

TVs: Impact of FIFA World Cup 2026

What to expect for TV sales dynamics?

Norbert Herzog
Global Strategic Insights



A record FIFA Worldcup 2026 in terms of participating countries – and more...

Record number of 48 countries (up from 32) and 104 games (up from 64)

Kick off: **June 11**
Final: **July 19**

Longest
World-Cup
ever



2026
FIFA WORLD CUP
UNITED STATES|CANADA|MÉXICO

Group A

Pos	Team
A1	Mexico
A2	South Africa
A3	South Korea
A4	Czech Republic ^[Q]

Group B

Pos	Team
B1	Canada
B2	Bosnia and Herzegovina ^[R]
B3	Qatar
B4	Switzerland

Group C

Pos	Team
C1	Brazil
C2	Morocco
C3	Haiti
C4	Scotland

Group D

Pos	Team
D1	United States
D2	Paraguay
D3	Australia
D4	Turkey ^[S]

Group E

Pos	Team
E1	Germany
E2	Curaçao
E3	Ivory Coast
E4	Ecuador

Group F

Pos	Team
F1	Netherlands
F2	Japan
F3	Sweden ^[T]
F4	Tunisia

Group G

Pos	Team
G1	Belgium
G2	Egypt
G3	Iran
G4	New Zealand

Group H

Pos	Team
H1	Spain
H2	Cape Verde
H3	Saudi Arabia
H4	Uruguay

Group I

Pos	Team
I1	France
I2	Senegal
I3	Iraq ^[U]
I4	Norway

Group J

Pos	Team
J1	Argentina
J2	Algeria
J3	Austria
J4	Jordan

Group K

Pos	Team
K1	Portugal
K2	DR Congo ^[V]
K3	Uzbekistan
K4	Colombia

Group L

Pos	Team
L1	England
L2	Croatia
L3	Ghana
L4	Panama

A record FIFA Worldcup 2026 in terms of participating countries – and more...

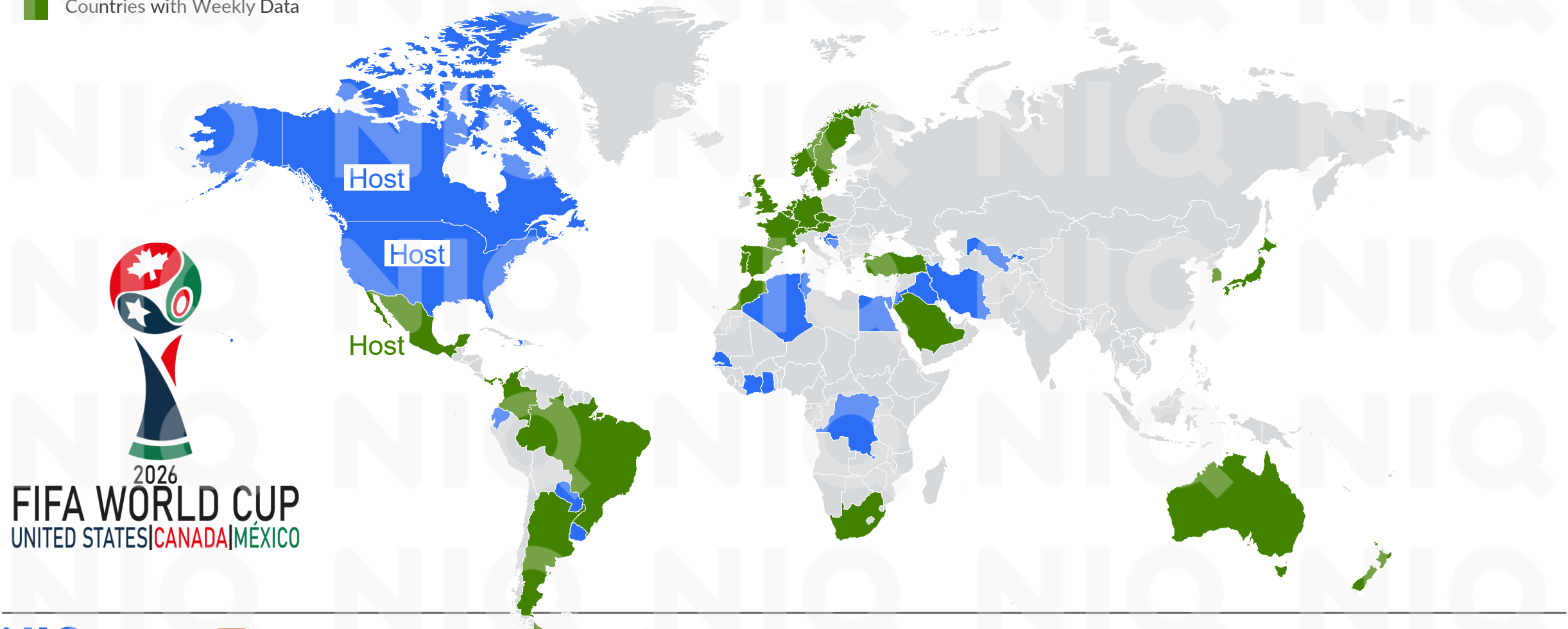
Record number of 48 countries (up from 32) and 104 games (up from 64)

- Countries w/o Weekly Data
- Countries with Weekly Data

Kick off: June 11
Final: July 19

▶ Longest World-Cup ever

▶ Increasing sales potential overall by roughly 1/3



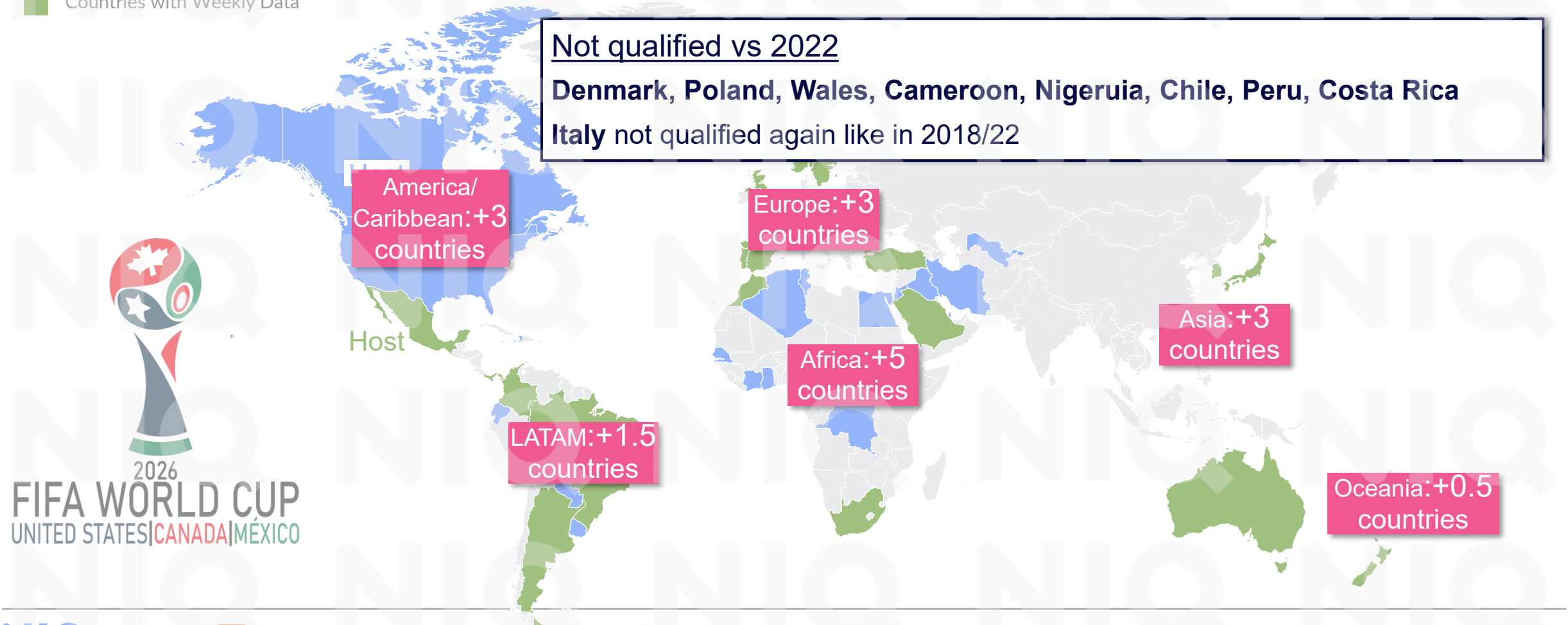
A record FIFA Worldcup 2026 in terms of participating countries – and more...

Record number of 48 countries (up from 32) and 104 games (up from 64)

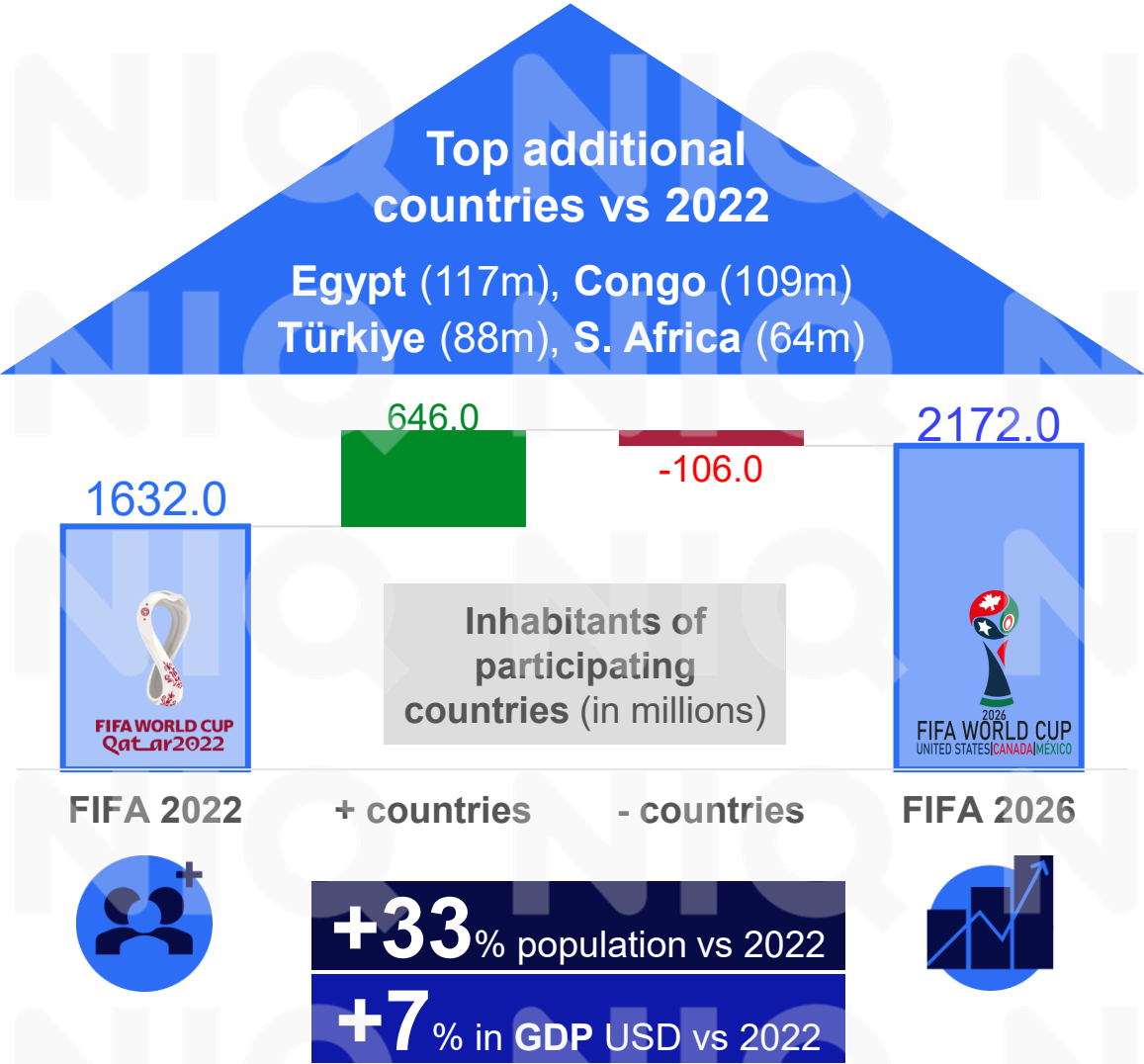
- Countries w/o Weekly Data
- Countries with Weekly Data

2026 will be the **most inclusive** World Cup ever.
World Cup debuts: **Curaçao, Cape Verde, Jordan, Uzbekistan**

Not qualified vs 2022
Denmark, Poland, Wales, Cameroon, Nigeria, Chile, Peru, Costa Rica
Italy not qualified again like in 2018/22



More viewers / more TV sales?
Not really, as additional viewership is generally less soccer affine and has lower purchase power



Source: IMF, OECD, Copilot



What's impacting TV sales around WorldCup 2026?



Country advancing to next round

Countries entering K.O. phase often see a second boost of sales



Time zone difference?

In Europe/Asia live watching will be a severe challenge



Reservation?

In light of US-Iran War, fan protests (e.g Jordanians cancelling 17k tickets). Iran expected to participate – request to play in Mexico was turned down.



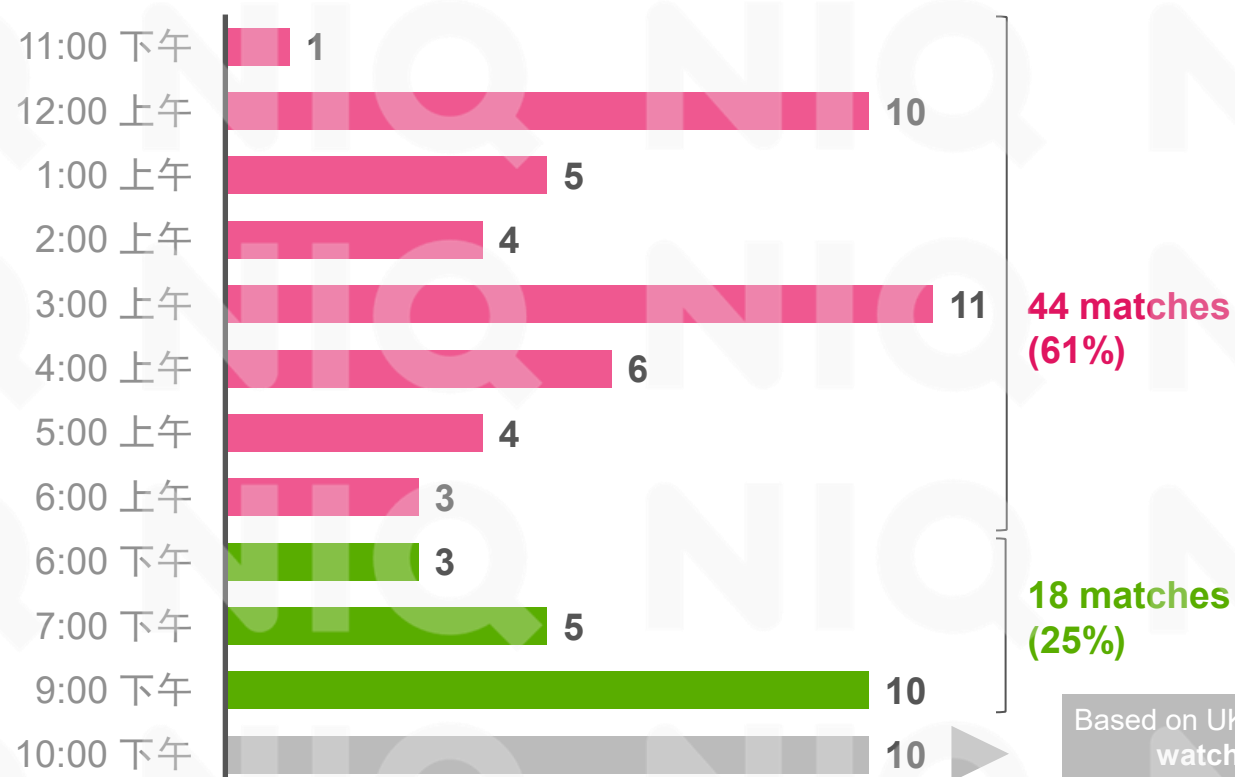
Cost?

With rising costs for essentials (energy, food) again, many people might have hold back money for TV purchases

Time zone difference limits fan engagement, hence purchase triggers

European and Asian (light) fans will struggle to see most of the matches

Timing of tournament matches for European audience (time in CET)



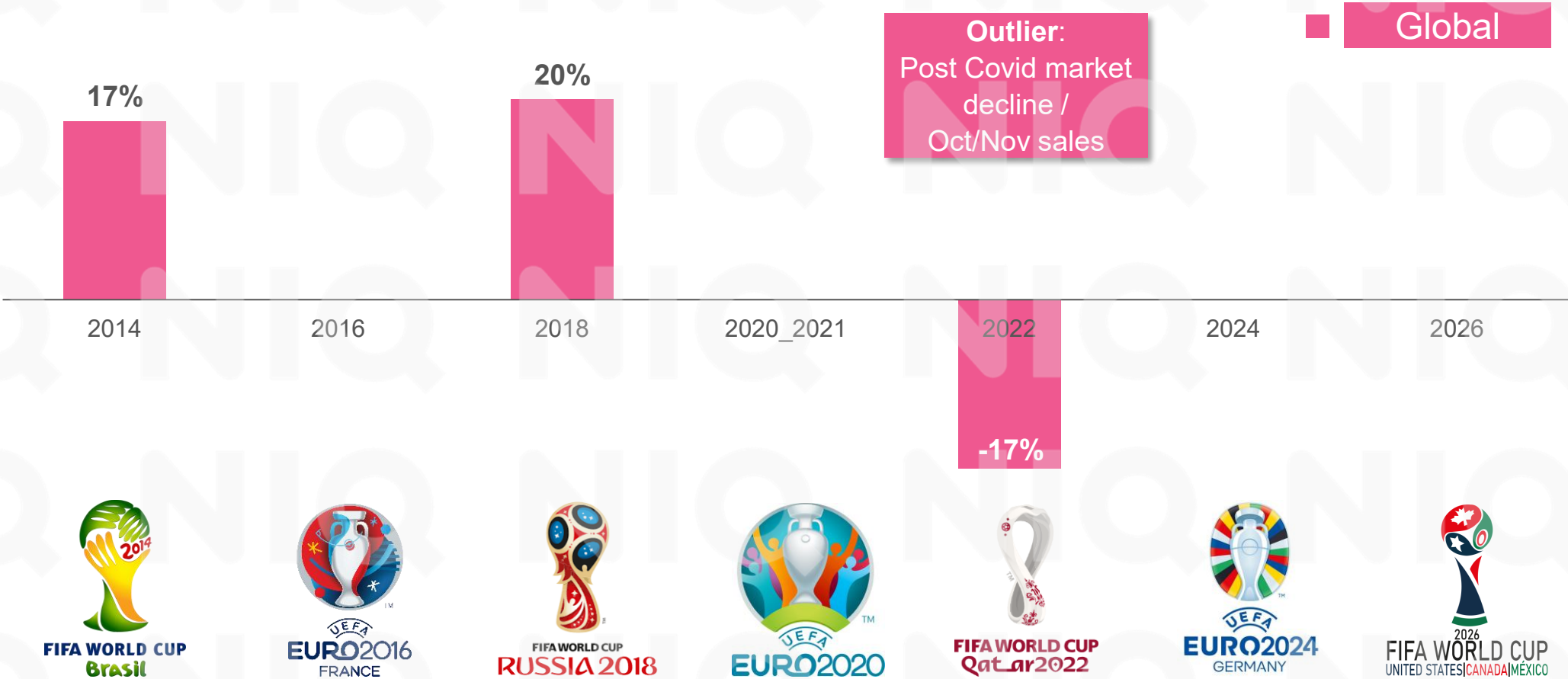
Based on UK research, likelihood to watch game at home at 10pm drops by ca 33% vs 7pm*

Lack of EU/Asian fan communities' engagement is likely to limit purchase triggers for TVs

*Source: NIQ Homescan Survey | UK | March 2026 | Q: 588 a 10/19: Due to the time difference, some FIFA World Cup will take place late in the evening or at night in the UK. If a team you or your household are interested in is playing, how are you likely to watch these matches?

Let's go back to history: Sales impact tends to reduce vs. previous key tournaments

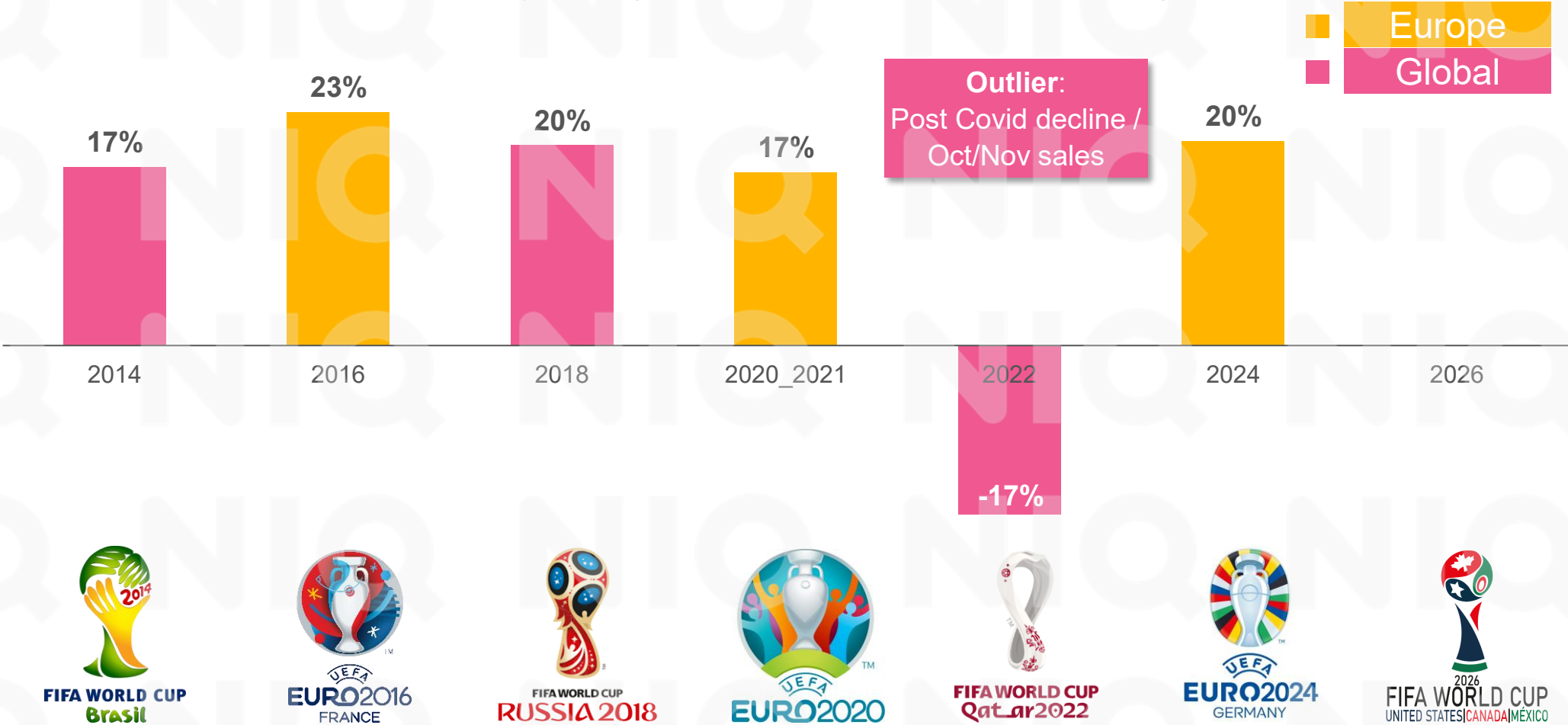
Growth in TV revenues vs previous year, May/June period (2022: Oct/Nov) – monthly data



Source: NielsenIQ Market Intelligence, PTV, all countries tracked | * assuming PTV market decline 2026 of -3%

Let's go back to history: Sales impact tends to reduce vs. previous key tournaments

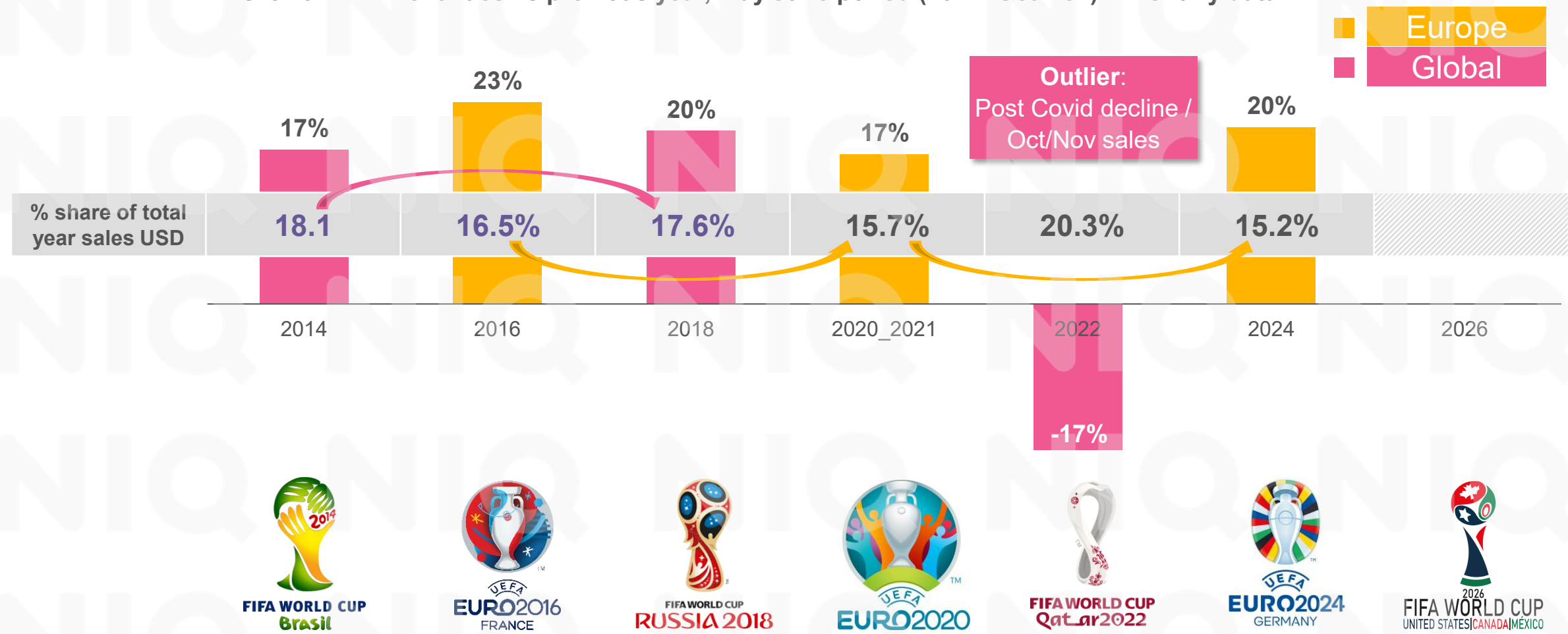
Growth in TV revenues vs previous year, May/June period (2022: Oct/Nov) – monthly data



Source: NielsenIQ Market Intelligence, PTV, all countries tracked | * assuming PTV market decline 2026 of -3%

Let's go back to history: Sales impact tends to reduce vs. previous key tournaments

Growth in TV revenues vs previous year, May/June period (2022: Oct/Nov) – monthly data



Source: NielsenIQ Market Intelligence, PTV, all countries tracked | * assuming PTV market decline 2026 of -3%

What does this mean for FIFA 2026?

1

Impact of soccer events reduces

FIFA tournaments: May/Jun share of total year sales declines every 4 years (2022 not comparable due to seasonality/COVID)

EURO tournaments: confirming this declining trend from 2016-2024

2

Events still drive summer growth

May/June sales will see increases in both volume and value

Additional promotional triggers will drive premium sales

LATAM impact likely to be most significant due to time zone and promotion affinity

3

Key growth weeks

Growth will start pre-tournament week and peak around the start of the event

Those **countries advancing** to post group stage phase will see another sales push

4

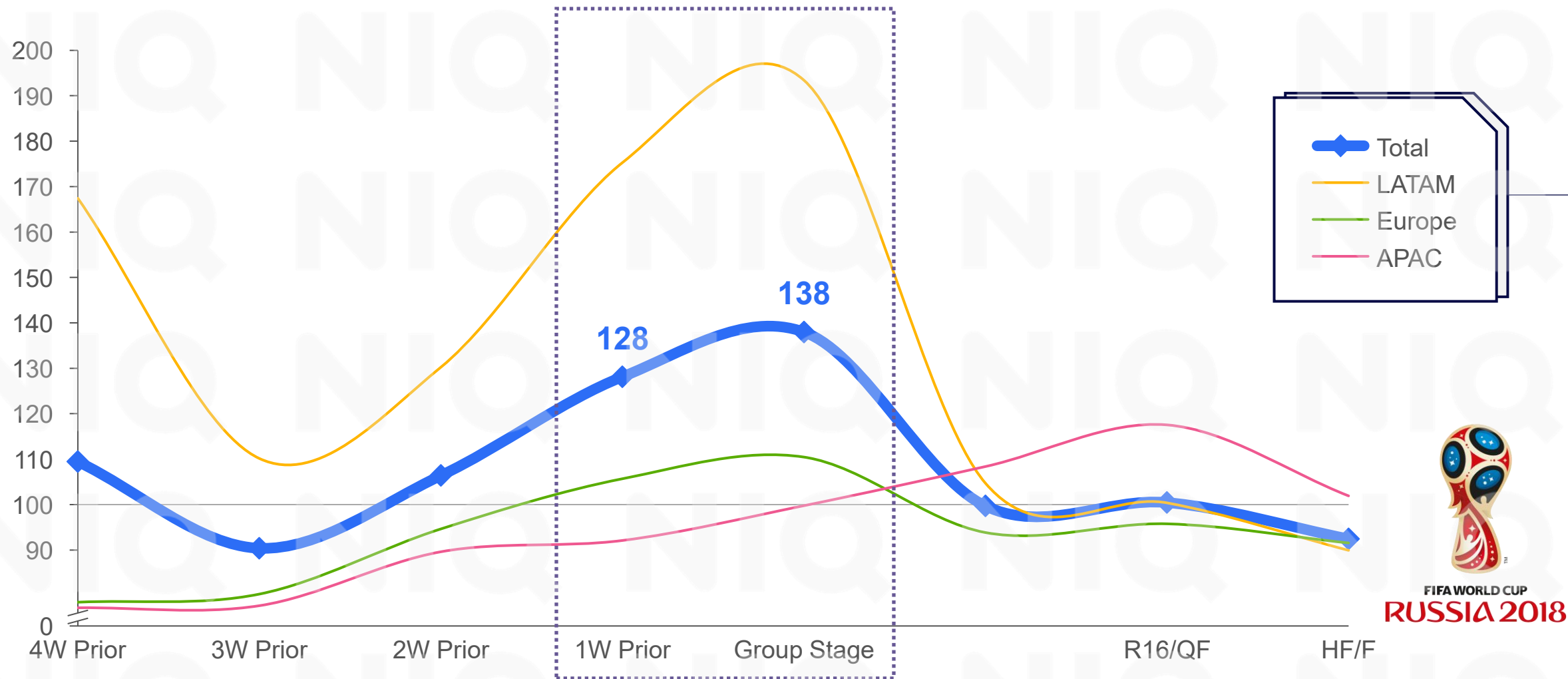
But less than in 2018

We **expect <10% growth** in May/Jun 2026 vs previous year – which is **below 2018** growth rates

Lower growth results from **overall weak growth expectations for TVs** in 2026 (decline expected) & the time zone implications for EU/Asia.

Flashback 2018: Sales peak during pre-kick off and during first week of the tournament

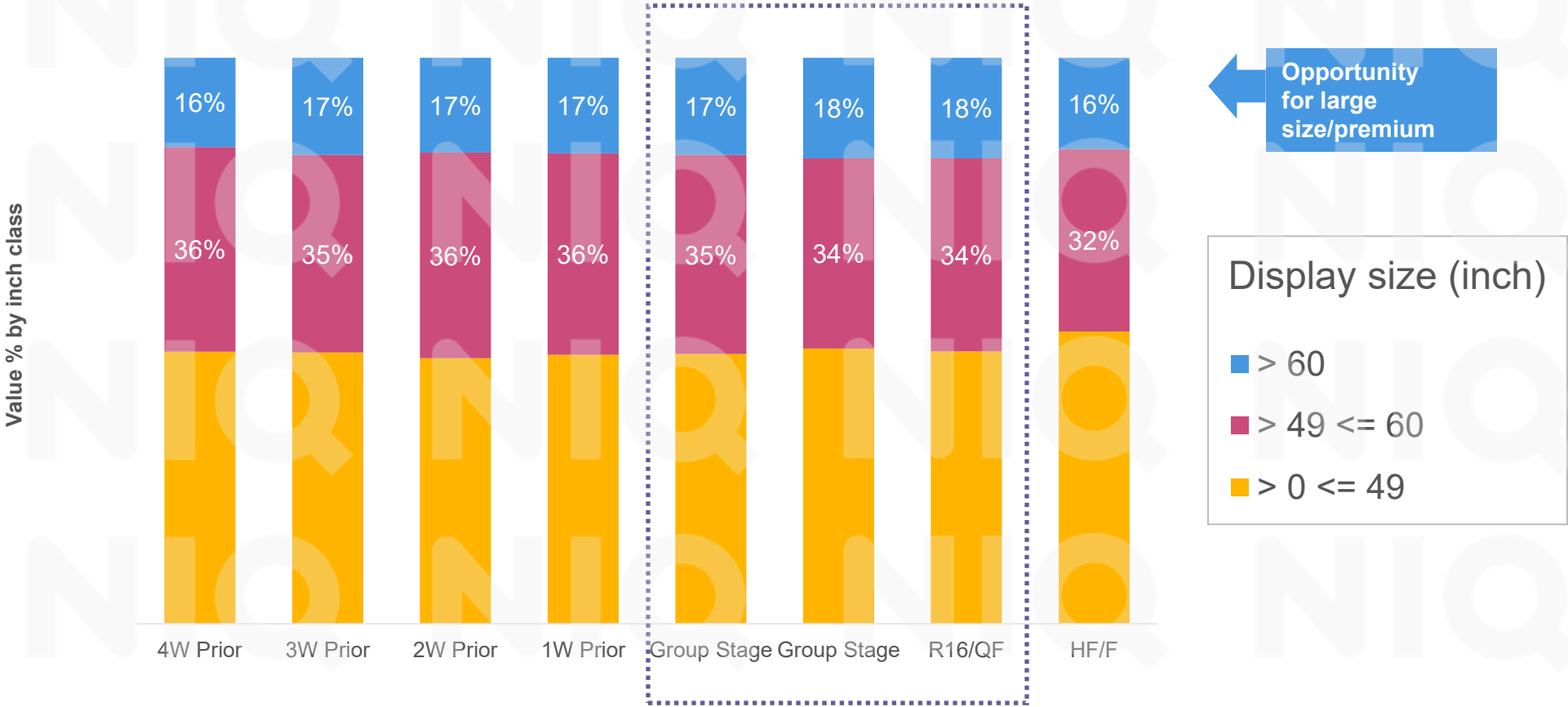
Sales units % vs Avg Week in 2018 / Countries participating 2018



Source NIQ Market Intelligence : Sales Tracking PTV, Panelmarket Argentina, Australia, Belgium, Brazil, Colombia, Denmark, France, Germany, Great Britain, Japan, Peru, Poland, Portugal, Spain, Sweden

Biggest opportunity for premium/large size TV during first weeks of tournament

Sales value % / Countries participating 2018

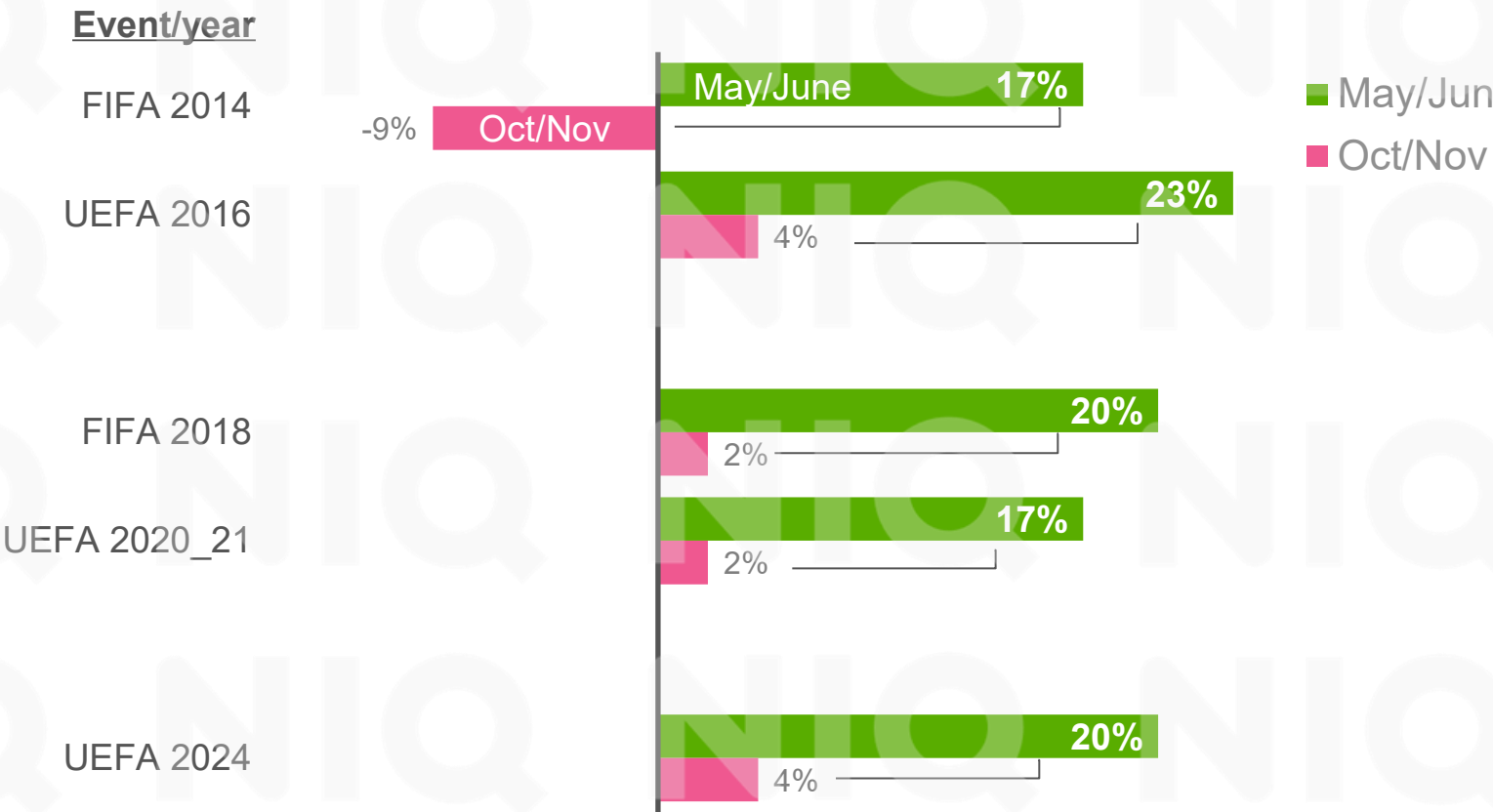


Source NIQ Market Intelligence : Sales Tracking PTV, Panelmarket Argentina, Australia, Belgium, Brazil, Colombia, Denmark, France, Germany, Great Britain, Japan, Peru, Poland, Portugal, Spain, Sweden

Global and Euro soccer events impact on seasonality

Events bring forward sales to May/June which then lack in Oct/Nov period

+/- sales USD vs previous year | FIFA: global sales | UEFA: European sales | monthly data



Source: NielsenIQ Market Intelligence, PTV, all countries tracked

Key take-aways to take action on - FIFA World Cup 2026

Evolution of overall sales dynamics



Diminishing FIFA impact long-term

...and negative impact on Europe/APAC due to time difference



*Expect **less impact in 2026** vs prev. FIFA WorldCups (except in LATAM)*



Growth peak expected

Week of tournament kick-off & prior week



*Focus on **peak sales** and **stock** availability esp. **week 23/24** LATAM will thrive*

Premiumization and cannibalization



Premiumization opportunity

Larger & better featured TVs in demand for the best viewing experience



*Soccer viewing use case drives large screen living room TV sales
When? →(week 24-26)*



Negative impact on 2HY 2026

Peak promotion period end of the year are cannibalized by mid-year event promotions



*Expect **reduced demand** during **Black Friday** 2026 season*

Give us a *shout-out* if you like our work!



New format but still easy

*Won't take you more than **2 minutes!***

NIQ

Your voice is important in shaping our initiatives focused on enhancing your NIQ experience. We kindly ask that you take 1-2 minutes to share your feedback.

Based on your recent experience relating to NIQ Gifting Review - Retailers, how likely are you to recommend NielsenIQ insights to a colleague? *

0 = Not likely at all 10 = Extremely likely

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

How satisfied are you with the **actionability** of the insights and recommendations?

0 = Not satisfied at all 10 = Extremely satisfied

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

How satisfied are you with NielsenIQ's **knowledge of your industry and business** based on the content shared?

0 = Not satisfied at all 10 = Extremely satisfied

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----



norbert.herzog@nielseniq.com

Or click the [link](#)

P.S. How the score is calculated:

0 1 2 3 4 5 6	7 8	9 10
Not Satisfied	Neutral	Satisfied



Easy tip:

*If you **like it**, give us a **9 or 10!**
Only the **first question** is mandatory!*

Thank you!

Norbert Herzog

Global Strategic Insights

norbert.herzog@nielseniq.com

NielsenIQ

powered by  intelligence