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REPORT:

SOCCKER KIT SUPPLIERS

TOP TWO DIVISIONS IN ENGLAND, FRANCE,
GERMANY, ITALY & SPAIN

2019-20

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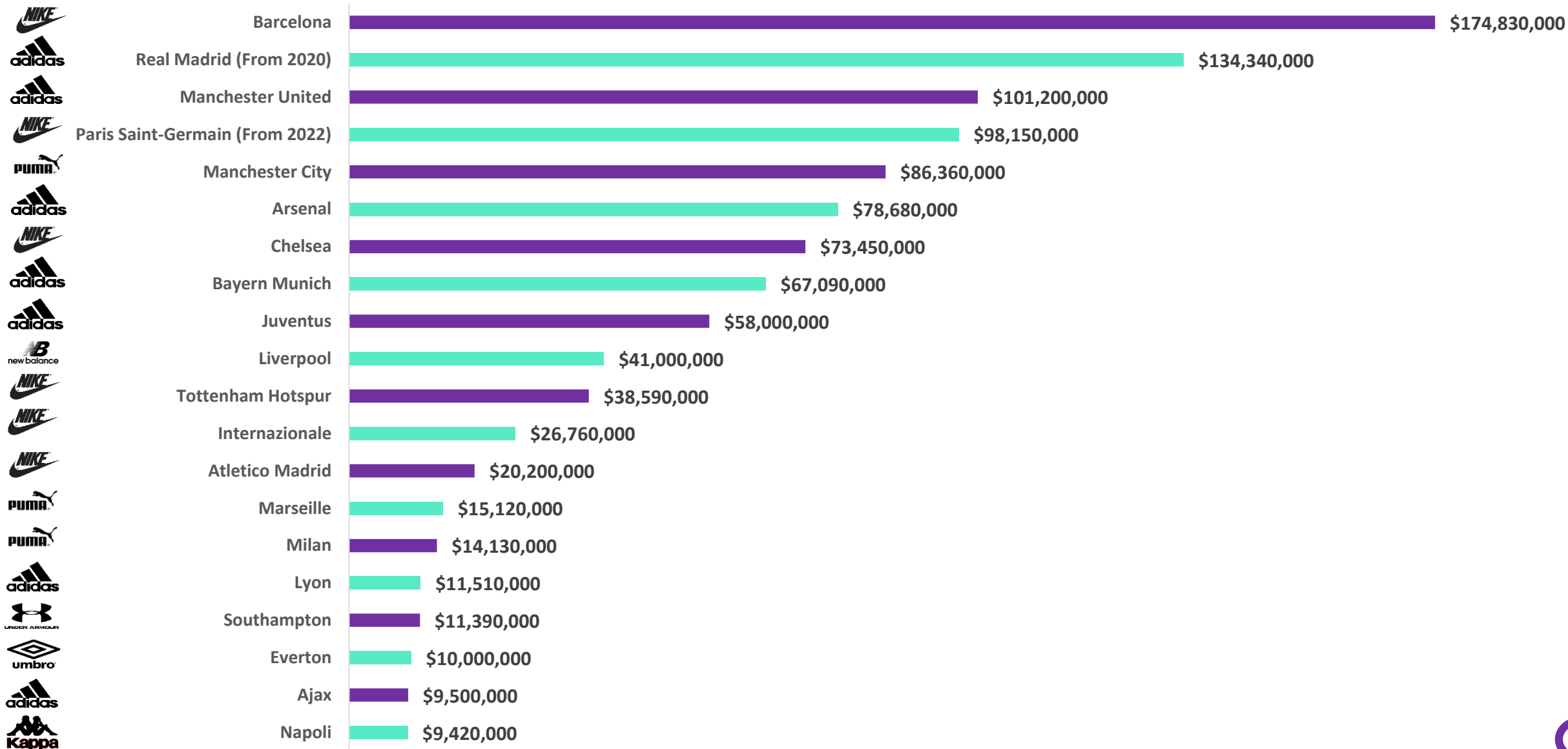


BUNDESLIGA

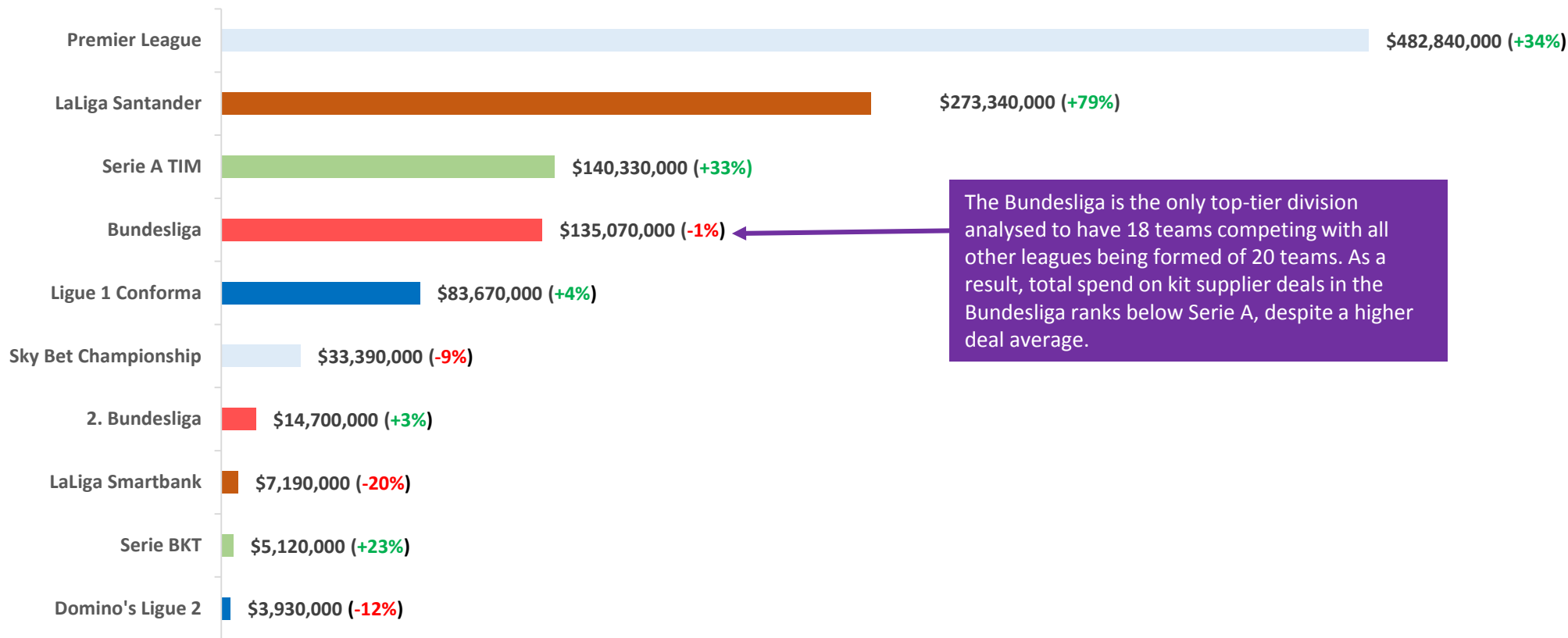


BUNDESLIGA

Kit Supplier Deals – Top 20 in Top 5 Leagues



Total Spend (USD)



The Bundesliga is the only top-tier division analysed to have 18 teams competing with all other leagues being formed of 20 teams. As a result, total spend on kit supplier deals in the Bundesliga ranks below Serie A, despite a higher deal average.





Total Spend:
\$49.5m (up 19.5%*)

Average Spend Per Team:
\$12.34m

Number of Deals:
4

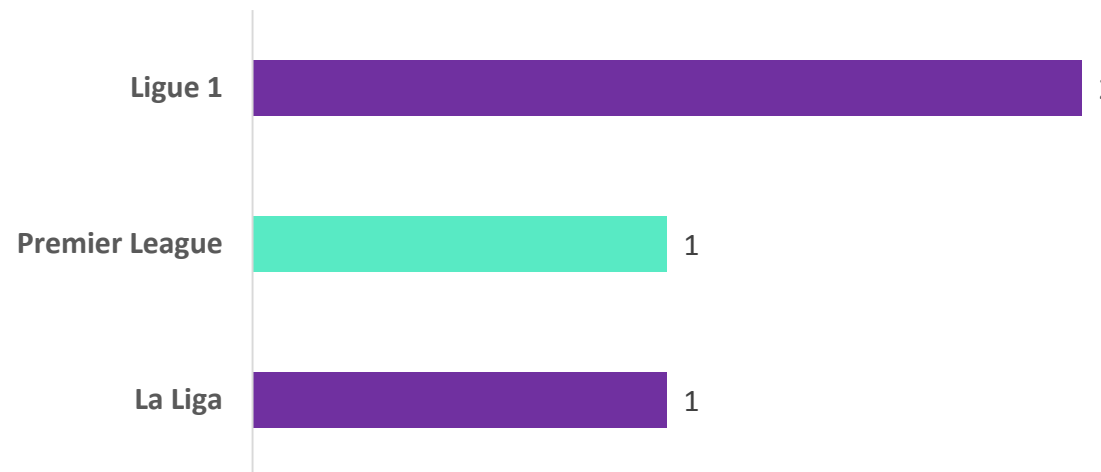
* from 2018-19 season

"We're a challenger brand. We're not going to outspend Nike. We're not going to outspend adidas. But given our ability to make great products and the assets that we are introducing today, we think we can come in and earn that number three spot." Joe Preston - product executive at New Balance

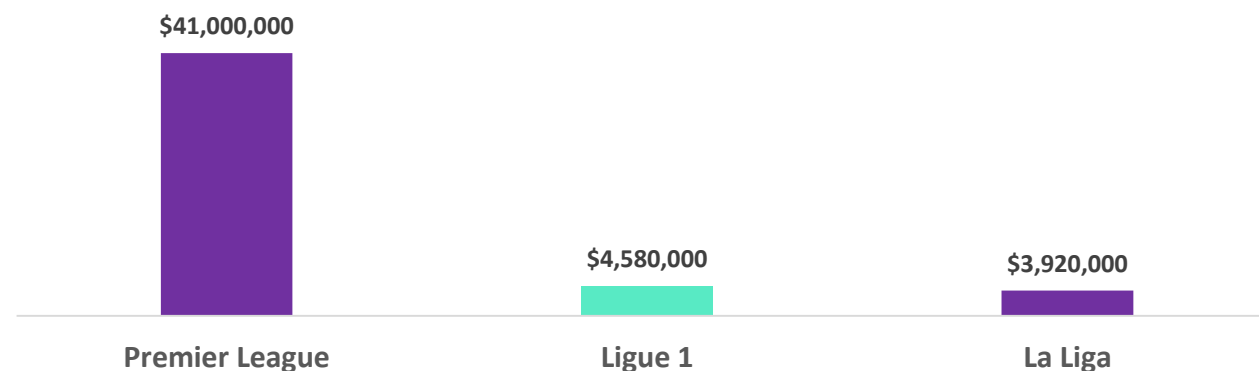
In its pursuit of the number three spot referred to by Preston, New Balance has adopted a policy of quality over quantity when it comes to kit supplier agreements. The brand will only supply four kits for the 2019-20 season, and yet will be the fourth highest spender on the 202 kit deals analysed. This policy however has seemingly payed off as its headline agreement with Liverpool has helped the brand become one of the most well known sportswear brands around the world, this despite its comparatively low presence.

As aforementioned, New Balance's agreement with Liverpool is set to expire at the end of the 2019-20 season. Following the teams recent success on the pitch the team from Merseyside are demanding an increased fee in which it is yet to be seen if New Balance will be willing to match. If New Balance decline to match the asking fee, and with no new major European teams kit deals up for renewal in the next year, the brands goal of attaining that number three spot will be severely hampered.

New Balance Number of deals by League



New Balance Spend by League



London

John Carpenter House
7 Carmelite Street
London
EC4Y 0BS
United Kingdom

+44 (0) 20 8944 8786
clientservices@sportcal.com

New York

441 Lexington Ave
3rd floor
New York, NY, 10017
United States

001-646-625-7368
clientservices@sportcal.com

Lausanne

Maison du Sport International
Avenue de Rhodanie 54
1007 Lausanne
Switzerland

+41 (0) 21 310 0740
+41 (0) 21 310 0741
clientservices@sportcal.com