
TRENDS OF WOMEN'S SPORT

LOOKING AT WOMEN'S SPORT TRENDS IN THE UK



FEMALE SPORTS FORUM

OUR VISION IS FOR EVERY WOMAN AND GIRL ACROSS NORTHERN IRELAND TO FEEL THAT PARTICIPATING IN SPORT AND BEING PHYSICALLY ACTIVE IS A VITAL PART OF THEIR EVERYDAY LIFE.



TRENDS

MAJOR TRENDS IN WOMENS SPORTS

We have seen a huge rise in women's sports viewership



UK TRENDS

The WSL has seen year on year increase in both attendance and viewership with the largest viewed game last year in the UK for Women's Sport was the final of the World Cup.

Attendance numbers of the Super league has continued to rise with the first sell out at Arsenal earlier this year.



IRISH TRENDS

Popular sports in Ireland look slightly different than the UK, with camogie and ladies Gaelic being very popular sports with huge numbers. However it was reported that less than half of the Irish population attending a women's game.



US TRENDS

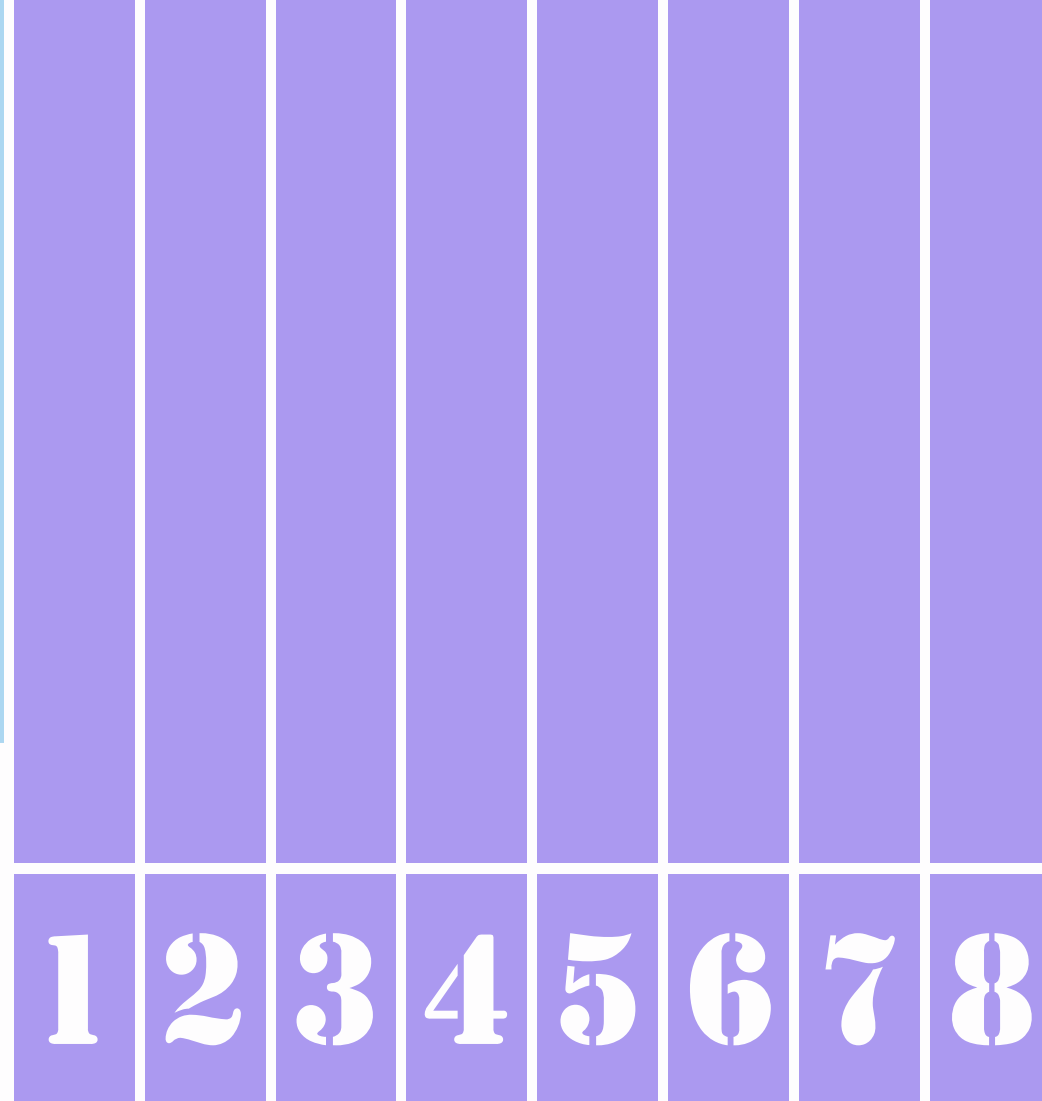
With March Madness starting and the insane sales of the women's game, really shows how popular women's sport is becoming. The PWHL has had a really success season.



OPPORTUNITIES

ASPECTS OF WOMENS SPORTS

Beyond playing and the viewership of games there is different parts of sport that influence the sector and the experience of sport



SPONSERSHIPS

The types of sponsorships have really changed in the last few years.

Independent sponsorships and ground breaking opportunities for women

FAMILY FRIENDLY

Game environments tend to feel more safe and inviting to the family experience

There are ways how are trying to stop this perspective

MEDIA

Social media is one of the growth areas where viewership was the biggest. Highlight reels and short viewership gets people excited.

social media gives multiple ways to interact

RESEARCH

Women's sport needs more research wither it be coming back to sport after injury.

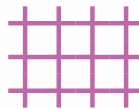
AREA SPECIFIC

NORTHERN IRELAND TRENDS

Northern Ireland creates its own unique sporting landscape with it it has it own trends.

- Gaelic Sports Play a big role in Northern Ireland
- Sports can be sometimes be divided by catholic and protestant areas.
- Northern Ireland only has certain sports that are compete as a Northern Ireland Team internationally
- looking toward the Olympics most qualified athletes will compete for Ireland





NORTHERN IRELAND SPECIFIC PROGRAMS

PROJECTS

FEMALE
SPORTS FORUM

GAME CHANGERS
ELECTRIC IRELAND

ROLE MODELS
FEMALE SPORTS FOURM

WISPA/ACTIVE WOMEN
COMMUNITY PROJECTS

Reach out on social media!

FSF

FEMALE SPORTS FORUM

THANK YOU



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