

Why Brands Should Care About the 2026 World Cup

2022 U.S. Viewership

U.S. Most viewed men's World Cup Final

25.8M



Over 96M Americans engaged with the World Cup in the past year



43% of Americans



73% of Mexicans



47% of Canadians

% of people in North America (aged 13-63) that engaged with the FIFA World Cup in the past year



1.5B

7X Global Viewership of the Super Bowl



208M

The World Cup dwarfs the scale of the Super Bowl on a global level. Soccer is the #1 sport in 83% of countries in the world.