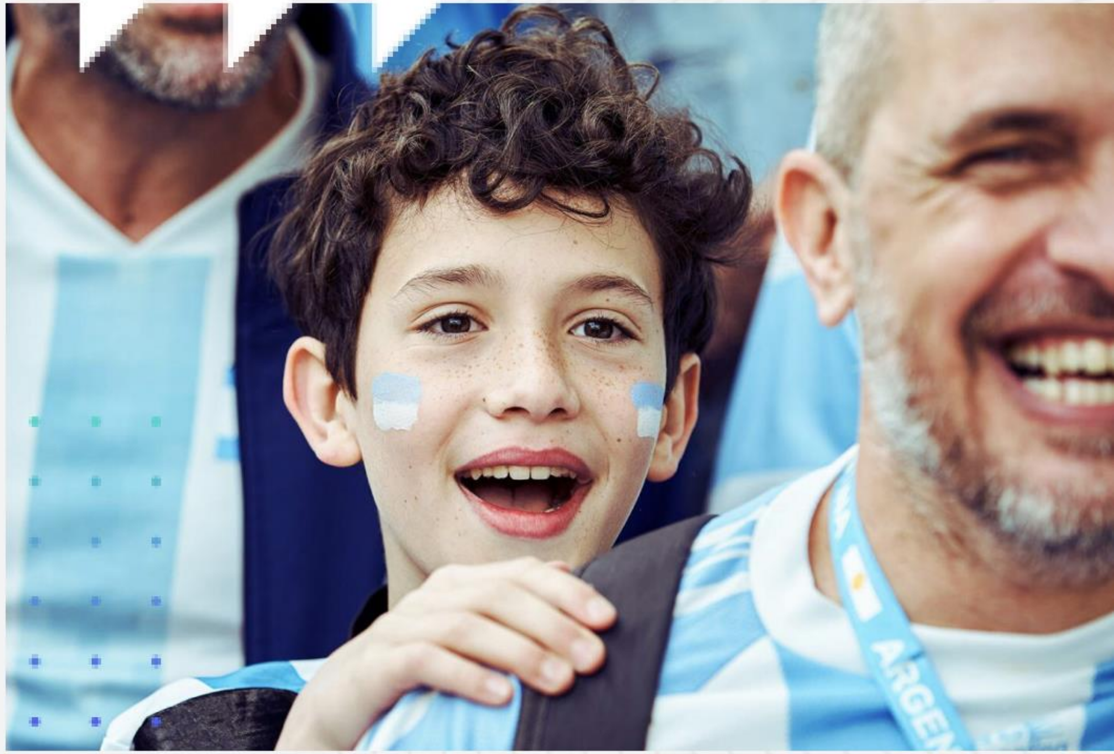
MORNING CONSULT®

2026 World Cup
Global Engagement

What Marketers Need to Know



The 2026 World Cup: What Marketers Need to Know

To assess how interest is shaping up for the World Cup and what corporate sponsors need to understand, **Morning Consult conducted a survey with Bloomberg** of 2,000 U.S. adults. This report details that data, along with global tracking from Morning Consult Intelligence.

Most of the world is ready for the Cup — but playing host is not driving a surge of American interest. Across nine markets tracked by Morning Consult, interest is led by Brazil (74% plan to watch), the U.K. (58%) and Mexico (57%). The co-hosts sit last: just 36% of Canadians and 31% of Americans plan to tune in, and 39% of U.S. adults have heard nothing at all about the tournament.

Global interest is climbing as kickoff approaches. Total expected engagement rose from March to May in seven of nine tracked markets.

Fan profiles differ sharply by region. Audiences skew male everywhere (56–75% of fans), young in Latin America and older in Europe, and wealth profiles diverge just as widely — the same campaign will not travel across markets.

For brands, the American fans who do exist are worth reaching. They skew toward commercially attractive segments: adults earning $100K+, ages 35–44, and Hispanic adults. They're streaming-first and heavily online — far ahead of average Americans on platforms like Instagram and Apple TV+ — which makes them addressable well beyond the broadcast itself.

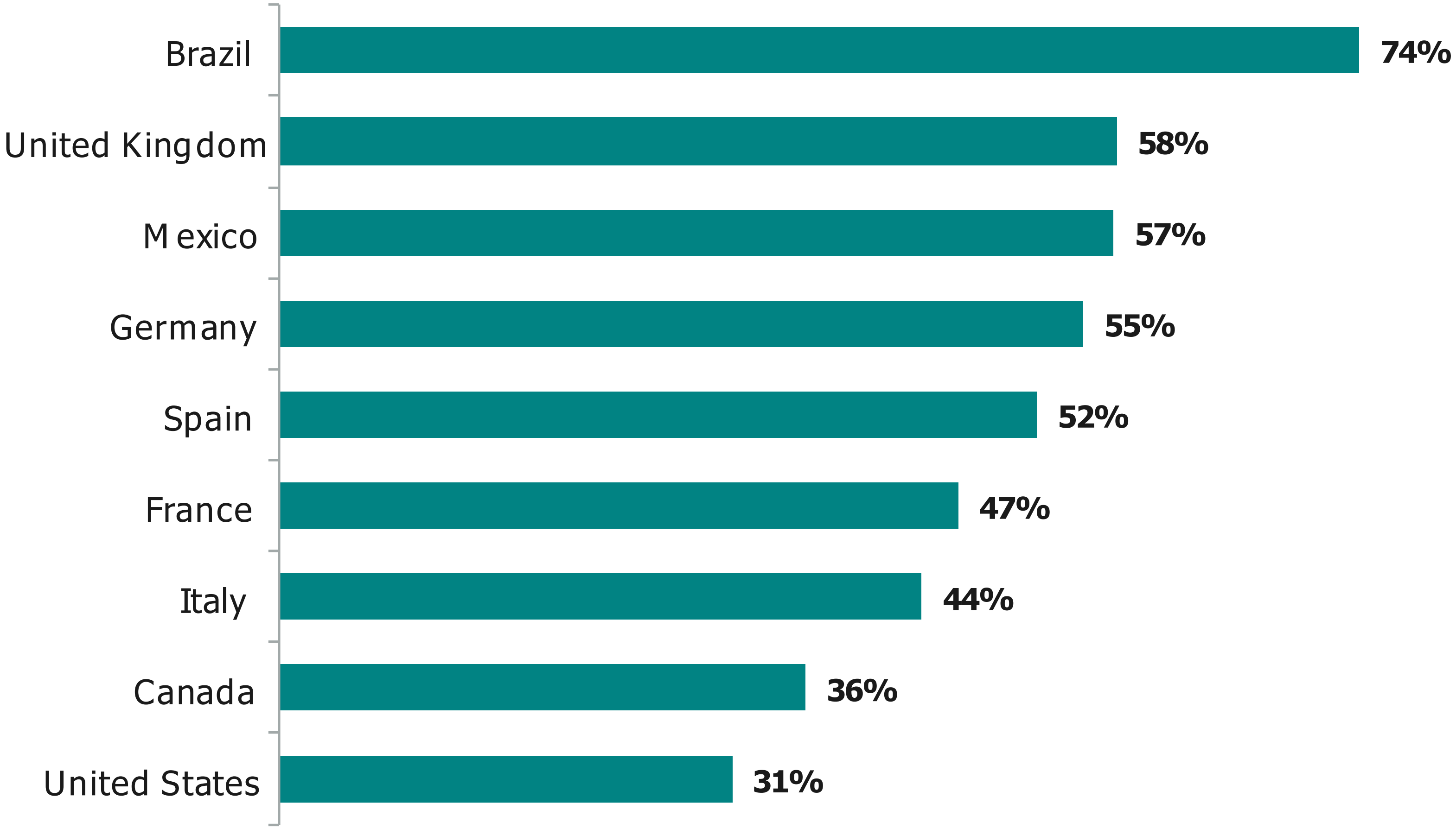
The sponsorship picture cuts both ways. Recognition is weak: 42% of U.S. adults can't name a single World Cup sponsor, and Nike — not even an official partner — outpolls FIFA partner Adidas, proof that existing fame beats official status. But the halo is real: 57% say sponsoring makes a brand seem more popular, higher quality or more trustworthy.

Global Interest

GLOBAL INTEREST

Total engagement in the 2026 FIFA World Cup, by country

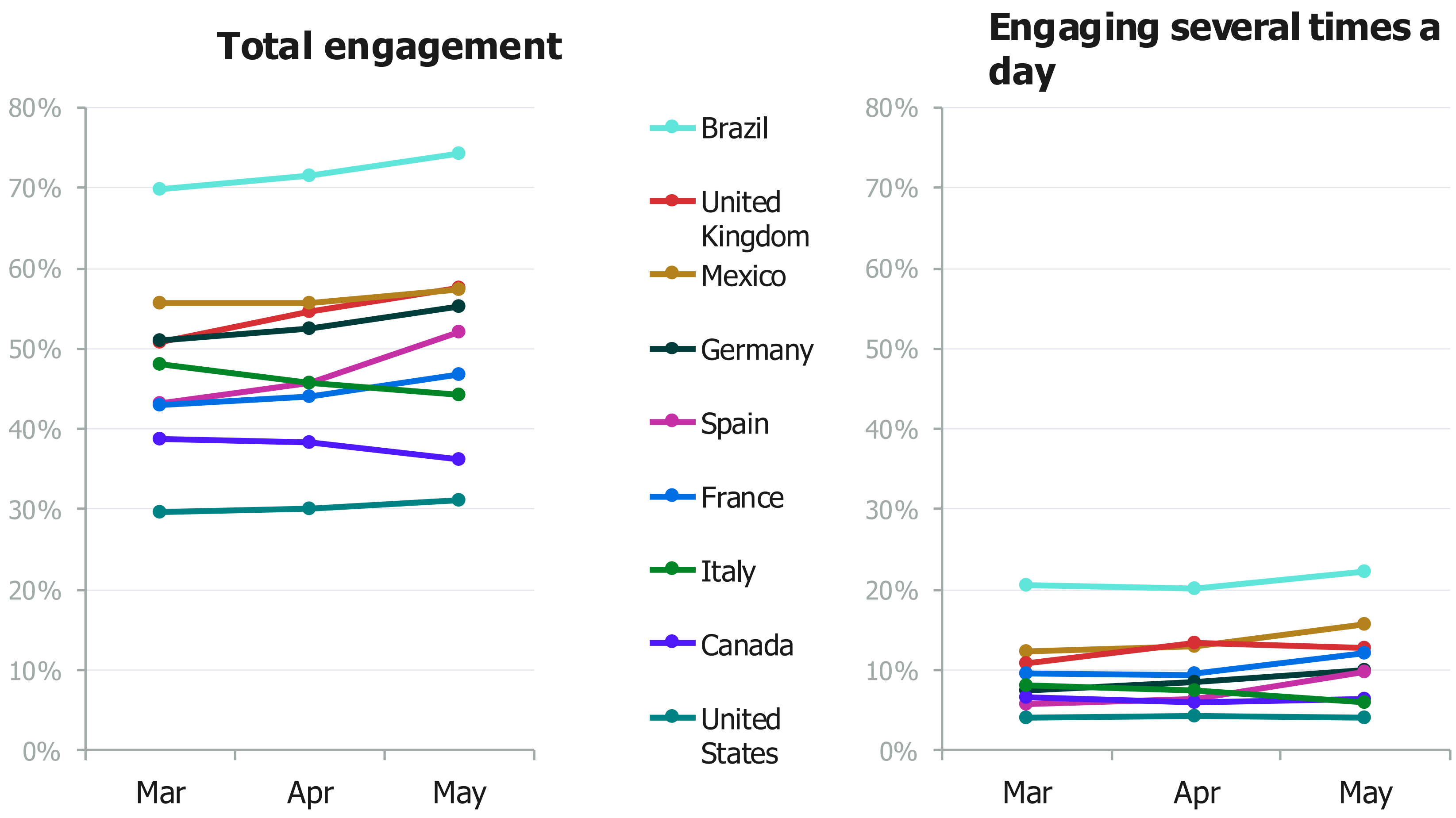
Share who watch or plan to watch at least weekly — General population, May 2026



Brazil is in a tier of its own. 74% of Brazilian adults watch or plan to watch the tournament — 16 points clear of any other market. A second tier of established soccer markets (the U.K., Mexico, Germany and Spain) clusters in the mid-50s. The host markets with the most room to grow sit at the bottom: Just 36% of Canadians and 31% of Americans plan to tune in.

Interest is on the rise

Total expected engagement (plan to watch at least weekly) vs. share engaging "several times a day," by month

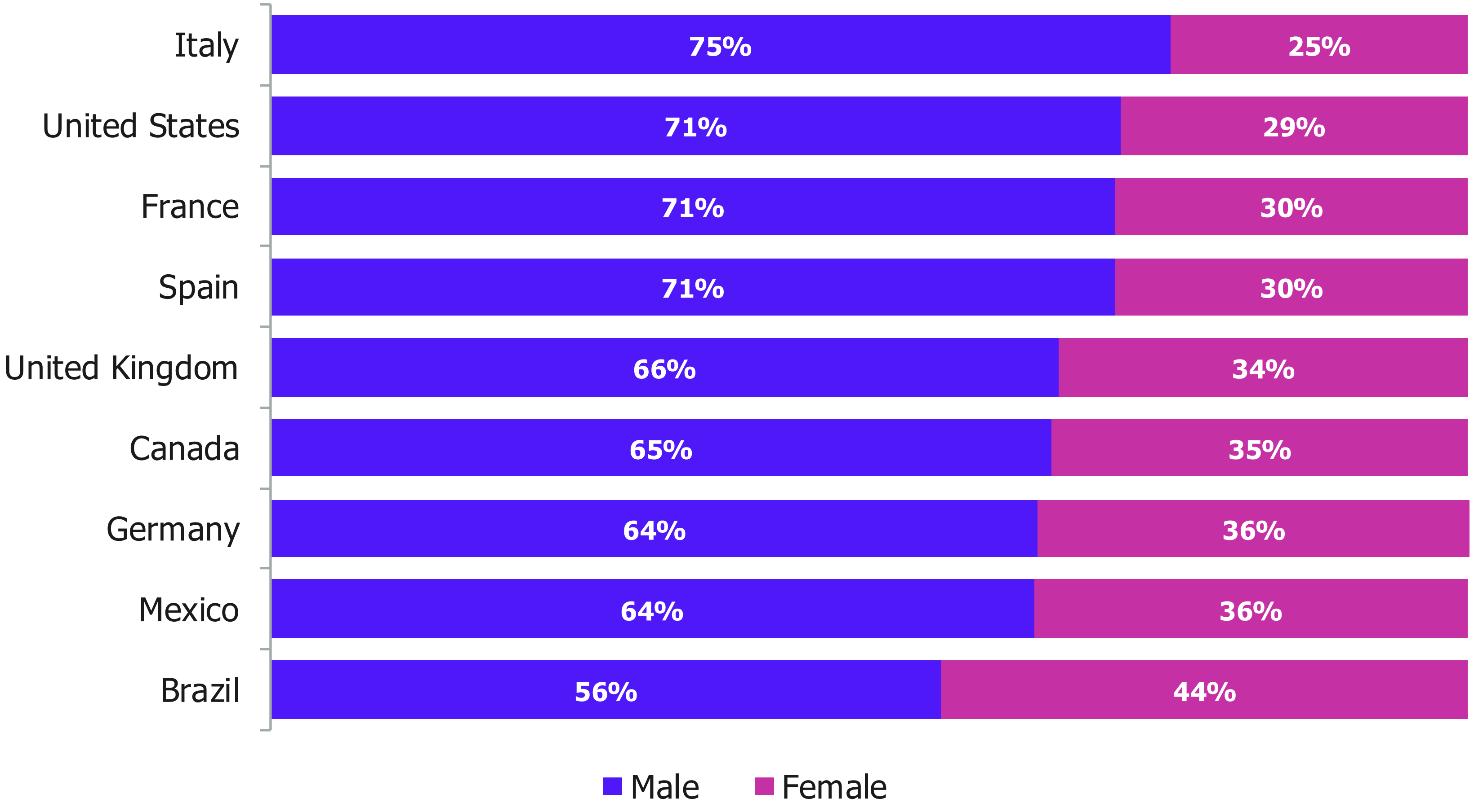


Interest is building almost everywhere as kickoff approaches. Total engagement rose from March to May in seven of nine markets, with Spain (+9 pts) and the U.K. (+7) climbing fastest; only Italy and Canada slipped. The most intense fandom is also deepening: the share following news several times a day rose in Brazil (20.6% to 22.2%), Mexico (12.3% to 15.7%) and Spain (5.7% to 9.7%). The U.S. has been flat at roughly 4% — awareness has not yet materialized

GLOBAL INTEREST

A male-dominated audience in every market

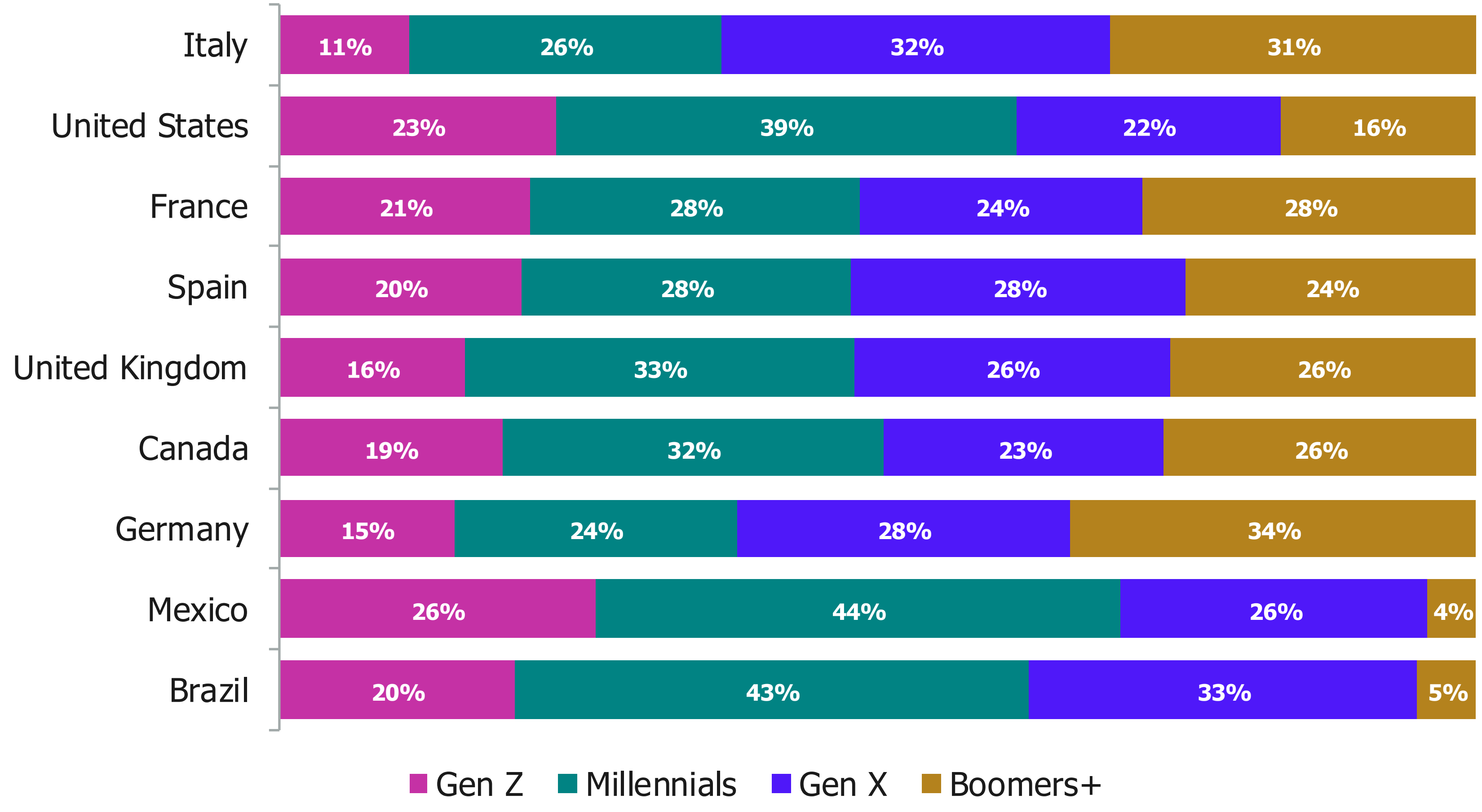
Gender composition of the World Cup fan base, by country (% of fans)



Men make up the majority of fans in every market — but the gap varies. Italy's fan base is the most male-dominated at 75% men, with the U.S., France and Spain close behind at roughly 70%. Brazil stands out as the most balanced market: 44% of its fans are women, eight points higher than any other country. For sponsors, women represent a meaningfully underdeveloped audience nearly everywhere outside Brazil.

World Cup fans skew younger in Latin America, older in Europe

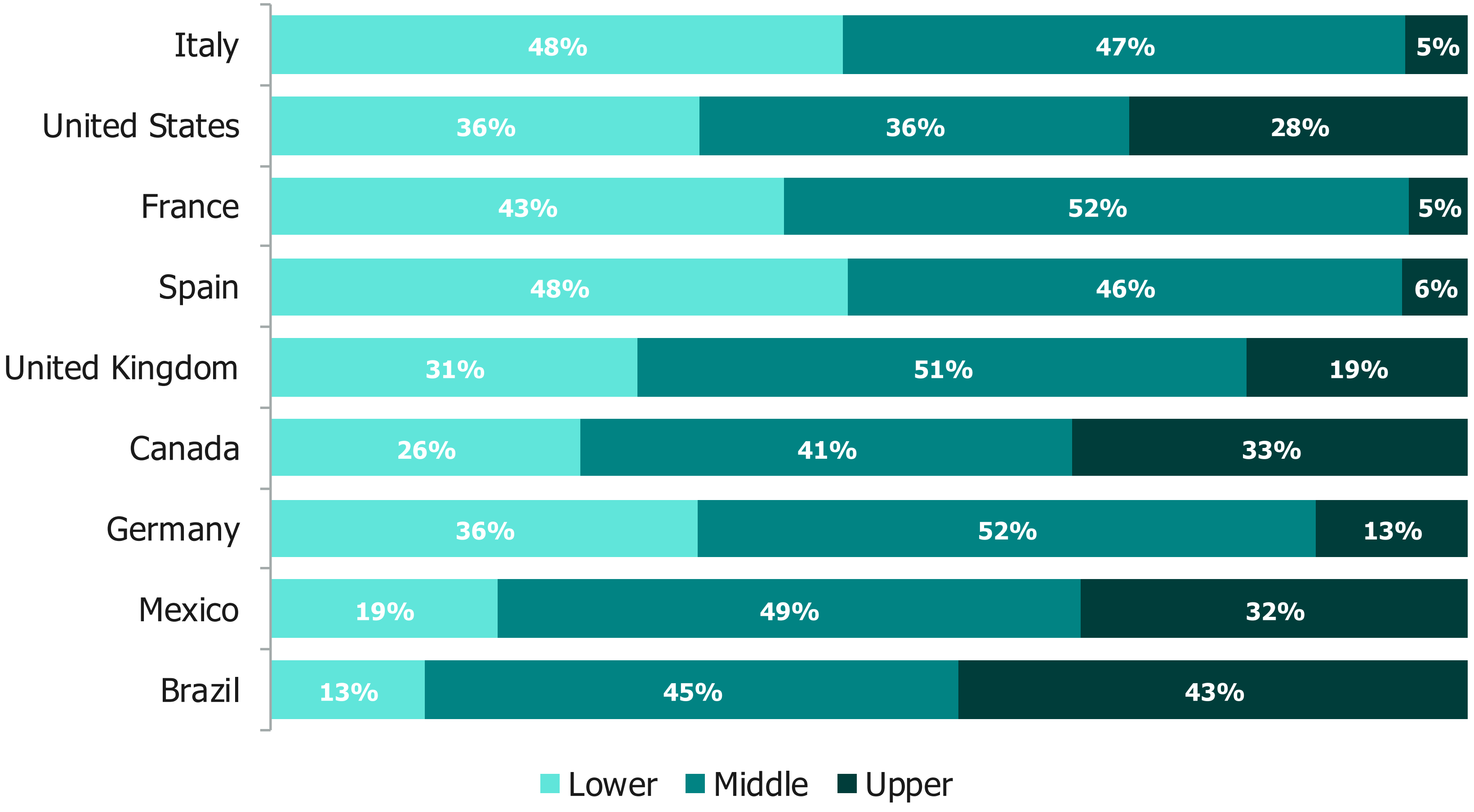
Generational composition of the fan base, by country (% of fans)



The fan base ages as you cross the Atlantic. Millennials are the largest fan cohort in Mexico (44%), Brazil (43%) and the U.S. (39%), and Gen Z adds roughly another fifth to a quarter in Latin America. In Europe the profile skews older: Boomers+ are the largest group in Germany (34%) and rank near the top in France and Italy, while Gen Z falls to just 11% of Italian fans. Youth-oriented activations will land very differently in Mexico City than in Milan.

The wealth profile of World Cup fans shifts by country

Income composition of the fan base, by country (% of fans) — tiers defined within each local currency



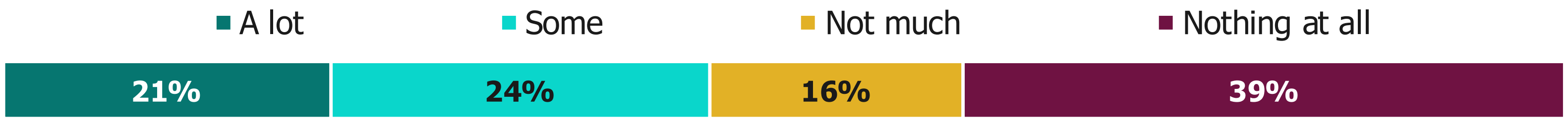
Fan wealth profiles diverge sharply by market. Upper-tier earners make up 43% of Brazilian fans and roughly a third in Canada and Mexico, but only about 5% in Spain, France and Italy, where nearly half of fans fall in the lower tier. The U.S. splits evenly. Note: tiers are defined within each local currency and are not directly comparable across countries — read each country's split on its own. The pattern still matters: premium positioning will work in some markets and miss badly in others.

American Interest & Sponsorship Opportunities

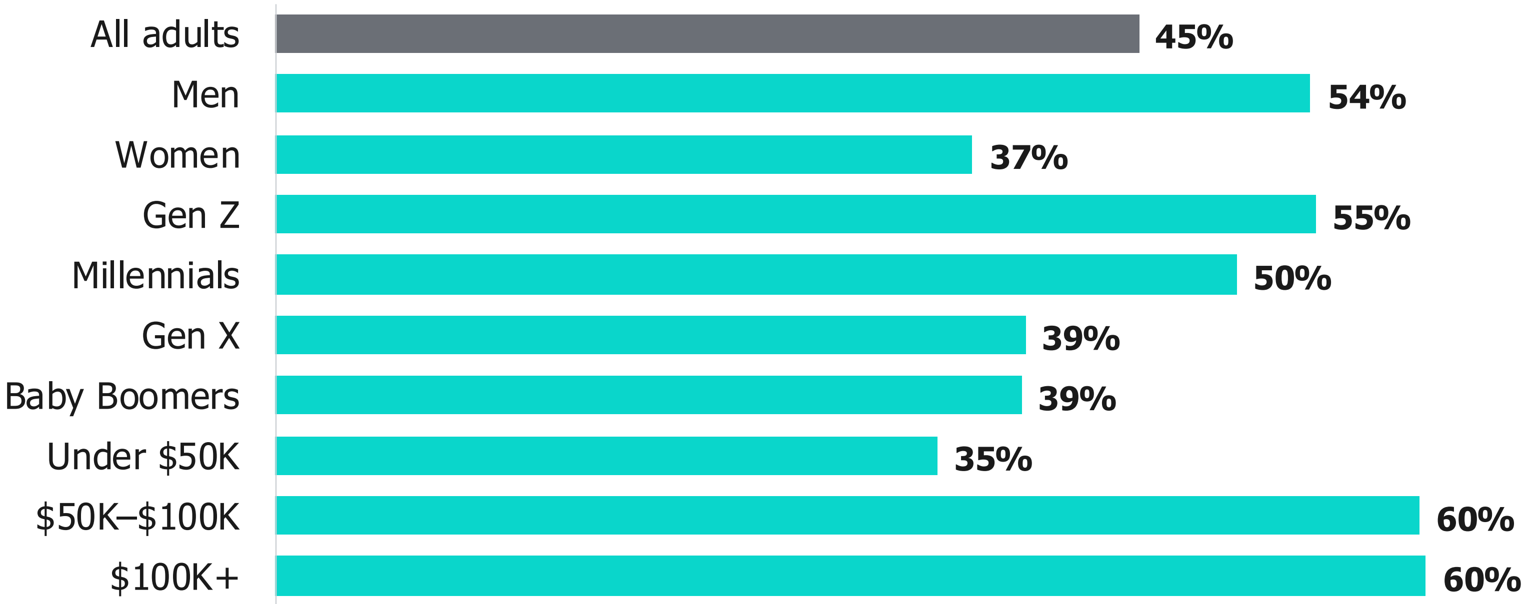
AMERICAN INTEREST

Buzz around the World Cup remains limited in the U.S.

How much U.S. adults have seen, read or heard about the 2026 tournament



% of U.S. adults who have seen, read or heard “a lot” or “some”



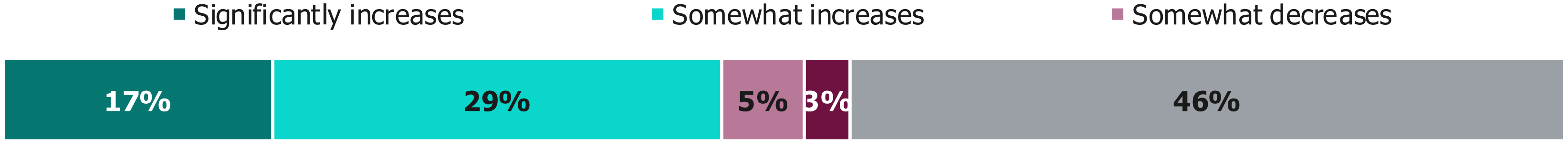
Morning Consult + Bloomberg survey

Awareness, not interest, is the U.S. challenge. Only 45% of U.S. adults have seen, read or heard at least “some” about the tournament, and 39% have heard nothing at all — weeks before a World Cup on home soil. Buzz is concentrated where fandom already lives: men (54%), Gen Z (55%) and households earning $50K or more (60%) are well ahead, while women (37%) and lower-income adults (35%) remain largely unreached.

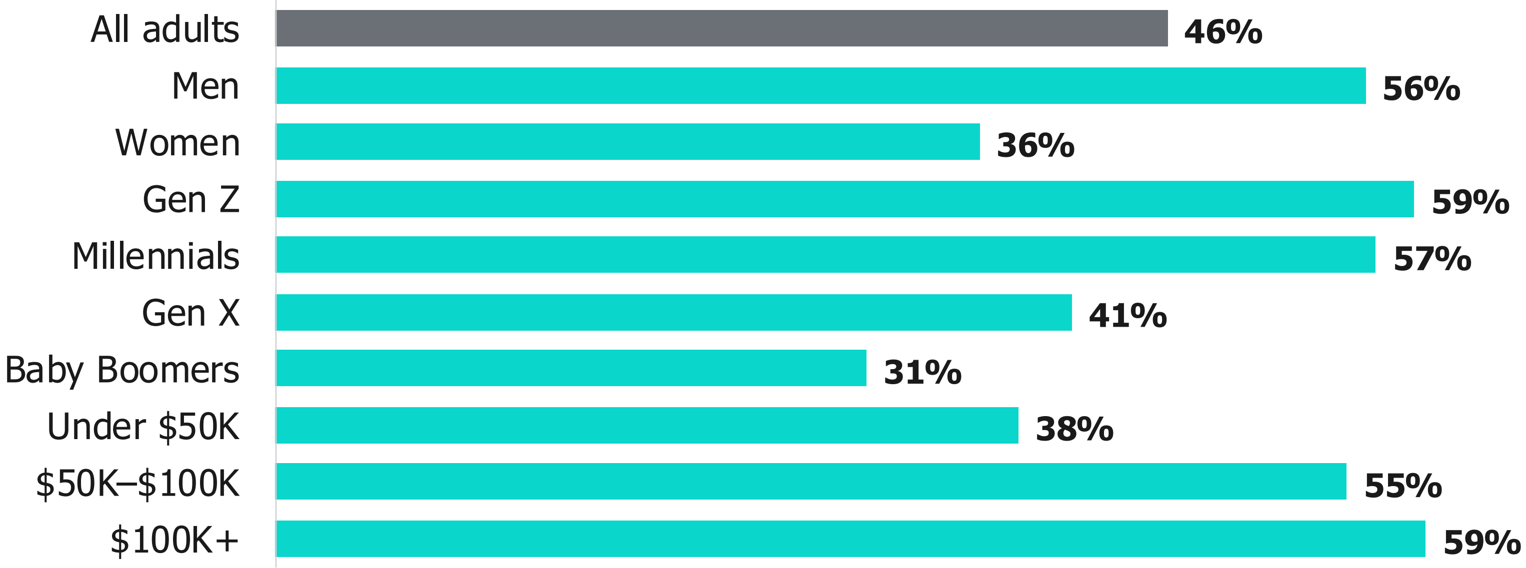
AMERICAN INTEREST

Hosting increases U.S. interest, but not significantly

Effect of the U.S. co-hosting the tournament on adults' interest in following it



% of U.S. adults who say hosting increases their interest (significantly + somewhat)



Morning Consult + Bloomberg survey

Hosting helps at the margins — it doesn't create fans on its own. 46% of adults say co-hosting increases their interest at least somewhat, but only 17% say it does so significantly, and nearly half say they do not plan to watch at all. The hosting bump is largest among the already-engaged — Gen Z (59%), Millennials (57%) and men (56%) — and smallest among Baby Boomers (31%) and women (36%). Proximity amplifies existing interest more than it generates new interest.

AMERICAN INTEREST

How Americans plan to engage

% somewhat likely, very likely, or absolutely certain to do each activity

	All adults	Men	Women	Gen Z	Millennials	Gen X	Boomers
Attend a game in	25%	32%	17%	40%	40%	17%	5%
Watch on TV at home	45%	55%	35%	57%	56%	38%	31%
Attend a watch party (bar/venue)	29%	37%	21%	45%	44%	23%	7%
Watch highlights after the game	45%	55%	36%	54%	57%	38%	32%
Follow news on social media	40%	50%	30%	54%	51%	33%	25%
Post on social media	29%	38%	21%	44%	43%	24%	9%
Bet on games	25%	33%	18%	42%	39%	19%	5%

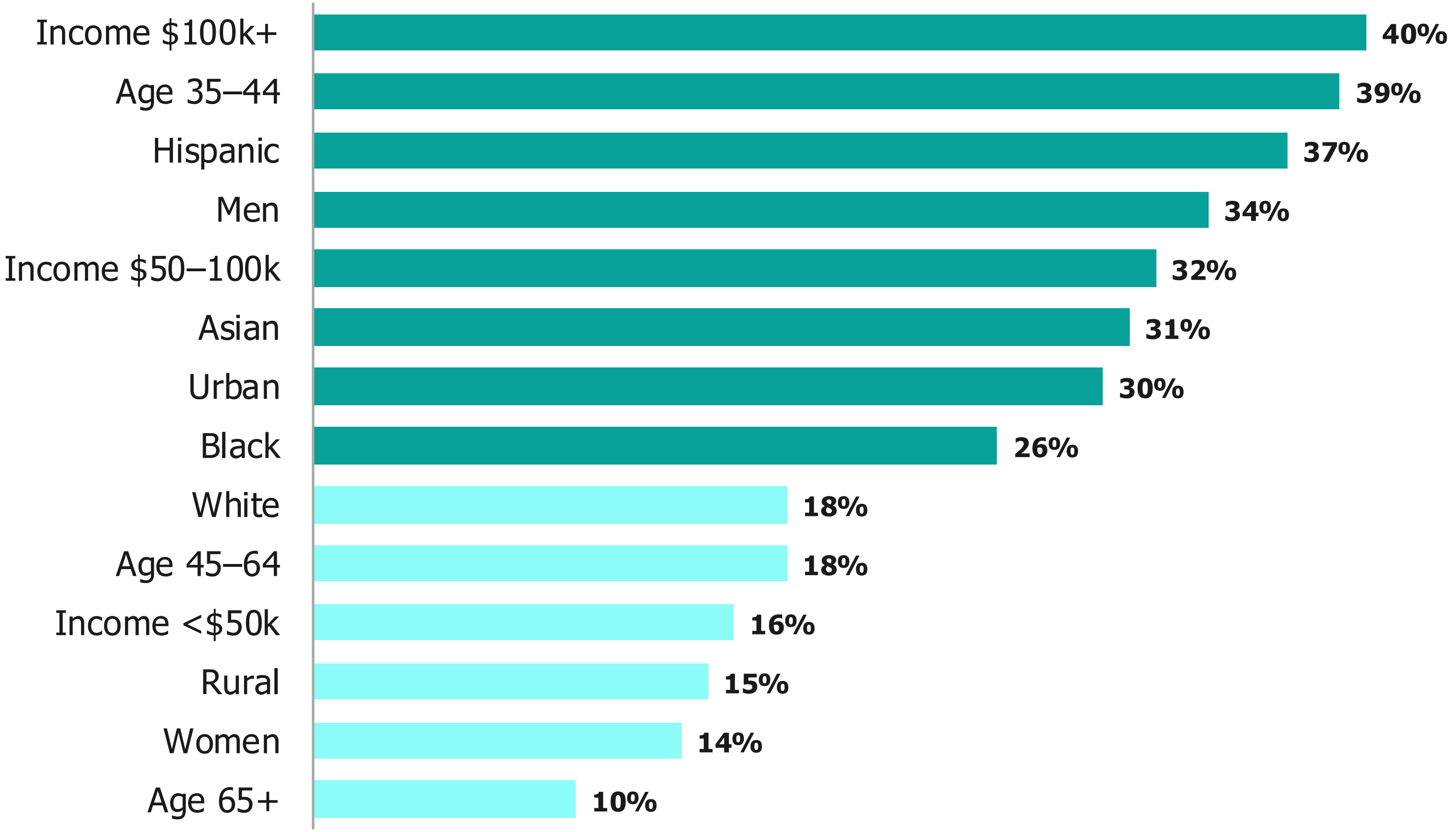
Men and young adults dominate every form of engagement. The same seven activities look very different across groups. Two patterns dominate: men are more likely than women to do every one of them, and the audience skews young — Gen Z and Millennials are roughly twice as likely as Gen X and four times as likely as Baby Boomers to take part. Read down a column to size up a group; read across a row to see how far each activity reaches.

Morning Consult + Bloomberg survey

AMERICAN INTEREST

Which groups are most likely to be fans

% of each group expecting to watch all or a lot of the tournament — national average: 24%

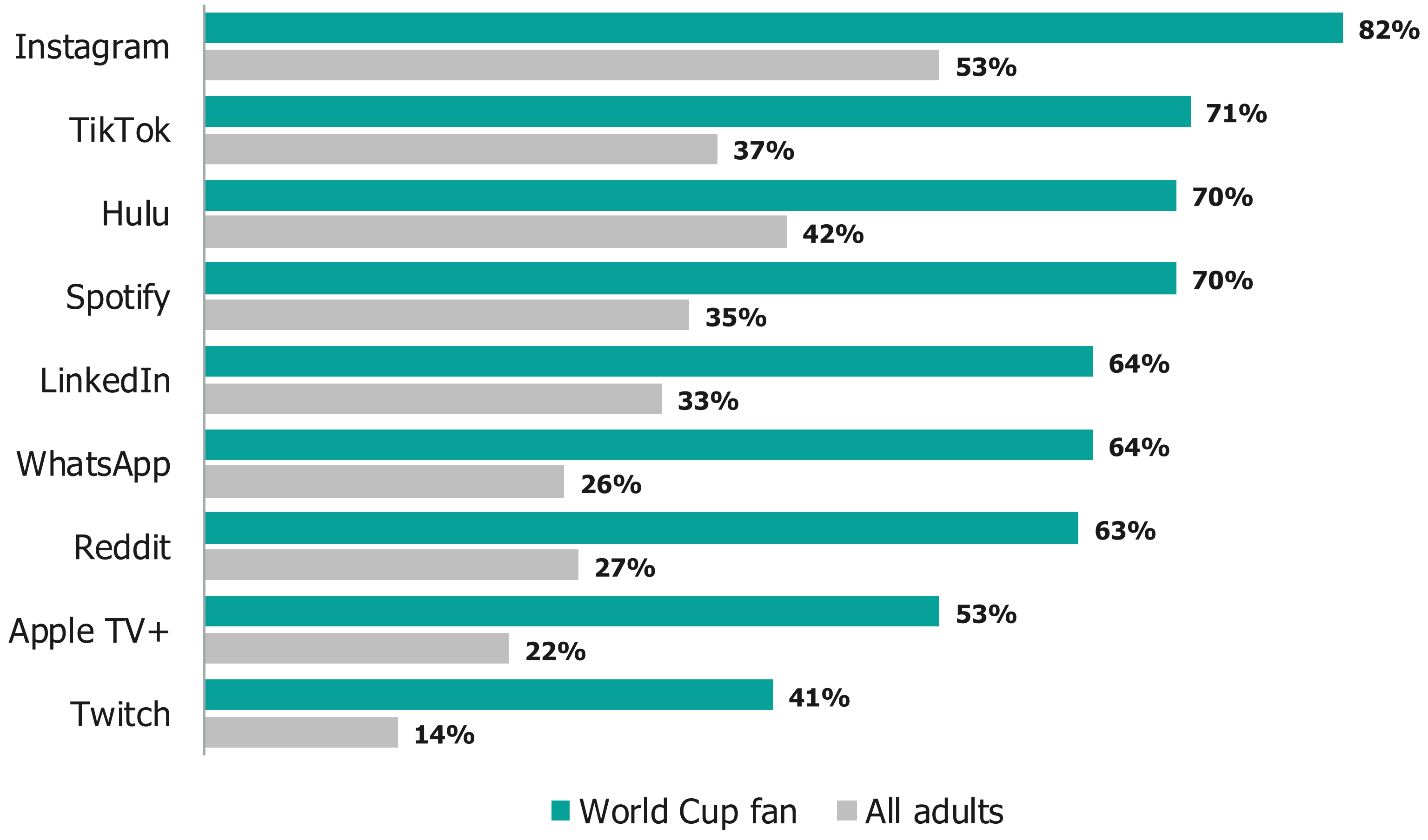


The audience tilts toward the most commercially attractive groups. Against a national average of 24%, the share who say they'll watch a lot is highest among adults earning $100,000 or more (40%), those aged 35 to 44 (39%), and Hispanic adults (37%), followed by men (34%), middle-income and Asian adults (31–32%), and city dwellers (30%). It runs well below average among adults 65 and older (10%), women (14%), and rural residents (15%).

AMERICAN INTEREST

World Cup fans are heavily online

% using each platform — weekly World Cup watchers vs. all U.S. adults

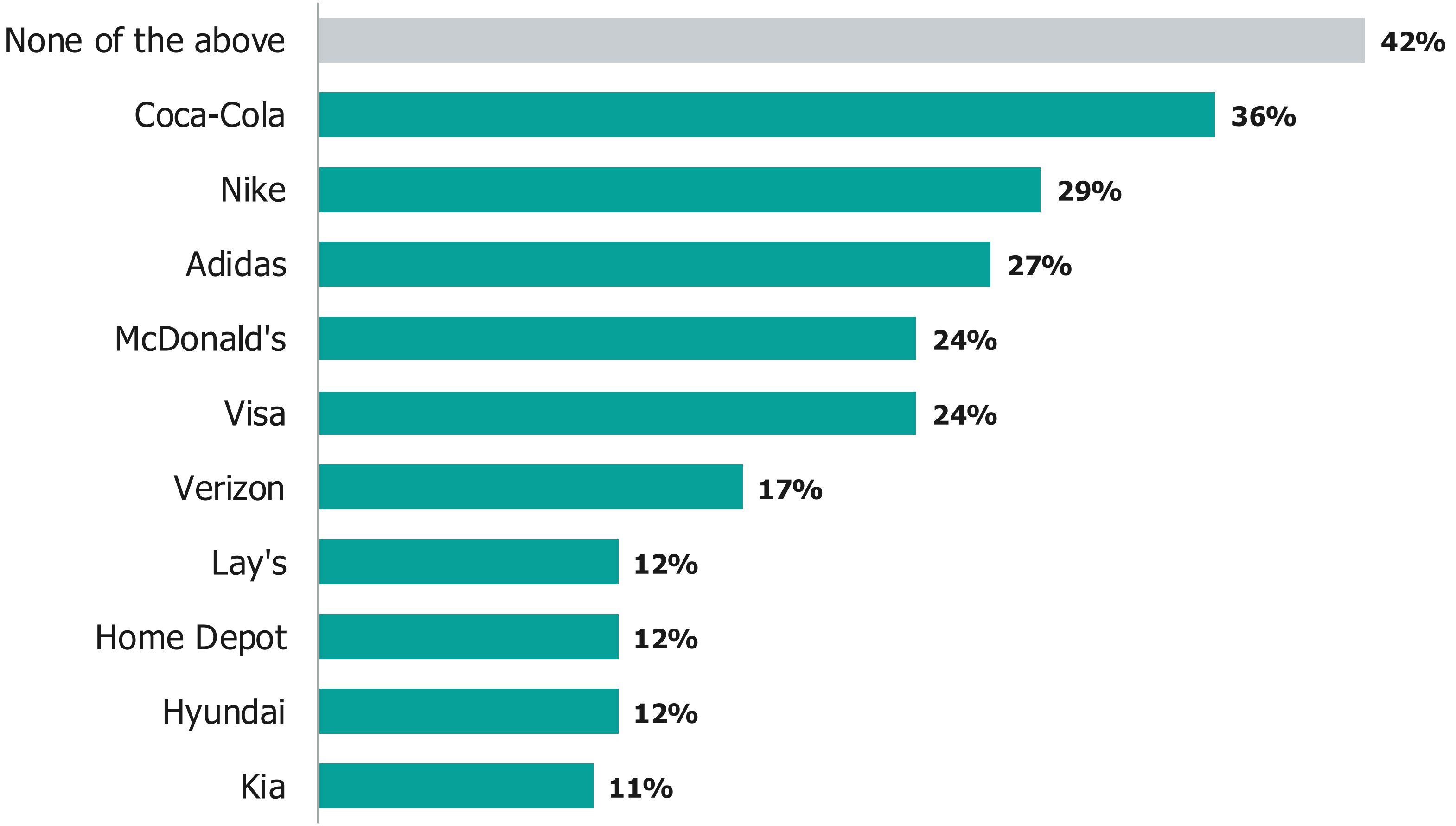


This is a heavily online, streaming-first group. World Cup fans use nearly every major platform more than the average American — Instagram (82%), TikTok (71%), Spotify (70%), and Hulu (70%) — and far more on WhatsApp (64% versus 26%), Reddit (63% versus 27%), and Apple TV+ (53% versus 22%). They also lean toward Spanish-language outlets such as Univision (48%) and Telemundo (31%).

SPONSORSHIP OPPORTUNITIES

Which brands adults recall seeing tied to the World Cup

% of U.S. adults who recall seeing each brand tied to the World Cup — select all that apply

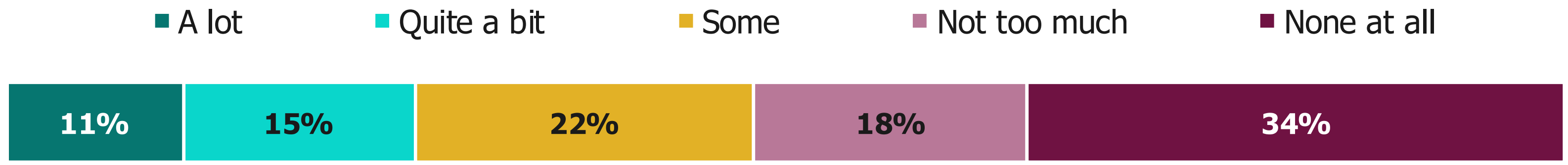


Recognition tracks fame more than official status. 42% of adults can't name a single World Cup sponsor — the most common answer. Coca-Cola — both famous and a longtime FIFA partner — leads named brands at 36%. But fame beats official status: Nike (29%) is named more often than Adidas (27%), even though Adidas is FIFA's official partner and Nike is not. Smaller sponsors such as Hyundai, Kia, Lay's, and Home Depot barely register, near 12% each.

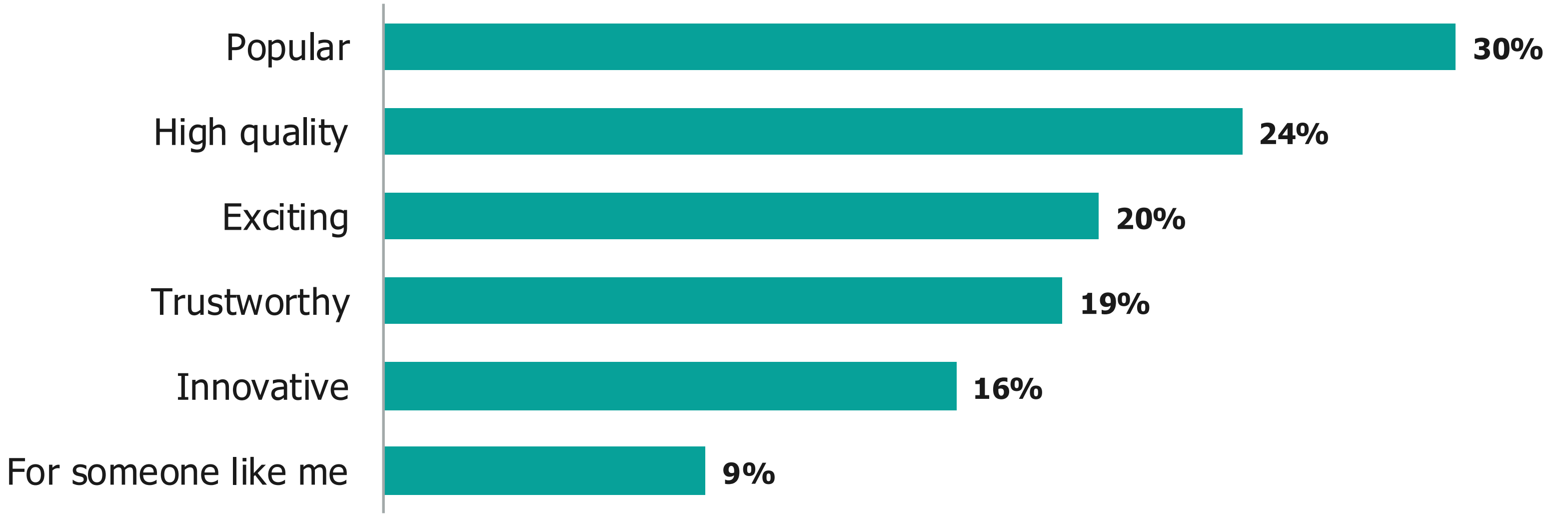
Morning Consult + Bloomberg survey

Half have seen little or no World Cup advertising, but the association has benefits

How much World Cup advertising U.S. adults have seen — and what sponsorship signals about a brand



Share who say they are more likely to think brands who sponsor the World Cup are:



42.7% say sponsorship makes a company seem none of these things.

A 57% majority of adults say a company's sponsorship makes them think more highly of it in at least one way — most often that the brand seems more popular (30%), higher quality (24%), more exciting (20%), or more trustworthy (19%). The effect is strongest on visibility and weakest on personal connection: only 9% say sponsorship makes a brand feel like one "for someone like me."

Morning Consult + Bloomberg survey

Methodology

Global World Cup interest and fan-composition figures come from Morning Consult Brand Intelligence, based on continuous daily surveys of the general population in each of the nine tracked markets, conducted January–May 2026. “World Cup fans” are defined as adults who watch or follow the tournament “a few times a week” or more. Income tiers (lower / middle / upper) are defined by income bands within each country’s local currency and are not directly comparable across markets; each country’s split should be read on its own.

U.S. findings on awareness, the hosting effect, planned engagement, fan demographics, media habits and sponsorship come from a custom Morning Consult survey conducted in partnership with Bloomberg, fielded May 20–22, 2026, among a representative sample of 2,004 U.S. adults, with an unweighted margin of error of +/- 2 percentage points. Figures may not sum to 100% due to rounding.

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