



European Football Merchandising Report 2008

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 M·A·R·K·E·T·I·N·G

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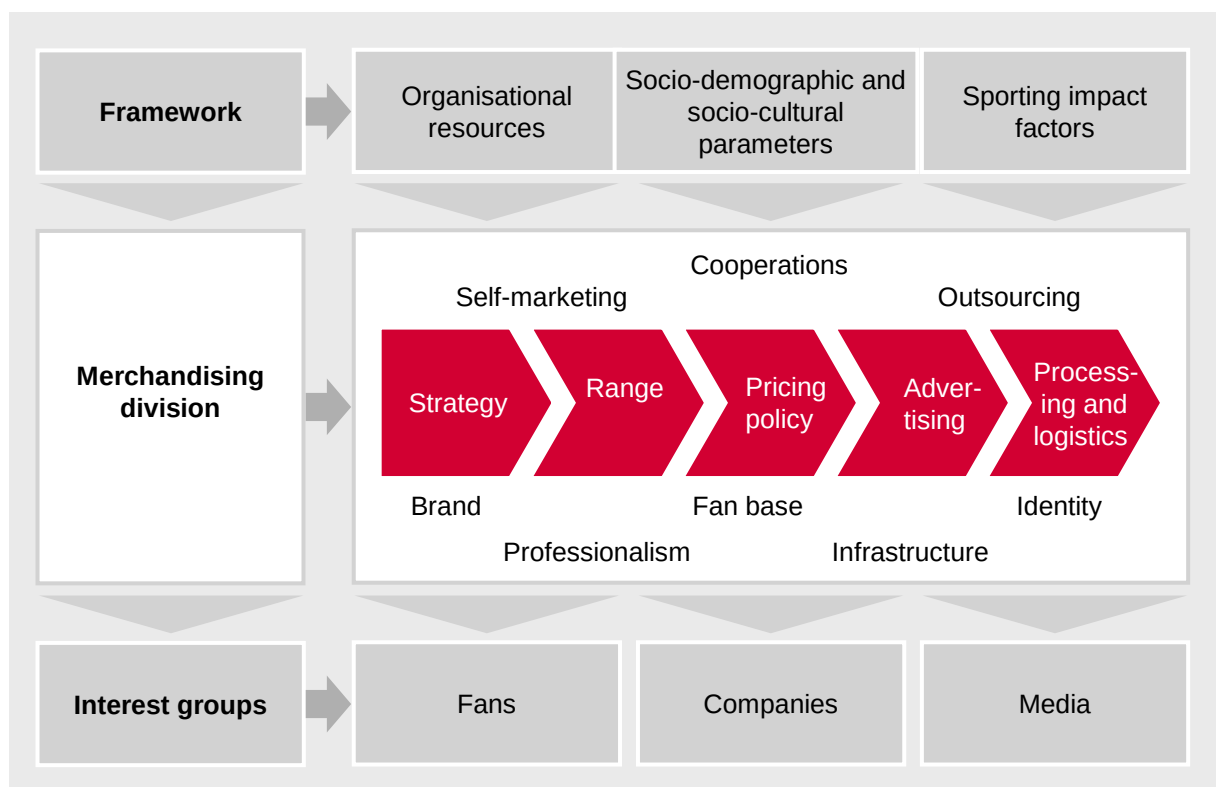
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1. Introduction

1.1. Merchandising at the focus of sport business and market research

Merchandising, which was regarded as a novel sideline at the beginning of the 1990s, has developed into a significant financial tool in the communications policy of clubs, as well as becoming an important component in brand management, competitive positioning and customer loyalty.

The concept for the “European Football Merchandising Report” stems from the lack of transparency on the market and reliable market data on the merchandise business often complained of in sport licensing.



In brief terms, merchandising is the marketing of sports brand rights in downstream fields of business and has developed into an important source of income for associations and clubs. Primarily, it includes the sum of all activities in the creation, manufacture and sale of merchandise.

A significant objective of the study is to generate clarity in the previously confusing landscape of market data, participants, structures and revenue in sport merchandising as well as to demonstrate comparisons and potential for growth.