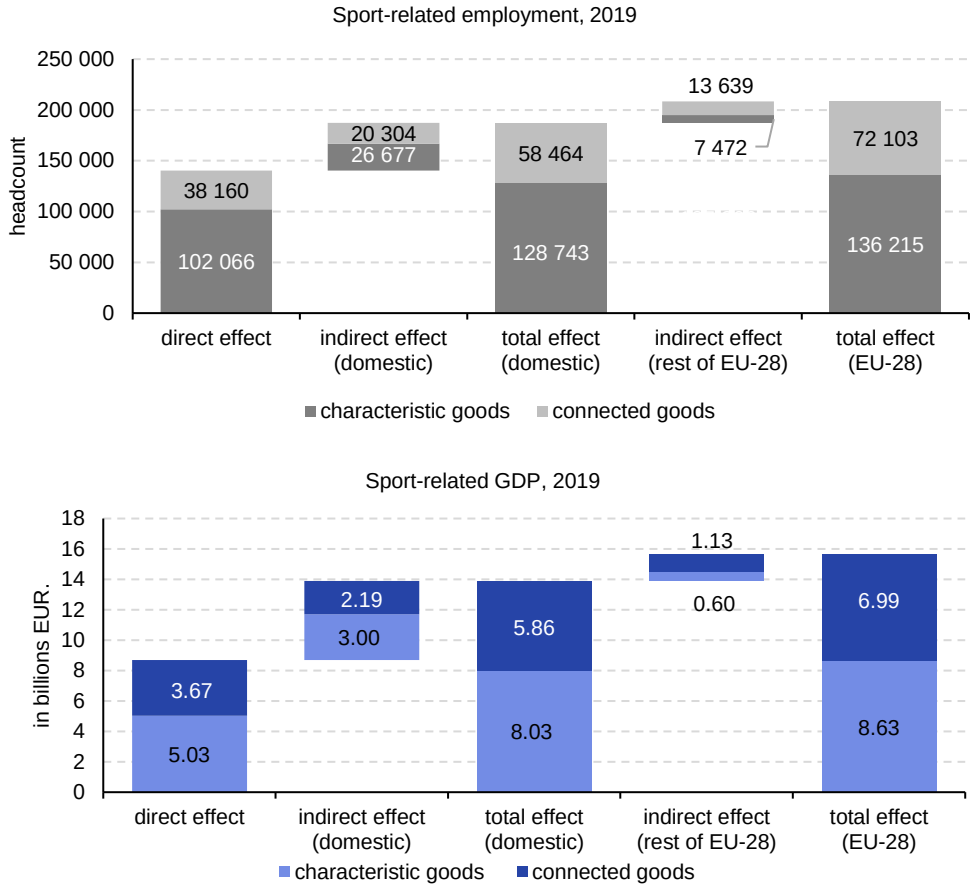


Sport in Spain directly generates approximately 203 900 jobs in connected goods industries and 268 300 jobs in characteristic goods industries. Indirect domestic effects contribute an additional 117 200 jobs in connected goods and 88,800 in characteristic goods. When considering the broader impact across the EU, Spain's sports sector supports approximately 348 700 jobs in connected industries and 371,500 in characteristic industries, totalling 720 200 jobs.

In 2019, sport in Spain generated a direct GDP effect of approximately EUR 12.6 billion in connected goods industries and EUR 15.6 billion in characteristic goods industries. Indirect effects further increased these figures by EUR 10.7 billion and EUR 7.4 billion, respectively. Including the broader impact across the EU, the total sport-related GDP effect amounted to approximately EUR 46.4 billion.

As indicated in the Factsheets, sport accounts for 3.3 % of Spain's GDP when both direct and indirect effects are considered, with a GDP multiplier of 1.64. Similarly, sport contributes 3.3 % to total employment, accompanied by an employment multiplier of 1.44.

6.27. Sweden

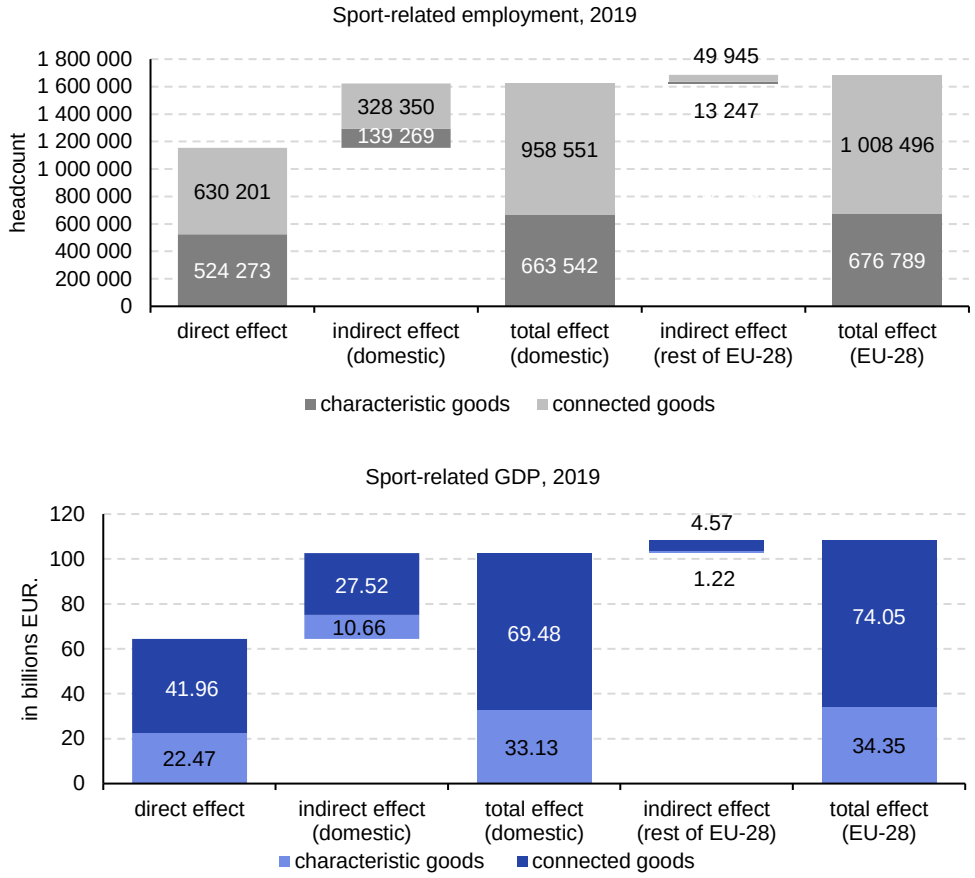


Sport in Sweden directly generates approximately 38 200 jobs in connected goods industries and 102 100 jobs in characteristic goods industries. Indirect domestic effects contribute an additional 20 300 jobs in connected goods and 26 700 in characteristic goods. When considering the broader impact across the EU, Sweden's sports sector supports approximately 72 100 jobs in connected industries and 136 200 in characteristic industries, totalling 208 300 jobs.

In 2019, sport in Sweden generated a direct GDP effect of approximately EUR 3.7 billion in connected goods industries and EUR 5.0 billion in characteristic goods industries. Indirect effects further increased these figures by EUR 2.2 billion and EUR 3.0 billion, respectively. Including the broader impact across the EU, the total sport-related GDP effect amounted to approximately EUR 15.6 billion.

As indicated in the Factsheets, sport accounts for 2.6 % of Sweden's GDP when both direct and indirect effects are considered, with a GDP multiplier of 1.60. Similarly, sport contributes 3.4 % to total employment, accompanied by an employment multiplier of 1.34.

6.28. UK



A defining feature of the UK sport industry is the high level of employment it generates through various sport-related activities. Central to this employment is the extensive network of sport clubs across the country, bolstered by a substantial base of volunteers. Volunteering is deeply embedded in the fabric of the industry, sustaining activities that might otherwise struggle to remain viable in the marketplace.

Sport in the UK directly generates approximately 630 200 jobs in connected goods industries and 524 300 jobs in characteristic goods industries. Indirect domestic effects contribute an additional 328 400 jobs in connected goods and 139 300 in characteristic goods. When considering the broader impact across the EU, the UK's sports sector supports approximately 1 008 500 jobs in connected industries and 676 800 in characteristic industries, totalling 1 685 300 jobs.

In 2019, sport in the UK generated a direct GDP effect of approximately EUR 42.0 billion in connected goods industries and EUR 22.5 billion in characteristic goods industries. Indirect effects further increased these figures by EUR 27.5 billion and EUR 10.7 billion, respectively. Including the broader impact across the EU, the total sport-related GDP effect amounted to approximately EUR 108.4 billion.

As indicated in the Factsheets, sport accounts for 3.7 % of the UK's GDP when both direct and indirect effects are considered, with a GDP multiplier of 1.59. Similarly, sport contributes 4.9 % to total employment, accompanied by an employment multiplier of 1.41.

7

APPENDIX 1: EU COUNTIES

Factsheet: EUROPEAN UNION (EU-28)

SPORTS			
	direct	indirect	total
Gross domestic product (bn EUR)	368.68	258.62	627.3
Gross value added (bn EUR)	295.8	207.5	503.3
Share (%)	2.00%	1.40%	3.40%
Multiplier		1.70	
Employment (headcount)	6 053 784	3 220 808	9 274 592
Share (%)	2.48%	1.32%	3.80%
Multiplier		1.53	

Top-10 sectors			
Gross Value Added (m EUR)		Employment (headcount)	
Sporting services (R93)	66 240	Sporting services (R93)	1 678 508
Education services (P85)	43 568	Education services (P85)	1 017 151
Accomodation and food services (I)	23 555	Retail trade services (G47)	732 074
Public administration (O84)	22 920	Accomodation and food services (I)	602 603
Retail trade services (G47)	22 694	Public administration (O84)	340 399
Wholesale trade services (G46)	13 907	Constructions and construction work (F)	207 597
Constructions and construction work (F)	11 753	Creative, arts, entertainment; gambling and betting services (R90)	189 956
Human health services (Q86)	11 139	Wholesale trade services (G46)	174 167
Creative, arts, entertainment; gambling and betting services (R90)	9 108	Human health services (Q86)	172 078
Land transport services (H49)	7 081	Land transport services (H49)	131 127

CHARACTERISTIC GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	165.02	85.87	250.89
Gross value added (bn EUR)	132.4	68.9	201.3
Share (%)	0.90%	0.46%	1.36%
Multiplier		1.52	
Employment (headcount)	3 019 413	1 072 011	4 091 424
Share (%)	1.24%	0.44%	1.68%
Multiplier		1.36	

CONNECTED GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	203.66	172.75	376.41
Gross value added (bn EUR)	163.4	138.6	302
Share (%)	1.10%	0.94%	2.04%
Multiplier		1.85	
Employment (headcount)	3 034 371	2 148 797	5 183 168
Share (%)	1.24%	0.88%	2.12%
Multiplier		1.71	

Factsheet: AUSTRIA

SPORTS			
	direct	indirect	total
Gross domestic product (bn EUR)	21.59	10.12	31.71
Gross value added (bn EUR)	17.12	8.02	25.14
Share (%)	4.82%	2.26%	7.08%
Multiplier		1.47	
Employment (headcount)	274 268	90 806	365 074
Share (%)	5.91%	1.96%	7.87%
Multiplier		1.33	

Top-10 sectors			
Gross Value Added (m EUR)		Employment (headcount)	
Accomodation and food services (I)	6 807	Accomodation and food services (I)	75 912
Retail trade services (G47)	2 100	Retail trade services (G47)	58 428
Education services (P85)	1 322	Education services (P85)	28 001
Land transport services (H49)	1 262	Human health services (Q86)	25 415
Sporting services (R93)	1 255	Sporting services (R93)	22 925
Human health services (Q86)	1 035	Land transport services (H49)	19 745
Warehousing and support services for transportation (H52)	479	Wholesale trade services (G46)	7 285
Constructions and construction work (F)	332	Constructions and construction work (F)	5 307
Computer programming, consultancy; Information services (J62-63)	302	Public administration (O84)	4 686
Other transport equipment (C30)	264	Furniture and other manufactured goods (C31-32)	4 314

CHARACTERISTIC GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	3.35	1.24	4.59
Gross value added (bn EUR)	2.66	0.98	3.64
Share (%)	0.75%	0.28%	1.03%
Multiplier		1.37	
Employment (headcount)	55 611	9 980	65 591
Share (%)	1.20%	0.22%	1.42%
Multiplier		1.18	

CONNECTED GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	18.24	8.88	27.12
Gross value added (bn EUR)	14.46	7.04	21.5
Share (%)	4.07%	1.98%	6.05%
Multiplier		1.49	
Employment (headcount)	218 657	80 825	299 482
Share (%)	4.71%	1.74%	6.45%
Multiplier		1.37	

Factsheet: BELGIUM

SPORTS			
	direct	indirect	total
Gross domestic product (bn EUR)	12.42	5.83	18.25
Gross value added (bn EUR)	7.86	3.69	11.55
Share (%)	2.40%	1.13%	3.53%
Multiplier		1.47	
Employment (headcount)	101 969	39 927	141 896
Share (%)	2.09%	0.82%	2.91%
Multiplier		1.39	

Top-10 sectors			
Gross Value Added (m EUR)		Employment (headcount)	
Education services (P85)	1 796	Education services (P85)	28 623
Sporting services (R93)	1 405	Sporting services (R93)	17 820
Wholesale trade services (G46)	792	Public administration (O84)	8 830
Public administration (O84)	562	Wholesale trade services (G46)	6 837
Human health services (Q86)	368	Human health services (Q86)	6 262
Chemicals and chemical products (C20)	334	Retail trade services (G47)	6 189
Retail trade services (G47)	297	Accomodation + food services (I)	5 137
Accomodation and food services (I)	259	Constructions + construction work (F)	3 352
Constructions and construction work (F)	220	Wholesale/retail trade motor vehicles + motorcycles (G45)	2 424
Machinery and equipment n.e.c. (C28)	199	Machinery and equipment n.e.c. (C28)	1 776

CHARACTERISTIC GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	5.94	2.18	8.12
Gross value added (bn EUR)	3.76	1.38	5.14
Share (%)	1.15%	0.42%	1.57%
Multiplier		1.37	
Employment (headcount)	55 273	15 215	70 488
Share (%)	1.13%	0.31%	1.44%
Multiplier		1.28	

CONNECTED GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	6.48	3.65	10.13
Gross value added (bn EUR)	4.1	2.31	6.41
Share (%)	1.25%	0.71%	1.96%
Multiplier		1.56	
Employment (headcount)	46 696	24 712	71 408
Share (%)	0.96%	0.51%	1.47%
Multiplier		1.53	

Factsheet: BULGARIA

SPORTS			
	direct	indirect	total
Gross domestic product (bn EUR)	0.78	0.36	1.14
Gross value added (bn EUR)	0.63	0.29	0.92
Share (%)	1.17%	0.54%	1.71%
Multiplier		1.46	
Employment (headcount)	51 687	19 456	71 143
Share (%)	1.51%	0.56%	2.07%
Multiplier		1.38	

Top-10 sectors			
Gross Value Added (m EUR)		Employment (headcount)	
Education services (P85)	177	Education services (P85)	14 333
Sporting services (R93)	166	Sporting services (R93)	12 159
Public administration (O84)	79	Textiles, wearing apparel, leather and related products (C13-15)	6 569
Textiles, wearing apparel, leather and related products (C13-15)	33	Public administration (O84)	4 608
Human health services (Q86)	32	Furniture and other manufactured goods (C31-32)	4 048
Furniture and other manufactured goods (C31-32)	28	Human health services (Q86)	1 831
Creative, arts, entertainment, library, archive, museum; gambling and betting services (C90-92)	17	Accomodation and food services (I)	1 606
Food, beverages and tobacco products (C10-12)	14	Retail trade services (G47)	1 546
Retail trade services (G47)	13	Creative, arts, entertainment, library, archive, museum; gambling and betting services (C90-92)	1 396
Accomodation and food services (I)	12	Food, beverages and tobacco products (C10-12)	951

CHARACTERISTIC GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	0.52	0.2	0.72
Gross value added (bn EUR)	0.42	0.16	0.58
Share (%)	0.78%	0.30%	1.08%
Multiplier		1.38	
Employment (headcount)	31 100	10 459	41 559
Share (%)	0.91%	0.30%	1.21%
Multiplier		1.34	

CONNECTED GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	0.26	0.16	0.42
Gross value added (bn EUR)	0.21	0.13	0.34
Share (%)	0.39%	0.24%	0.63%
Multiplier		1.62	
Employment (headcount)	20 587	8 997	29 584
Share (%)	0.60%	0.26%	0.86%
Multiplier		1.44	

Factsheet: CROATIA

SPORTS			
	direct	indirect	total
Gross domestic product (bn EUR)	1.5	0.77	2.27
Gross value added (bn EUR)	1.13	0.58	1.71
Share (%)	2.47%	1.27%	3.74%
Multiplier		1.51	
Employment (headcount)	47 718	23 019	70 737
Share (%)	2.80%	1.35%	4.15%
Multiplier		1.48	

Top-10 sectors			
Gross Value Added (m EUR)		Employment (headcount)	
Accomodation and food services (I)	335	Accomodation and food services (I)	11 705
Sporting services (R93)	191	Education services (P85)	8 537
Education services (P85)	148	Sporting services (R93)	7 322
Retail trade services (G47)	148	Retail trade services (G47)	6 905
Creative, arts, entertainment; gambling and betting services (R90-92)	43	Creative, arts, entertainment; gambling and betting services (C90-92)	2 192
Furniture and other manufactured goods (C31-32)	41	Furniture and other manufactured goods (C31-32)	1 813
Public administration (O84)	32	Constructions and construction work (F)	1 197
Air transport services (H50)	26	Textiles, wearing apparel, leather and related products (C13-15)	953
Publishing services (J58)	23	Land transport services (H49)	914
Land transport services (H49)	22	Food, beverages and tobacco products (C10-12)	913

CHARACTERISTIC GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	0.49	0.23	0.72
Gross value added (bn EUR)	0.37	0.17	0.54
Share (%)	0.81%	0.38%	1.19%
Multiplier		1.47	
Employment (headcount)	16 645	7 552	24 197
Share (%)	0.98%	0.44%	1.42%
Multiplier		1.45	

CONNECTED GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	1.01	0.54	1.55
Gross value added (bn EUR)	0.76	0.41	1.17
Share (%)	1.66%	0.89%	2.55%
Multiplier		1.53	
Employment (headcount)	31 073	15 467	46 540
Share (%)	1.82%	0.91%	2.73%
Multiplier		1.50	

Factsheet: CYPRUS

SPORTS			
	direct	indirect	total
Gross domestic product (bn EUR)	0.49	0.17	0.66
Gross value added (bn EUR)	0.41	0.14	0.55
Share (%)	2.02%	0.70%	2.72%
Multiplier		1.35	
Employment (headcount)	11 336	3 118	14 454
Share (%)	2.43%	0.67%	3.10%
Multiplier		1.28	

Top-10 sectors			
Gross Value Added (m EUR)		Employment (headcount)	
Sporting services (R93)	116	Sporting services (R93)	3 664
Education services (P85)	77	Education services (P85)	2 311
Publishing services (J58)	59	Retail trade services (G47)	1 321
Creative, arts, entertainment; gambling and betting services (C90-92)	45	Creative, arts, entertainment; gambling and betting services (C90-92)	872
Retail trade services (G47)	34	Accomodation and food services (I)	524
Human health services (Q86)	22	Human health services (Q86)	414
Accomodation and food services (I)	12	Security; office administrative, office support (N80-82)	369
Constructions and construction work (F)	9	Constructions and construction work (F)	344
Security; office administrative, office support (N80-82)	8	Insurance (K65)	268
Legal and accounting services; services of head offices; management consultancy services (M69-70)	7	Publishing services (J58)	247

CHARACTERISTIC GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	0.23	0.07	0.3
Gross value added (bn EUR)	0.19	0.06	0.25
Share (%)	0.95%	0.29%	1.24%
Multiplier		1.30	
Employment (headcount)	6 037	1 411	7 448
Share (%)	1.29%	0.30%	1.59%
Multiplier		1.23	

CONNECTED GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	0.26	0.1	0.36
Gross value added (bn EUR)	0.22	0.08	0.3
Share (%)	1.07%	0.41%	1.48%
Multiplier		1.38	
Employment (headcount)	5 299	1 708	7 007
Share (%)	1.14%	0.37%	1.51%
Multiplier		1.32	

Factsheet: CZECH REPUBLIC

SPORTS			
	direct	indirect	total
Gross domestic product (bn EUR)	3.81	1.96	5.77
Gross value added (bn EUR)	3.15	1.62	4.77
Share (%)	1.55%	0.79%	2.34%
Multiplier		1.51	
Employment (headcount)	102 615	46 000	148 615
Share (%)	1.90%	0.86%	2.76%
Multiplier		1.45	

Top-10 sectors			
Gross Value Added (m EUR)		Employment (headcount)	
Motor vehicles, trailers and semi-trailers (C29)	708	Sporting services (R93)	28 881
Sporting services (R93)	591	Education services (P85)	24 610
Education services (P85)	591	Motor vehicles, trailers and semi-trailers (C29)	10 912
Human health services (Q86)	157	Human health services (Q86)	6 131
Publishing services (J58)	134	Retail trade services (G47)	5 373
Furniture and other manufactured goods (C31-32)	133	Furniture and other manufactured goods (C31-32)	5 279
Accomodation and food services (I)	129	Accomodation and food services (I)	4 701
Wholesale trade services (G46)	118	Textiles, wearing apparel, leather and related products (C13-15)	3 395
Retail trade services (G47)	82	Publishing services (J58)	2 056
Textiles, wearing apparel, leather and related products (C13-15)	78	Rubber and plastic products (C22)	1 496

CHARACTERISTIC GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	1.5	0.65	2.15
Gross value added (bn EUR)	1.24	0.54	1.78
Share (%)	0.61%	0.26%	0.87%
Multiplier		1.43	
Employment (headcount)	54 655	15 929	70 584
Share (%)	1.01%	0.30%	1.31%
Multiplier		1.29	

CONNECTED GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	2.31	1.31	3.62
Gross value added (bn EUR)	1.91	1.08	2.99
Share (%)	0.94%	0.53%	1.47%
Multiplier		1.57	
Employment (headcount)	47 960	30 071	78 031
Share (%)	0.89%	0.56%	1.45%
Multiplier		1.63	

Factsheet: DENMARK

SPORTS			
	direct	indirect	total
Gross domestic product (bn EUR)	6.21	2.66	8.87
Gross value added (bn EUR)	4.82	2.07	6.89
Share (%)	1.78%	0.77%	2.55%
Multiplier		1.43	
Employment (headcount)	74 466	21 669	96 135
Share (%)	2.46%	0.71%	3.17%
Multiplier		1.29	

Top-10 sectors			
Gross Value Added (m EUR)		Employment (headcount)	
Education services (P85)	1 361	Sporting services (R93)	29 827
Sporting services (R93)	1 162	Education services (P85)	16 988
Human health services (Q86)	386	Retail trade services (G47)	6 047
Wholesale trade services (G46)	353	Accomodation and food services (I)	5 011
Publishing services (J58)	205	Human health services (Q86)	4 578
Machinery and equipment n.e.c. (C28)	171	Textiles, wearing apparel, leather and related products (C13-15)	2 349
Constructions and construction work (F)	147	Publishing services (J58)	1 741
Accomodation and food services (I)	142	Wholesale trade services (G46)	1 295
Retail trade services (G47)	141	Constructions and construction work (F)	1 222
Water transport services (H50)	92	Wholesale/retail trade/repair services of motor vehicles and motorcycles (G45)	694

CHARACTERISTIC GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	3.35	1.31	4.66
Gross value added (bn EUR)	2.6	1.02	3.62
Share (%)	0.96%	0.38%	1.34%
Multiplier		1.39	
Employment (headcount)	47 506	10 948	58 454
Share (%)	1.57%	0.36%	1.93%
Multiplier		1.23	

CONNECTED GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	2.86	1.35	4.21
Gross value added (bn EUR)	2.22	1.05	3.27
Share (%)	0.82%	0.39%	1.21%
Multiplier		1.47	
Employment (headcount)	26 960	10 721	37 681
Share (%)	0.89%	0.35%	1.24%
Multiplier		1.40	

Factsheet: ESTONIA

SPORTS			
	direct	indirect	total
Gross domestic product (bn EUR)	0.48	0.24	0.72
Gross value added (bn EUR)	0.37	0.19	0.56
Share (%)	1.55%	0.77%	2.32%
Multiplier		1.50	
Employment (headcount)	13 216	4 874	18 090
Share (%)	1.98%	0.73%	2.71%
Multiplier		1.37	

Top-10 sectors			
Gross Value Added (m EUR)		Employment (headcount)	
Sporting services (R93)	134	Sporting services (R93)	5 348
Education services (P85)	58	Education services (P85)	3 018
Creative, arts, entertainment, library, archive, museum; gambling and betting services (R90-92)	23	Creative, arts, entertainment, library; gambling + betting services (R90-92)	1 168
Furniture and other manufactured goods (C31-32)	14	Retail trade services (G47)	665
Accomodation and food services (I)	12	Textiles, wearing apparel, leather and related products (C13-15)	628
Public administration (O84)	12	Furniture and other manufactured goods (C31-32)	553
Machinery and equipment n.e.c. (C28)	11	Constructions and construction work (F)	199
Warehousing and support services for transportation (H52)	11	Wholesale trade services (G46)	183
Textiles, wearing apparel, leather and related products (C13-15)	10	Motor vehicles, trailers and semi-trailers (C29)	176
Constructions and construction work (F)	8	Accomodation and food services (I)	164

CHARACTERISTIC GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	0.26	0.13	0.39
Gross value added (bn EUR)	0.2	0.1	0.3
Share (%)	0.84%	0.42%	1.26%
Multiplier		1.50	
Employment (headcount)	8 503	2 623	11 126
Share (%)	1.27%	0.39%	1.66%
Multiplier		1.31	

CONNECTED GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	0.22	0.11	0.33
Gross value added (bn EUR)	0.17	0.09	0.26
Share (%)	0.71%	0.35%	1.06%
Multiplier		1.50	
Employment (headcount)	4 713	2 251	6 964
Share (%)	0.71%	0.34%	1.05%
Multiplier		1.48	

Factsheet: FINLAND

SPORTS			
	direct	indirect	total
Gross domestic product (bn EUR)	4.26	2.37	6.63
Gross value added (bn EUR)	3.28	1.81	5.09
Share (%)	1.58%	0.88%	2.46%
Multiplier		1.56	
Employment (headcount)	60 232	22 759	82 991
Share (%)	2.28%	0.87%	3.15%
Multiplier		1.38	

Top-10 sectors			
Gross Value Added (m EUR)		Employment (headcount)	
Sporting services (R93)	1 083	Sporting services (R93)	27 394
Education services (P85)	867	Education services (P85)	14 006
Publishing services (J58)	281	Retail trade services (G47)	3 840
Wholesale trade services (G46)	180	Accomodation and food services (I)	2 254
Retail trade services (G47)	133	Publishing services (J58)	1 939
Human health services (Q86)	120	Human health services (Q86)	1 894
Accomodation and food services (I)	97	Wholesale trade services (G46)	1 677
Machinery and equipment n.e.c. (C28)	72	Constructions and construction work (F)	1 055
Constructions and construction work (F)	71	Machinery and equipment n.e.c. (C28)	994
Public administration (O84)	55	Motor vehicles, trailers and semi-trailers (C29)	662

CHARACTERISTIC GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	2.61	1.33	3.94
Gross value added (bn EUR)	2.01	1.02	3.03
Share (%)	0.97%	0.49%	1.46%
Multiplier		1.51	
Employment (headcount)	41 951	12 824	54 775
Share (%)	1.59%	0.49%	2.08%
Multiplier		1.31	

CONNECTED GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	1.65	1.04	2.69
Gross value added (bn EUR)	1.27	0.8	2.07
Share (%)	0.61%	0.39%	1.00%
Multiplier		1.63	
Employment (headcount)	18 281	9 936	28 217
Share (%)	0.69%	0.38%	1.07%
Multiplier		1.54	

Factsheet: FRANCE

SPORTS			
	direct	indirect	total
Gross domestic product (bn EUR)	55.72	25.19	80.91
Gross value added (bn EUR)	44.65	20.19	64.84
Share (%)	2.06%	0.93%	2.99%
Multiplier		1.45	
Employment (headcount)	747 648	247 712	995 360
Share (%)	2.64%	0.87%	3.51%
Multiplier		1.33	

Top-10 sectors			
Gross Value Added (m EUR)		Employment (headcount)	
Public administration (O84)	11 627	Sporting services (R93)	247 875
Education services (P85)	11 318	Education services (P85)	202 160
Sporting services (R93)	11 064	Public administration (O84)	169 207
Publishing services (J58)	1 782	Retail trade services (G47)	19 779
Wholesale trade services (G46)	1 191	Publishing services (J58)	15 852
Retail trade services (G47)	1 098	Creative, arts, entertainment; gambling and betting services (R90-92)	13 830
Creative, arts, entertainment; gambling and betting services (R90-92)	837	Accomodation and food services (I)	11 357
Accomodation and food services (I)	750	Wholesale trade services (G46)	9 993
Constructions and construction work (F)	530	Furniture and other manufactured goods (C31-32)	7 663
Furniture and other manufactured goods (C31-32)	528	Food, beverages and tobacco products (C10-12)	6 844

CHARACTERISTIC GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	42.44	16.42	58.86
Gross value added (bn EUR)	34.01	13.16	47.17
Share (%)	1.57%	0.61%	2.18%
Multiplier		1.39	
Employment (headcount)	619 242	161 999	781 241
Share (%)	2.19%	0.57%	2.76%
Multiplier		1.26	

CONNECTED GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	13.28	8.77	22.05
Gross value added (bn EUR)	10.64	7.03	17.67
Share (%)	0.49%	0.32%	0.81%
Multiplier		1.66	
Employment (headcount)	128 406	85 713	214 119
Share (%)	0.45%	0.30%	0.75%
Multiplier		1.67	

Factsheet: GERMANY

SPORTS			
	direct	indirect	total
Gross domestic product (bn EUR)	78.43	46.65	125.08
Gross value added (bn EUR)	63.57	37.81	101.38
Share (%)	2.03%	1.21%	3.24%
Multiplier		1.59	
Employment (headcount)	1 139 372	551 238	1 690 610
Share (%)	2.39%	1.16%	3.55%
Multiplier		1.48	

Top-10 sectors			
Gross Value Added (m EUR)		Employment (headcount)	
Sporting services (R93)	177	Sporting services (R93)	255 600
Retail trade services (G47)	166	Retail trade services (G47)	224 398
Public administration (O84)	79	Accomodation and food services (I)	176 938
Human health services (Q86)	33	Public administration (O84)	80 820
Wholesale trade services (G46)	32	Wholesale trade services (G46)	78 272
Constructions and construction work (F)	28	Constructions and construction work (F)	74 005
Accomodation and food services (I)	17	Human health services (Q86)	70 115
Wholesale and retail trade and repair services of motor vehicles and motorcycles (G45)	14	Wholesale/retail trade/repair services of motor vehicles and motorcycles (G45)	26 755
Land transport services (H49)	13	Land transport services (H49)	23 900
Motor vehicles, trailers and semi-trailers (C29)	12	Insurance (K65)	14 850

CHARACTERISTIC GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	28.14	12.36	40.5
Gross value added (bn EUR)	22.81	10.02	32.83
Share (%)	0.73%	0.32%	1.05%
Multiplier		1.44	
Employment (headcount)	344 797	153 362	498 159
Share (%)	0.72%	0.32%	1.04%
Multiplier		1.44	

CONNECTED GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	50.29	34.29	84.58
Gross value added (bn EUR)	40.76	27.79	68.55
Share (%)	1.30%	0.89%	2.19%
Multiplier		1.68	
Employment (headcount)	794 575	397 876	1 192 451
Share (%)	1.67%	0.84%	2.51%
Multiplier		1.50	

Factsheet: GREECE

SPORTS			
	direct	indirect	total
Gross domestic product (bn EUR)	2.92	1.21	4.13
Gross value added (bn EUR)	2.17	0.9	3.07
Share (%)	1.36%	0.57%	1.93%
Multiplier		1.41	
Employment (headcount)	81 083	25 120	106 203
Share (%)	1.75%	0.55%	2.30%
Multiplier		1.31	

Top-10 sectors			
Gross Value Added (m EUR)		Employment (headcount)	
Education services (P85)	691	Education services (P85)	29 704
Sporting services (R93)	300	Sporting services (R93)	24 290
Accomodation and food services (I)	286	Accomodation and food services (I)	10 003
Wholesale trade services (G46)	140	Retail trade services (G47)	5 623
Retail trade services (G47)	96	Public administration (O84)	1 992
Public administration (O84)	78	Wholesale trade services (G46)	1 274
Publishing services (J58)	69	Creative, arts, entertainment; gambling and betting services (R90-92)	956
Creative, arts, entertainment; gambling and betting services (R90-92)	69	Publishing services (J58)	901
Human health services (Q86)	62	Human health services (Q86)	818
Other transport equipment (C30)	30	Insurance (K65)	793

CHARACTERISTIC GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	1.44	0.4	1.84
Gross value added (bn EUR)	1.07	0.3	1.37
Share (%)	0.67%	0.19%	0.86%
Multiplier		1.28	
Employment (headcount)	55 986	8 631	64 617
Share (%)	1.21%	0.19%	1.40%
Multiplier		1.15	

CONNECTED GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	1.48	0.81	2.29
Gross value added (bn EUR)	1.1	0.6	1.7
Share (%)	0.69%	0.38%	1.07%
Multiplier		1.55	
Employment (headcount)	25 097	16 489	41 586
Share (%)	0.54%	0.36%	0.90%
Multiplier		1.66	

Factsheet: HUNGARY

SPORTS			
	direct	indirect	total
Gross domestic product (bn EUR)	2.3	0.88	3.18
Gross value added (bn EUR)	1.67	0.64	2.31
Share (%)	1.35%	0.52%	1.87%
Multiplier		1.38	
Employment (headcount)	78 166	23 244	101 410
Share (%)	1.74%	0.52%	2.26%
Multiplier		1.30	

Top-10 sectors			
Gross Value Added (m EUR)		Employment (headcount)	
Education services (P85)	513	Education services (P85)	28 983
Sporting services (R93)	371	Sporting services (R93)	16 056
Accomodation and food services (I)	181	Accomodation and food services (I)	9 333
Public administration (O84)	126	Retail trade services (G47)	4 013
Retail trade services (G47)	65	Public administration (O84)	3 474
Constructions and construction work (F)	53	Furniture and other manufactured goods (C31-32)	2 884
Publishing services (J58)	52	Textiles, wearing apparel, leather and related products (C13-15)	2 211
Motor vehicles, trailers and semi-trailers (C29)	44	Publishing services (J58)	1 861
Motion picture, video and television programme production services, programming and broadcasting services (J59-60)	33	Constructions and construction work (F)	1 688
Furniture and other manufactured goods (C31-32)	32	Motor vehicles, trailers and semi-trailers (C29)	1 477

CHARACTERISTIC GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	1.39	0.47	1.86
Gross value added (bn EUR)	1.01	0.34	1.35
Share (%)	0.82%	0.28%	1.10%
Multiplier		1.34	
Employment (headcount)	48 513	12 187	60 700
Share (%)	1.08%	0.27%	1.35%
Multiplier		1.25	

CONNECTED GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	0.91	0.41	1.32
Gross value added (bn EUR)	0.66	0.3	0.96
Share (%)	0.53%	0.24%	0.77%
Multiplier		1.45	
Employment (headcount)	29 653	11 056	40 709
Share (%)	0.66%	0.25%	0.91%
Multiplier		1.37	

Factsheet: IRELAND

SPORTS			
	direct	indirect	total
Gross domestic product (bn EUR)	5.38	0.93	6.31
Gross value added (bn EUR)	4.56	0.79	5.35
Share (%)	1.40%	0.24%	1.64%
Multiplier		1.17	
Employment (headcount)	74 559	10 583	85 142
Share (%)	2.79%	0.40%	3.19%
Multiplier		1.14	

Top-10 sectors			
Gross Value Added (m EUR)		Employment (headcount)	
Sporting services (R93)	698	Sporting services (R93)	28 538
Education services (P85)	638	Education services (P85)	13 865
Publishing services (J58)	479	Retail trade services (G47)	7 144
Computer programming, consultancy; Information services (J62-63)	337	Accomodation and food services (I)	6 681
Human health services (Q86)	270	Constructions and construction work (F)	3 165
Retail trade services (G47)	253	Products of agriculture (A01)	2 978
Computer, electronic and optical products (C26)	218	Public administration (O84)	1 716
Wholesale trade services (G46)	209	Human health services (Q86)	1 629
Constructions and construction work (F)	174	Furniture and other manufactured goods (C31-32)	1 160
Accomodation and food services (I)	163	Computer programming, consultancy; Information services (J62-63)	1 068

CHARACTERISTIC GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	1.68	0.25	1.93
Gross value added (bn EUR)	1.42	0.21	1.63
Share (%)	0.44%	0.06%	0.50%
Multiplier		1.15	
Employment (headcount)	44 120	2 866	46 986
Share (%)	1.65%	0.11%	1.76%
Multiplier		1.06	

CONNECTED GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	3.7	0.68	4.38
Gross value added (bn EUR)	3.14	0.58	3.72
Share (%)	0.96%	0.18%	1.14%
Multiplier		1.18	
Employment (headcount)	30 439	7 717	38 156
Share (%)	1.14%	0.29%	1.43%
Multiplier		1.25	

Factsheet: ITALY

SPORTS			
	direct	indirect	total
Gross domestic product (bn EUR)	36.31	25.82	62.13
Gross value added (bn EUR)	29.24	20.79	50.03
Share (%)	1.82%	1.29%	3.11%
Multiplier		1.71	
Employment (headcount)	558 108	296 563	854 671
Share (%)	2.27%	1.20%	3.47%
Multiplier		1.53	

Top-10 sectors			
Gross Value Added (m EUR)		Employment (headcount)	
Sporting services (R93)	6 261	Sporting services (R93)	167 875
Education services (P85)	5 098	Education services (P85)	122 543
Accomodation and food services (I)	2 222	Retail trade services (G47)	46 901
Machinery and equipment n.e.c. (C28)	2 218	Accomodation and food services (I)	40 938
Retail trade services (G47)	2 090	Land transport services (H49)	28 126
Creative, arts, entertainment; gambling and betting services (C90-92)	1 913	Creative, arts, entertainment; gambling and betting services (C90-92)	24 949
Land transport services (H49)	1 407	Machinery and equipment n.e.c. (C28)	19 260
Human health services (Q86)	816	Products of agriculture (A01)	19 164
Motor vehicles, trailers and semi-trailers (C29)	758	Motor vehicles, trailers and semi-trailers (C29)	11 032
Textiles, wearing apparel, leather and related products (C13-15)	749	Textiles, wearing apparel, leather and related products (C13-15)	10 902

CHARACTERISTIC GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	14.37	8.07	22.44
Gross value added (bn EUR)	11.57	6.5	18.07
Share (%)	0.72%	0.40%	1.12%
Multiplier		1.56	
Employment (headcount)	293 392	94 169	387 561
Share (%)	1.19%	0.38%	1.57%
Multiplier		1.32	

CONNECTED GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	21.94	17.75	39.69
Gross value added (bn EUR)	17.67	14.29	31.96
Share (%)	1.10%	0.89%	1.99%
Multiplier		1.81	
Employment (headcount)	264 716	202 394	467 110
Share (%)	1.08%	0.82%	1.90%
Multiplier		1.76	

Factsheet: LATVIA

SPORTS			
	direct	indirect	total
Gross domestic product (bn EUR)	0.35	0.16	0.51
Gross value added (bn EUR)	0.27	0.12	0.39
Share (%)	1.00%	0.46%	1.46%
Multiplier		1.46	
Employment (headcount)	13 572	4 267	17 839
Share (%)	1.40%	0.44%	1.84%
Multiplier		1.31	

Top-10 sectors			
Gross Value Added (m EUR)		Employment (headcount)	
Education services (P85)	81	Sporting services (R93)	3 660
Sporting services (R93)	74	Education services (P85)	2 702
Creative, arts, entertainment; gambling and betting services (C90-92)	35	Retail trade services (G47)	1 747
Retail trade services (G47)	15	Creative, arts, entertainment; gambling and betting services (C90-92)	1 312
Public administration (O84)	10	Public administration (O84)	599
Human health services (Q86)	10	Accomodation and food services (I)	576
Wholesale trade services (G46)	8	Products of agriculture (A01)	477
Rental and leasing services (N77)	7	Human health services (Q86)	408
Other transport equipment (C30)	7	Textiles, wearing apparel, leather and related products (C13-15)	279
Textiles, wearing apparel, leather and related products (C13-15)	3	Wholesale trade services (G46)	228

CHARACTERISTIC GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	0.21	0.14	0.35
Gross value added (bn EUR)	0.16	0.07	0.23
Share (%)	0.60%	0.26%	0.86%
Multiplier		1.67	
Employment (headcount)	6 961	2 518	9 479
Share (%)	0.72%	0.26%	0.98%
Multiplier		1.36	

CONNECTED GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	0.14	0.07	0.21
Gross value added (bn EUR)	0.11	0.05	0.16
Share (%)	0.40%	0.20%	0.60%
Multiplier		1.50	
Employment (headcount)	6 611	1 749	8 360
Share (%)	0.68%	0.18%	0.86%
Multiplier		1.26	

Factsheet: LITHUANIA

SPORTS			
	direct	indirect	total
Gross domestic product (bn EUR)	0.56	0.22	0.78
Gross value added (bn EUR)	0.46	0.18	0.64
Share (%)	1.04%	0.41%	1.45%
Multiplier		1.39	
Employment (headcount)	25 539	5 877	31 416
Share (%)	1.74%	0.40%	2.14%
Multiplier		1.23	

Top-10 sectors			
Gross Value Added (m EUR)		Employment (headcount)	
Education services (P85)	141	Education services (P85)	10 134
Sporting services (R93)	64	Sporting services (R93)	4 765
Wholesale trade services (G46)	39	Retail trade services (G47)	1 929
Retail trade services (G47)	37	Creative, arts, entertainment; gambling and betting services (C90-92)	1 749
Creative, arts, entertainment; gambling and betting services (C90-92)	33	Other transport equipment (C30)	1 001
Other transport equipment (C30)	31	Wholesale trade services (G46)	848
Wholesale/retail trade/repair services of motor vehicles + motorcycles (G45)	11	Human health services (Q86)	751
Furniture and other manufactured goods (C31-32)	11	Accomodation and food services (I)	499
Food, beverages and tobacco products (C10-12)	8	Wholesale/retail trade/repair services of motor vehicles + motorcycles (G45)	419
Machinery and equipment n.e.c. (C28)	8	Textiles, wearing apparel, leather and related products (C13-15)	415

CHARACTERISTIC GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	0.26	0.09	0.35
Gross value added (bn EUR)	0.21	0.07	0.28
Share (%)	0.48%	0.17%	0.65%
Multiplier		1.35	
Employment (headcount)	15 150	2 487	17 637
Share (%)	1.03%	0.17%	1.20%
Multiplier		1.16	

CONNECTED GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	0.3	0.13	0.43
Gross value added (bn EUR)	0.25	0.11	0.36
Share (%)	0.56%	0.24%	0.80%
Multiplier		1.43	
Employment (headcount)	10 389	3 389	13 778
Share (%)	0.71%	0.23%	0.94%
Multiplier		1.33	

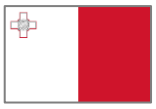
Factsheet: LUXEMBOURG

SPORTS			
	direct	indirect	total
Gross domestic product (bn EUR)	0.88	0.35	1.23
Gross value added (bn EUR)	0.72	0.28	1
Share (%)	1.27%	0.50%	1.77%
Multiplier		1.40	
Employment (headcount)	6 972	2 568	9 540
Share (%)	1.46%	0.53%	1.99%
Multiplier		1.37	

Top-10 sectors			
Gross Value Added (m EUR)		Employment (headcount)	
Constructions and construction work (F)	307	Constructions and construction work (F)	2 938
Education services (P85)	178	Education services (P85)	1 495
Sporting services (R93)	138	Sporting services (R93)	1 320
Public administration (O84)	17	Retail trade services (G47)	271
Accomodation and food services (I)	11	Accomodation and food services (I)	228
Creative, arts, entertainment; gambling and betting services (C90-92)	10	Insurance (K65)	128
Rental and leasing services (N77)	9	Public administration (O84)	102
Retail trade services (G47)	8	Legal and accounting services; management consultancy services (M69-70)	101
Human health services (Q86)	8	Human health services (Q86)	100
Wholesale trade services (G46)	7	Creative, arts, entertainment; gambling and betting services (C90-92)	82

CHARACTERISTIC GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	0.4	0.09	0.49
Gross value added (bn EUR)	0.33	0.07	0.4
Share (%)	0.58%	0.13%	0.71%
Multiplier		1.23	
Employment (headcount)	2 916	547	3 463
Share (%)	0.61%	0.11%	0.72%
Multiplier		1.19	

CONNECTED GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	0.48	0.26	0.74
Gross value added (bn EUR)	0.39	0.21	0.6
Share (%)	0.69%	0.37%	1.06%
Multiplier		1.54	
Employment (headcount)	4 056	2 021	6 077
Share (%)	0.85%	0.42%	1.27%
Multiplier		1.50	



Factsheet: MALTA

SPORTS			
	direct	indirect	total
Gross domestic product (bn EUR)	0.26	0.09	0.35
Gross value added (bn EUR)	0.22	0.08	0.3
Share (%)	1.75%	0.60%	2.35%
Multiplier		1.35	
Employment (headcount)	4 988	1 839	6 827
Share (%)	1.85%	0.68%	2.53%
Multiplier		1.37	

Top-10 sectors			
Gross Value Added (m EUR)		Employment (headcount)	
Creative, arts, entertainment; gambling and betting services (C90-92)	68	Education services (P85)	1 069
Education services (P85)	31	Sporting services (R93)	1 047
Sporting services (R93)	28	Accomodation and food services (I)	603
Accomodation and food services (I)	24	Retail trade services (G47)	479
Retail trade services (G47)	14	Creative, arts, entertainment; gambling and betting services (C90-92)	374
Wholesale trade services (G46)	11	Wholesale trade services (G46)	260
Constructions and construction work (F)	7	Constructions and construction work (F)	237
Publishing services (J58)	5	Insurance (K65)	187
Computer programming, consultancy and related services; Information services (J62-63)	4	Public administration (O84)	113
Legal and accounting services; services of head offices; management consultancy services (M69-70)	4	Security (N80-82)	78

CHARACTERISTIC GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	0.07	0.02	0.09
Gross value added (bn EUR)	0.06	0.02	0.08
Share (%)	0.47%	0.13%	0.60%
Multiplier		1.29	
Employment (headcount)	2 229	539	2 768
Share (%)	0.83%	0.20%	1.03%
Multiplier		1.24	

CONNECTED GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	0.19	0.07	0.26
Gross value added (bn EUR)	0.16	0.06	0.22
Share (%)	1.28%	0.47%	1.75%
Multiplier		1.37	
Employment (headcount)	2 759	1 300	4 059
Share (%)	1.02%	0.48%	1.50%
Multiplier		1.47	

Factsheet: NETHERLANDS

SPORTS			
	direct	indirect	total
Gross domestic product (bn EUR)	11.68	5.73	17.41
Gross value added (bn EUR)	9.39	4.6	13.99
Share (%)	1.29%	0.63%	1.92%
Multiplier		1.49	
Employment (headcount)	180 725	62 806	243 531
Share (%)	1.84%	0.64%	2.48%
Multiplier		1.35	

Top-10 sectors			
Gross Value Added (m EUR)		**Employment (headcount)**	
Sporting services (R93)	2 030	Sporting services (R93)	56 806
Education services (P85)	1 768	Education services (P85)	33 960
Wholesale trade services (G46)	1 190	Accomodation and food services (I)	27 156
Public administration (O84)	993	Retail trade services (G47)	26 580
Accomodation and food services (I)	842	Public administration (O84)	10 350
Retail trade services (G47)	662	Human health services (Q86)	6 127
Publishing services (J58)	633	Wholesale trade services (G46)	5 721
Human health services (Q86)	387	Publishing services (J58)	3 342
Computer programming, consultancy ; Information services (J62-63)	130	Wholesale/retail trade motor vehicles + motorcycles (G45)	2 507
Wholesale/retail trade motor vehicles + motorcycles (G45)	127	Computer programming, consultancy; Information services (J62-63)	1 281

CHARACTERISTIC GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	5.96	2.74	8.7
Gross value added (bn EUR)	4.79	2.2	6.99
Share (%)	0.66%	0.30%	0.96%
Multiplier		1.46	
Employment (headcount)	101 116	32 627	133 743
Share (%)	1.03%	0.33%	1.36%
Multiplier		1.32	

CONNECTED GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	5.72	2.99	8.71
Gross value added (bn EUR)	4.6	2.4	7
Share (%)	0.63%	0.33%	0.96%
Multiplier		1.52	
Employment (headcount)	79 609	30 179	109 788
Share (%)	0.81%	0.31%	1.12%
Multiplier		1.38	

Factsheet: POLAND

SPORTS			
	direct	indirect	total
Gross domestic product (bn EUR)	12.65	7.84	20.49
Gross value added (bn EUR)	10.46	6.48	16.94
Share (%)	2.23%	1.38%	3.61%
Multiplier		1.62	
Employment (headcount)	393 109	195 043	588 152
Share (%)	2.42%	1.20%	3.62%
Multiplier		1.50	

Top-10 sectors			
Gross Value Added (m EUR)		Employment (headcount)	
Constructions and construction work (F)	1 961	Education services (P85)	99 323
Education services (P85)	1 520	Sporting services (R93)	64 066
Repair services of computers and personal and household goods (S95)	1 452	Constructions and construction work (F)	46 357
Sporting services (R93)	1 211	Creative, arts, entertainment; gambling and betting services (C90-92)	38 850
Retail trade services (G47)	670	Retail trade services (G47)	32 083
Creative, arts, entertainment; gambling and betting services (C90-92)	650	Textiles, wearing apparel, leather and related products (C13-15)	27 147
Textiles, wearing apparel, leather and related products (C13-15)	536	Other transport equipment (C30)	18 885
Other transport equipment (C30)	431	Furniture and other manufactured goods (C31-32)	13 858
Fabricated metal products (C25)	286	Repair services of computers and personal and household goods (S95)	11 996
Furniture and other manufactured goods (C31-32)	268	Accomodation and food services (I)	6 972

CHARACTERISTIC GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	3.58	1.6	5.18
Gross value added (bn EUR)	2.96	1.32	4.28
Share (%)	0.63%	0.28%	0.91%
Multiplier		1.45	
Employment (headcount)	168 901	40 718	209 619
Share (%)	1.04%	0.25%	1.29%
Multiplier		1.24	

CONNECTED GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	9.07	6.24	15.31
Gross value added (bn EUR)	7.5	5.16	12.66
Share (%)	1.60%	1.10%	2.70%
Multiplier		1.69	
Employment (headcount)	224 208	154 326	378 534
Share (%)	1.38%	0.95%	2.33%
Multiplier		1.69	

Factsheet: PORTUGAL

SPORTS			
	direct	indirect	total
Gross domestic product (bn EUR)	2.89	1.5	4.39
Gross value added (bn EUR)	2.27	1.18	3.45
Share (%)	1.23%	0.64%	1.87%
Multiplier		1.52	
Employment (headcount)	82 411	31 823	114 234
Share (%)	1.57%	0.61%	2.18%
Multiplier		1.39	

Top-10 sectors			
Gross Value Added (m EUR)		Employment (headcount)	
Sporting services (R93)	828	Sporting services (R93)	31 160
Education services (P85)	439	Education services (P85)	14 310
Retail trade services (G47)	243	Retail trade services (G47)	12 875
Textiles, wearing apparel, leather and related products (C13-15)	239	Textiles, wearing apparel, leather and related products (C13-15)	8 656
Human health services (Q86)	90	Security (N80)	2 587
Constructions and construction work (F)	63	Human health services (Q86)	2 479
Legal and accounting services; management consultancy services (M69-70)	54	Furniture and other manufactured goods (C31-32)	2 224
Public administration (O84)	48	Legal and accounting services; management consultancy services (M69-70)	2 151
Furniture and other manufactured goods (C31-32)	45	Constructions and construction work (F)	1 080
Security (N80)	33	Fabricated metal products (C25)	1 080

CHARACTERISTIC GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	1.67	0.8	2.47
Gross value added (bn EUR)	1.31	0.63	1.94
Share (%)	0.71%	0.34%	1.05%
Multiplier		1.48	
Employment (headcount)	46 011	17 117	63 128
Share (%)	0.88%	0.33%	1.21%
Multiplier		1.37	

CONNECTED GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	1.22	0.7	1.92
Gross value added (bn EUR)	0.96	0.55	1.51
Share (%)	0.52%	0.30%	0.82%
Multiplier		1.57	
Employment (headcount)	36 400	14 706	51 106
Share (%)	0.69%	0.28%	0.97%
Multiplier		1.40	

Factsheet: ROMANIA

SPORTS			
	direct	indirect	total
Gross domestic product (bn EUR)	3.12	1.65	4.77
Gross value added (bn EUR)	2.6	1.37	3.97
Share (%)	1.28%	0.68%	1.96%
Multiplier		1.53	
Employment (headcount)	88 501	41 941	130 442
Share (%)	1.13%	0.54%	1.67%
Multiplier		1.47	

Top-10 sectors			
Gross Value Added (m EUR)		Employment (headcount)	
Education services (P85)	634	Sporting services (R93)	17 131
Sporting services (R93)	509	Textiles, wearing apparel, leather and related products (C13-15)	13 991
Motor vehicles, trailers and semi-trailers (C29)	249	Furniture and other manufactured goods (C31-32)	12 561
Textiles, wearing apparel, leather and related products (C13-15)	165	Retail trade services (G47)	10 375
Furniture and other manufactured goods (C31-32)	142	Motor vehicles, trailers and semi-trailers (C29)	8 458
Retail trade services (G47)	141	Accomodation and food services (I)	3 529
Accomodation and food services (I)	106	Machinery and equipment n.e.c. (C28)	3 045
Wholesale trade services (G46)	94	Other transport equipment (C30)	2 600
Machinery and equipment n.e.c. (C28)	86	Wholesale trade services (G46)	2 488
Publishing services (J58)	78	Rubber and plastic products (C22)	2 296

CHARACTERISTIC GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	1.43	0.58	2.01
Gross value added (bn EUR)	1.19	0.48	1.67
Share (%)	0.59%	0.24%	0.83%
Multiplier		1.41	
Employment (headcount)	20 532	12 438	32 970
Share (%)	0.26%	0.16%	0.42%
Multiplier		1.61	

CONNECTED GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	1.69	1.07	2.76
Gross value added (bn EUR)	1.41	0.89	2.3
Share (%)	0.69%	0.44%	1.13%
Multiplier		1.63	
Employment (headcount)	67 969	29 502	97 471
Share (%)	0.87%	0.38%	1.25%
Multiplier		1.43	

Factsheet: SLOVAKIA

SPORTS			
	direct	indirect	total
Gross domestic product (bn EUR)	1.61	0.74	2.35
Gross value added (bn EUR)	1.27	0.59	1.86
Share (%)	1.51%	0.69%	2.20%
Multiplier		1.46	
Employment (headcount)	54 182	16 240	70 422
Share (%)	2.26%	0.68%	2.94%
Multiplier		1.30	

Top-10 sectors			
Gross Value Added (m EUR)		Employment (headcount)	
Education services (P85)	217	Education services (P85)	13 361
Sporting services (R93)	197	Sporting services (R93)	9 583
Public administration (O84)	144	Accomodation and food services (I)	8 081
Land transport services (H49)	122	Land transport services (H49)	3 497
Textiles, wearing apparel, leather and related products (C13-15)	81	Retail trade services (G47)	3 462
Accomodation and food services (I)	76	Public administration (O84)	3 227
Retail trade services (G47)	73	Textiles, wearing apparel, leather and related products (C13-15)	3 215
Wholesale trade services (G46)	72	Furniture and other manufactured goods (C31-32)	1 564
Motor vehicles, trailers and semi-trailers (C29)	43	Motor vehicles, trailers and semi-trailers (C29)	1 422
Furniture and other manufactured goods (C31-32)	33	Publishing services (J58)	1 049

CHARACTERISTIC GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	0.71	0.26	0.97
Gross value added (bn EUR)	0.56	0.21	0.77
Share (%)	0.67%	0.24%	0.91%
Multiplier		1.37	
Employment (headcount)	26 171	5 884	32 055
Share (%)	1.09%	0.25%	1.34%
Multiplier		1.22	

CONNECTED GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	0.9	0.48	1.38
Gross value added (bn EUR)	0.71	0.38	1.09
Share (%)	0.84%	0.45%	1.29%
Multiplier		1.53	
Employment (headcount)	28 011	10 356	38 367
Share (%)	1.17%	0.43%	1.60%
Multiplier		1.37	

Factsheet: SLOVENIA

SPORTS			
	direct	indirect	total
Gross domestic product (bn EUR)	0.81	0.33	1.14
Gross value added (bn EUR)	0.64	0.26	0.9
Share (%)	1.49%	0.61%	2.10%
Multiplier		1.41	
Employment (headcount)	20 422	6 677	27 099
Share (%)	1.99%	0.65%	2.64%
Multiplier		1.33	

Top-10 sectors			
Gross Value Added (m EUR)		Employment (headcount)	
Education services (P85)	204	Education services (P85)	7 644
Sporting services (R93)	87	Sporting services (R93)	3 695
Retail trade services (G47)	79	Retail trade services (G47)	2 791
Wholesale trade services (G46)	51	Accomodation and food services (I)	1 628
Human health services (Q86)	50	Human health services (Q86)	1 018
Accomodation and food services (I)	39	Furniture and other manufactured goods (C31-32)	595
Furniture and other manufactured goods (C31-32)	22	Products of agriculture (A01)	405
Land transport services (H49)	14	Wholesale trade services (G46)	383
Constructions and construction work (F)	11	Land transport services (H49)	353
Fabricated metal products (C25)	11	Fabricated metal products (C25)	334

CHARACTERISTIC GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	0.38	0.13	0.51
Gross value added (bn EUR)	0.3	0.1	0.4
Share (%)	0.70%	0.24%	0.94%
Multiplier		1.34	
Employment (headcount)	11 420	2 740	14 160
Share (%)	1.11%	0.27%	1.38%
Multiplier		1.24	

CONNECTED GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	0.43	0.2	0.63
Gross value added (bn EUR)	0.34	0.16	0.5
Share (%)	0.79%	0.37%	1.16%
Multiplier		1.47	
Employment (headcount)	9 002	3 937	12 939
Share (%)	0.88%	0.38%	1.26%
Multiplier		1.44	

Factsheet: SPAIN

SPORTS			
	direct	indirect	total
Gross domestic product (bn EUR)	28.26	18.06	46.32
Gross value added (bn EUR)	22.84	14.6	37.44
Share (%)	2.02%	1.29%	3.31%
Multiplier		1.64	
Employment (headcount)	472 225	205 940	678 165
Share (%)	2.31%	1.00%	3.31%
Multiplier		1.44	

Top-10 sectors			
Gross Value Added (m EUR)		Employment (headcount)	
Sporting services (R93)	7 989	Sporting services (R93)	159 180
Education services (P85)	4 509	Education services (P85)	104 384
Creative, arts, entertainment; gambling and betting services (C90-92)	2 327	Creative, arts, entertainment, library; gambling and betting services (R90-92)	38 970
Land transport services (H49)	1 496	Retail trade services (G47)	35 128
Accomodation and food services (I)	1 104	Accomodation and food services (I)	32 034
Retail trade services (G47)	895	Land transport services (H49)	28 261
Publishing services (J58)	731	Constructions and construction work (F)	10 696
Other transport equipment (C30)	689	Publishing services (J58)	10 660
Constructions and construction work (F)	505	Other transport equipment (C30)	6 537
Textiles, wearing apparel, leather and related products (C13-15)	377	Wholesale trade services (G46)	5 123

CHARACTERISTIC GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	15.63	7.41	23.04
Gross value added (bn EUR)	12.63	5.99	18.62
Share (%)	1.12%	0.53%	1.65%
Multiplier		1.47	
Employment (headcount)	268 339	88 777	357 116
Share (%)	1.31%	0.43%	1.74%
Multiplier		1.33	

CONNECTED GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	12.63	10.65	23.28
Gross value added (bn EUR)	10.21	8.61	18.82
Share (%)	0.90%	0.76%	1.66%
Multiplier		1.84	
Employment (headcount)	203 886	117 162	321 048
Share (%)	1.00%	0.57%	1.57%
Multiplier		1.57	

Factsheet: SWEDEN

SPORTS			
	direct	indirect	total
Gross domestic product (bn EUR)	8.7	5.19	13.89
Gross value added (bn EUR)	6.97	4.15	11.12
Share (%)	1.64%	0.98%	2.62%
Multiplier		1.60	
Employment (headcount)	140 226	46 980	187 206
Share (%)	2.51%	0.84%	3.35%
Multiplier		1.34	

Top-10 sectors			
Gross Value Added (m EUR)		Employment (headcount)	
Sporting services (R93)	2 238	Sporting services (R93)	60 800
Education services (P85)	1 618	Education services (P85)	38 990
Wholesale trade services (G46)	542	Accomodation and food services (I)	9 366
Publishing services (J58)	433	Retail trade services (G47)	6 880
Accomodation and food services (I)	329	Wholesale trade services (G46)	5 168
Furniture and other manufactured goods (C31-32)	318	Publishing services (J58)	3 265
Retail trade services (G47)	276	Furniture and other manufactured goods (C31-32)	3 146
Motor vehicles, trailers and semi-trailers (C29)	198	Human health services (Q86)	2 288
Machinery and equipment n.e.c. (C28)	179	Public administration (O84)	2 276
Public administration (O84)	170	Motor vehicles, trailers and semi-trailers (C29)	1 549

CHARACTERISTIC GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	5.03	3	8.03
Gross value added (bn EUR)	4.03	2.4	6.43
Share (%)	0.95%	0.57%	1.52%
Multiplier		1.60	
Employment (headcount)	102 066	26 677	128 743
Share (%)	1.83%	0.48%	2.31%
Multiplier		1.26	

CONNECTED GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	3.67	2.19	5.86
Gross value added (bn EUR)	2.94	1.75	4.69
Share (%)	0.69%	0.41%	1.10%
Multiplier		1.60	
Employment (headcount)	38 160	20 304	58 464
Share (%)	0.68%	0.36%	1.04%
Multiplier		1.53	

Factsheet: UNITED KINGDOM

SPORTS			
	direct	indirect	total
Gross domestic product (bn EUR)	64.43	38.18	102.61
Gross value added (bn EUR)	52.99	31.4	84.39
Share (%)	2.35%	1.39%	3.74%
Multiplier		1.59	
Employment (headcount)	1 154 474	467 619	1 622 093
Share (%)	3.45%	1.40%	4.85%
Multiplier		1.41	

Top-10 sectors			
Gross Value Added (m EUR)		Employment (headcount)	
Sporting services (R93)	9 344	Sporting services (R93)	362 400
Education services (P85)	6 961	Retail trade services (G47)	192 396
Retail trade services (G47)	6 379	Accomodation and food services (I)	137 462
Accomodation and food services (I)	5 440	Education services (P85)	133 488
Wholesale trade services (G46)	3 096	Creative, arts, entertainment; gambling and betting services (C90-92)	42 836
Public administration (O84)	2 174	Wholesale trade services (G46)	36 349
Constructions and construction work (F)	2 102	Constructions and construction work (F)	33 357
Motion picture/video/television programme production services; programming + broadcasting services (J59-60)	2 050	Public administration (O84)	28 385
Creative, arts, entertainment; gambling and betting services (C90-92)	1 834	Human health services (Q86)	18 013
Legal and accounting services; management consultancy services (M69-70)	1 561	Other professional, scientific + technical services; veterinary services (M74-75)	17 469

CHARACTERISTIC GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	22.47	10.66	33.13
Gross value added (bn EUR)	18.48	8.77	27.25
Share (%)	0.82%	0.39%	1.21%
Multiplier		1.47	
Employment (headcount)	524 273	139 269	663 542
Share (%)	1.57%	0.42%	1.99%
Multiplier		1.27	

CONNECTED GOODS			
	direct	indirect	total
Gross domestic product (bn EUR)	41.96	27.52	69.48
Gross value added (bn EUR)	34.51	22.63	57.14
Share (%)	1.53%	1.00%	2.53%
Multiplier		1.66	
Employment (headcount)	630 201	328 350	958 551
Share (%)	1.88%	0.98%	2.86%
Multiplier		1.52	

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APPENDIX 2: CPA CODES USED IN THE VILNIUS 3 DEFINITION

Characteristic Products

93.11 Sports facility operation services

93.12 Services of sport clubs

93.13 Services of fitness facilities

93.19 Other sporting services

84.22 Defence services

84.24 Public order and safety services

85.10 Pre-primary education services

85.20 Primary education services

85.31 General secondary education services

85.32 Technical and vocational secondary education services

85.51 Sports and recreation education services

85.52 Cultural education services

85.53 Driving school services

85.60 Educational support services

Connected Products

01.19 Other non-perennial crops

01.43 Horses and other equines, live

01.62 Support services to animal production

02.40 Support services to forestry

10.86 Homogenised food preparations and dietetic food

10.91 Prepared feeds for farm animals
11.07 Soft drinks; mineral waters and other bottled waters
13.92 Made-up textile articles, except apparel
13.94 Cordage, rope, twine and netting
14.11 Leather clothes
14.12 Workwear
14.13 Other outerwear
14.14 Underwear
14.19 Other wearing apparel and accessories
15.12 Luggage, handbags and the like; saddlery and harness
15.20 Footwear
19.20 Refined petroleum products
20.41 Soap and detergents, cleaning and polishing preparations
20.42 Perfumes and toilet preparations
22.11 Rubber tyres and tubes; retreading and rebuilding of rubber tyres
22.19 Other rubber products
25.40 Weapons and ammunition
25.71 Cutlery
26.52 Watches and clocks
28.11 Engines and turbines, except aircraft, vehicle and cycle engines
28.15 Bearings, gears, gearing and driving elements
28.9 Other special-purpose machinery
29.10 Motor vehicles
29.20 Bodies (coachwork) for motor vehicles; trailers and semi-trailers
30.12 Pleasure and sporting boats
30.30 Air and spacecraft and related machinery
30.91 Motorcycles
30.92 Bicycles and invalid carriages
30.99 Other transport equipment n.e.c.
32.3 Sports goods
32.4 Games and toys
32.5 Medical and dental instruments and supplies
32.99 Other manufactured goods n.e.c.
33.11 Repair services of fabricated metal products

33.12 Repair services of machinery

33.13 Repair services of electronical and optical equipment

33.15 Repair and maintenance services of ships and boats

33.16 Repair and maintenance services of aircraft and spacecraft

33.17 Repair and maintenance services of other transport equipment

33.19 Repair services of other equipment

33.2 Installation services of industrial machinery and equipment

41 Buildings and building construction works

42.11 Roads and motorways; construction works for roads and motorways

42.99 Constructions and construction works for other civil engineering projects n.e.c.

43 Specialised construction works

45.11 Trade services of cars and light motor vehicles

45.19 Trade services of other motor vehicles

45.2 Maintenance and repair services of motor vehicles

45.4 Trade, maintenance and repair services of motorcycles and related parts and accessories

46.11 Wholesale trade services on a fee or contract basis of agricultural raw materials, live animals, textile raw materials and semi-finished goods

46.16 Wholesale trade services on a fee or contract basis of textiles, clothing, fur, footwear and leather goods

46.18 Wholesale trade services on a fee or contract basis of other particular products

46.23 Wholesale trade services of live animals

46.38 Wholesale trade services of other food, including fish, crustaceans and molluscs

46.41 Wholesale trade services of textiles

46.42 Wholesale trade services of clothing and footwear

46.43 Wholesale trade services of electrical household appliances

46.46 Wholesale trade services of pharmaceutical goods

46.48 Wholesale trade services of watches and jewellery

46.49 Wholesale trade services of other household goods

46.52 Wholesale trade services of electronic and telecommunications equipment and parts

46.69 Wholesale trade services of other machinery and equipment

46.71 Wholesale trade services of solid, liquid and gaseous fuels and related products

47.00 Retail trade services; excepts motor vehicles and motorcycles

49.1 Passenger rail transport services, interurban

49.3 Other passenger land transport services

50.1 Sea and coastal passenger water transport services
50.3 Inland passenger water transport services
51.1 Passenger air transport services
52.2 Support services for transportation
55.1 Hotels and similar accommodation services
55.2 Holiday and other short stay accommodation services
55.3 Camping ground and recreational and vacation camp services
55.9 Other accommodation services
56.1 Restaurant and mobile food serving service
56.21 Event catering services
56.29 Other food serving services
56.3 Beverage serving services
58.11 Book publishing services
58.13 Publishing services for newspapers
58.14 Publishing services for journals and periodicals
58.21 Publishing services for computer games
59.11 Motion picture, video and television programme production services
59.12 Motion picture, video and television programme post-production services
60.1 Radio broadcasting services
60.2 Television programming and broadcasting services; broadcasting originals
62 Computer programming, consultancy and related services
63 Information services
65.12 Non-life insurance services
69.1 Legal services
70.21 Public relations and communication services
70.22 Business and other management consulting services
71.1 Architectural and engineering services and related technical consulting services
72.19 Research and experimental development services in other natural sciences and engineering
72.2 Research and experimental development services in social sciences and humanities
74.2 Photographic services
75.00 Veterinary services
77.21 Rental and leasing services of recreational and sports goods
77.39 Rental and leasing services of other machinery, equipment and tangible goods n.e.c.

79.11 Travel agency services

79.12 Tour operator services

79.9 Other reservation services and related services

81.1 Combined facilities support services

81.2 Cleaning services

81.3 Landscape services

84.12 Administrative services for the regulation of health care, education, cultural services and other social services, excluding social security

84.13 Administrative services for more efficient operation of businesses

85.41 Post-secondary non-tertiary education services

85.42 Tertiary education services

86.1 Hospital services

86.21 General medical practice services

86.22 Specialist medical practice services

86.9 Other human health services

92.00 Gambling and betting services

93.29 Other amusement and recreation services

95.23 Repair services of footwear and leather goods

95.29 Repair services of other personal and household goods

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APPENDIX 3: DATA USED FOR THE CONSTRUCTION OF MNIOT AND THE SSA FRAMEWORK

Pan European Sport Account

https://op.europa.eu/en/publication-detail/-/publication/865ef44c-5ca1-11e8-ab41-01aa75ed71a1/language-en

General Government expenditure by function

https://ec.europa.eu/eurostat/cache/metadata/en/gov_10a_exp_esms.htm

General Government expenditure on recreational and sporting services

https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Government_expenditure_on_recreational_and_sporting_services&oldid=575161#General_government_expenditure_on_recreational_and_sporting_services

How much do Governments spend on recreation and sport?

https://ec.europa.eu/eurostat/web/products-eurostat-news/-/edn-20200923-1

Eurostat Input-Output Tables (Figaro)

https://ec.europa.eu/eurostat/web/esa-supply-use-input-tables/database#Input-output%20tables%20industry%20by%20industry

Eurostat Employment Statistics from national accounts

https://ec.europa.eu/eurostat/databrowser/view/nama_10_a64_e/default/table?lang=en&category=na10.nama10.nama_10_dbr

Eurostat sport statistics

https://ec.europa.eu/eurostat/web/sport/methodology

Eurostat Labour Force Survey statistics

https://ec.europa.eu/eurostat/databrowser/view/lfsq_egan22d__custom_13820140/default/table?lang=en

Eurostat, Structural Business Statistics:

https://ec.europa.eu/eurostat/web/structural-business-statistics/database

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EU Sport Satellite Account: Research into estimating the economic value of sport in the EU - 2025 edition

This edition presents the latest analysis of the economic impact of sport in the European Union, using harmonised methods and the refined, updated Vilnius 3.0 definition. It provides guidance on compiling and interpreting comparable Sport Satellite Accounts (SSAs) across EU Member States, covering concepts, data sources, methodologies, and the distinction between characteristic and connected sport products. The publication details the direct and indirect contributions of sport to GDP, value added and employment, and offers insights into the broader role and impact of sport in society. It serves as a practical guide for policymakers, statisticians, and researchers interested in the development and use of harmonised sport statistics at both national and European level.

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