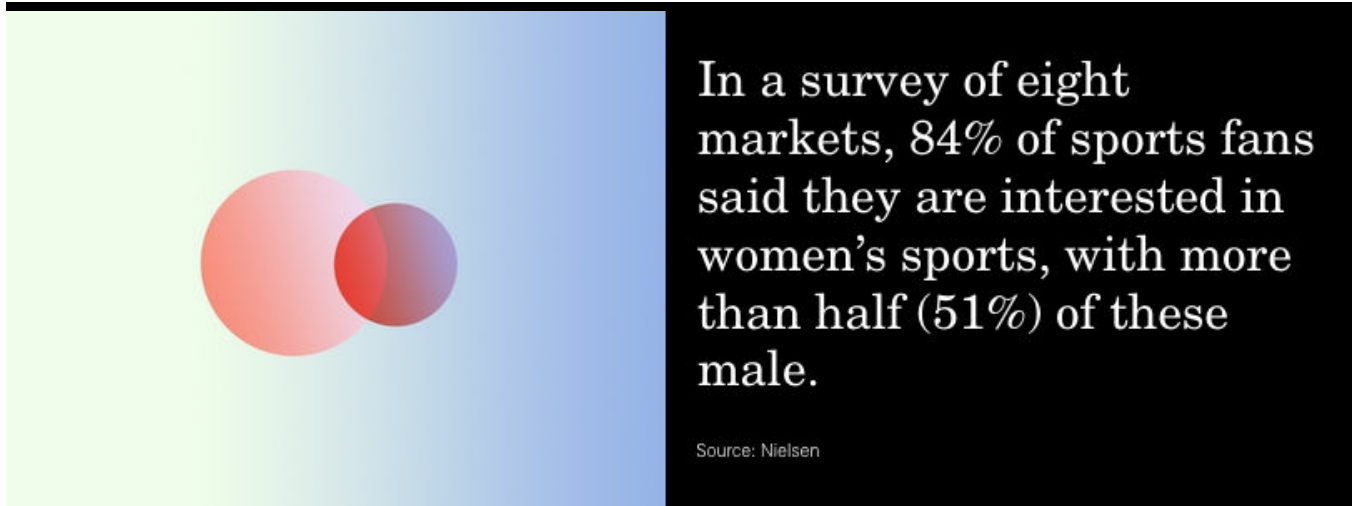


STAT: THE OPPORTUNITY FOR WOMEN'S SPORTS

By Holly Friend and Livvy Houghton

17 : 10 : 2018 Health : Wellness : Sports



A new **study** by Nielsen tracks the rise of women's sports and identifies the opportunity for brands in this sector. According to the report, which looks at eight global markets, 84% of general sports fans have an interest in women's sports. Of these respondents, 51% were male, debunking the perception that these sports are only watched by women.

This month, Fifa pledged its commitment to women's football by launching its first global strategy for the sport. The initiative aims to make football more accessible to females from a young age, and keep women involved in the sport for longer.

As part of our **Female Futures** series, we investigated the rise of the **Street Sport Rebels** – females who are using urban sports as a means of activism.