



# WHAT EVERY MARKETER NEEDS TO KNOW: U.S. WOMEN'S SOCCER FANS

August 2025

BROUGHT TO YOU BY



# SOMETHING SPECIAL IS HAPPENING IN WOMEN'S SOCCER

Women's sports comprise one of the fastest-growing parts of the sports industry in the U.S., providing big upside for brands that invest across the ecosystem. **As noted in U.S. Women's Sports 2025: Give The Fans What They Want, the greatest return for brands is a stronger relationship with the women's sports audience.** This is a consumer base known to be especially loyal and engaged.

From the data, it's clear. Whether it's about **building trust** or **strengthening consumer sentiment**, if your brand wants an improved relationship with consumers (and let's face it, what brand doesn't?), **the women's soccer audience deserves your attention.**

**The timing could not be better for brands to invest.** With the 2024 launch of the USL Super League (since renamed the Gainbridge Super League), the U.S. boasts two top-tier domestic leagues. That means there are now year-round opportunities to reach fans of women's professional soccer. In addition, between two FIFA World Cups, the Olympics, and the Paralympics, the U.S. will host four major global soccer events by 2031. In that same timespan, the women's soccer fanbase is expected to grow by nearly 40% globally, becoming one of the top five worldwide sports.<sup>1</sup> The growth is already well underway, with the UEFA Women's EURO 2025 setting new U.S. television records.<sup>2</sup>

So, how can your brand take home gold? We break it down for you: what every marketer needs to know about women's soccer fans in the U.S.

Play Read on.

## U.S. PROFESSIONAL WOMEN'S SOCCER TEAMS



<sup>1</sup> Nielsen (2025). *Undervalued to Unstoppable*.

<sup>2</sup> FOX Sports PR.





## WOMEN'S SOCCER FANS WANT AND REWARD SPONSORS

**More than 1 in 4 fans of women's soccer have made a purchase because of a brand's sponsorship, making them 58% more likely to do so than other women's sports fans.**

**And there's an appetite for more: 60% of women's soccer fans say brands are still not investing enough in women's sports.** That makes them 35% more likely than other women's sports fans to feel this way.

# THREE DATA-BACKED INSIGHTS EVERY MARKETER NEEDS TO KNOW

## #1

### WOMEN'S SOCCER FANS ARE THE MOST DEEPLY TRUSTING AND THE MOST LIKELY TO ACT

The women's sports consumer is one of the most engaged audiences brands can reach — and women's soccer fans are especially valuable. When it comes to the products athletes promote, women's soccer fans have the greatest trust. **They are 34% more likely than other women's sports fans to say they trust women athletes "a lot."**

## #2

### CATEGORIES HAVING IMPACT IN WOMEN'S SOCCER

Across women's sports, including women's soccer, **Apparel, Food & Beverage, and Health & Beauty brands have made themselves known.** Consumers say they are most aware of these brands sponsoring women's sports. In addition, some categories have had a unique breakthrough with this audience. Women's soccer fans are 1.9x as likely to be aware of **Travel** brands. They are also 1.5x as likely to be aware of **Technology** brands and 1.4x as likely to be aware of **Banking & Financial Services** or **Insurance** brands sponsoring women's sports.

## #3

### ATHLETE PRODUCT COLLABS ARE KING QUEEN

**Athlete-driven product collaborations are the #1 way women's soccer fans say they want to see brands show up.** Nearly half say they would be likely to engage with a brand that does so. Other top contenders to drive engagement? Cause-driven campaigns/ community initiatives and social media giveaways/contests featuring women athletes.





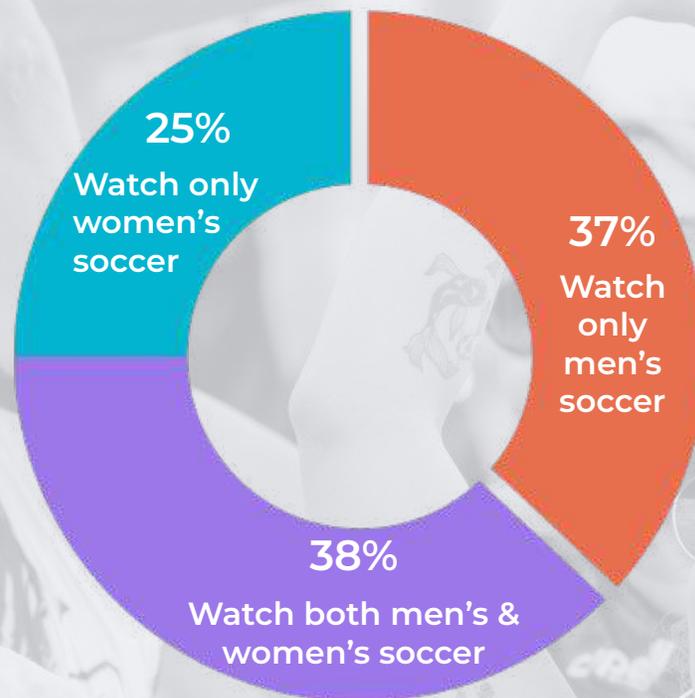
**WHAT'S  
WAITING FOR  
*BRANDS*  
*THAT INVEST*  
IN WOMEN'S  
SOCCER  
- AND *HOW*  
*TO ACTIVATE***



# REACH A DIFFERENTIATED AUDIENCE

Nearly two-thirds (63%) of U.S. soccer fans watch women's soccer – with 1 in 4 watching the women's game exclusively

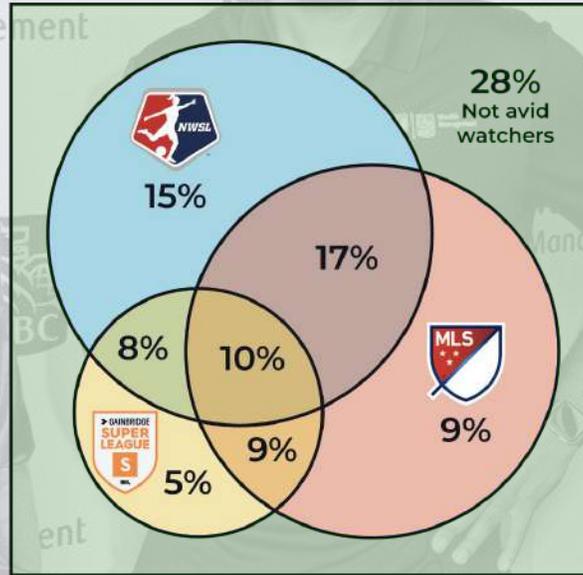
## U.S. SOCCER FAN VIEWING HABITS



As the U.S. gears up to host the 2026 FIFA Men's World Cup, brands that spread marketing across men's *and* women's soccer will maximize reach. **Better yet, carry that investment through the FIFA Women's World Cup in 2027 — and the U.S.-hosted 2031 tourney.** Brands that don't may miss 25% of the soccer audience.

# ENGAGE PASSIONATE FANS

## AVID FOLLOWING AMONG WOMEN'S SOCCER FANS



### TOTAL AVID FOLLOWING:

NWSL: 49%

MLS: 45%

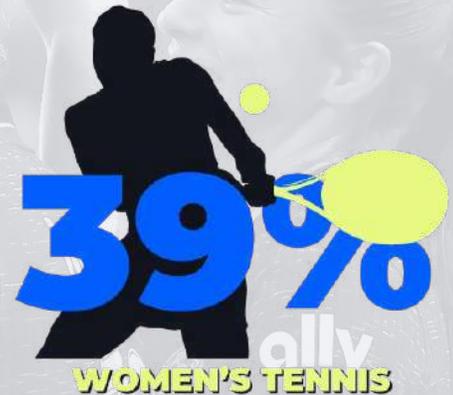
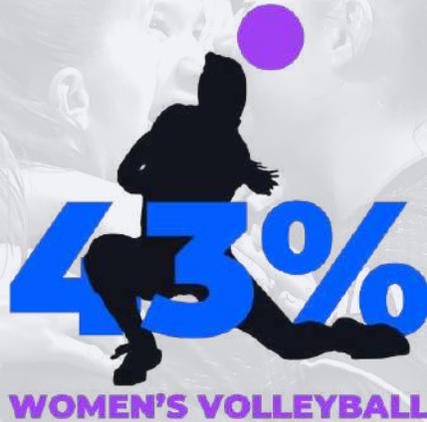
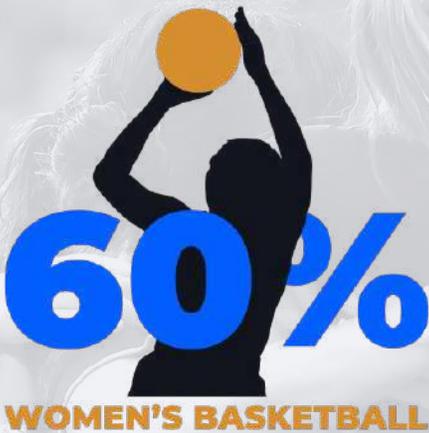
GSL: 32%



Brands that want to own the women's soccer space should **invest across both the NWSL and GSL**. By doing so, brands can access **year-round inventory to reach the nearly two-thirds of women's soccer fans who have an avid following for at least one of these leagues**. Brands should also not underestimate the power of **using MLS platforms to showcase partnerships with women's soccer athletes** and other related investments. RBC Wealth Management hosted former USWNT player Joanna Lohman on a panel at MLS All-Star Game, providing a template for effective crossover activation.

# MULTIPLY IMPACT ACROSS WOMEN'S SPORTS

AFTER SOCCER, TOP THREE WOMEN'S SPORTS WATCHED BY WOMEN'S SOCCER FANS



## ACTIVATE

Women's soccer fans are uniquely positioned to drive ROI (read on to find out how!) — but brands can reinforce their messaging through activations across the women's sports ecosystem. **Cross-over between women's soccer and sports like women's basketball, volleyball, and tennis will drive the greatest impact.** Partnering with an athlete collective that spans multiple sports can be an effective way to achieve this.



# BUILD MEANINGFUL RELATIONSHIPS WITH CONSUMERS

## DEEPEN CONSUMER TRUST

The **believability boost** in women's soccer is real.

**78%**

of women's soccer fans trust women athletes. Compared to other women's sports fans, women's soccer fans are **34% more likely to trust women athletes "a lot."**

**51%**

of women's soccer fans **trust a brand more based on their investment in women's sports – the most across women's sports.**



## STRENGTHEN CONSUMER PERCEPTIONS

Women's soccer fans are the most likely to report the below **halo effects**, compared to all women's sports fans:

**64%**

of women's soccer fans **believe a brand is progressive or forward thinking** based on investing in women's sports.

**65%**

of women's soccer fans say they are **proud to support the brand based on their investment in women's sports.**



# DRIVE ROI WITH WOMEN'S SOCCER FANS

While on the whole, fans of women's sports say brand sponsorships shape their purchasing behaviors, **women's soccer fans are the audience most influenced by sponsors' spending.** About half of women's soccer fans say a brand's sponsorship in women's sports (like an athlete partnership) makes them more likely to buy the brand's products.



Brands that want to convert consumers should spend marketing dollars in women's soccer. For greatest impact, blend **athlete partnerships with investments in women's soccer leagues, teams, tournaments, media partners,** and other entities.

# SPONSORSHIP CATEGORIES WINNING WOMEN'S SOCCER FANS' ATTENTION

Brand categories with the **greatest consumer awareness** in women's soccer:



Brand categories making a **unique impact** in women's soccer, compared to other women's sports:



Fans of women's soccer are **1.9x as likely** to be aware of Travel brands activating than other women's sports fans

Fans of women's soccer are **1.5x as likely** to be aware of Technology brands activating compared to other women's sports fans

Fans of women's soccer are **1.4x as likely** to be aware of these brands activating compared to other women's sports fans



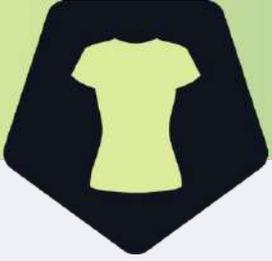
## ACTIVATE

Brands in categories consumers have noticed (above) should focus on deepening their impact, through a variety of activation types (e.g., product collaborations with athletes). Meanwhile, brands in categories not yet on consumers' radars — such as **Automotive, Retail,** and **Restaurants** — should experiment with different ways to activate, moving quickly to grab mindshare before their competitors do.



# WINNING BRAND CATEGORIES

## APPAREL



Apparel brands cut through the noise as the category with the most awareness among women's soccer fans. Notably, **63% say they know of such a partnership**. Even so, these fans remain hungry for more. **Women's soccer fans rank Apparel as the category they most want to see more from**, and they are 28% more likely than other women's sports fans to say so. Rewards await brands that act as **40% of women's soccer fans say they are more likely to make a purchase based on an Apparel brand's sponsorship in women's sports**.

### **ACTIVATE**

How often does a consumer ask for *more* advertising? Apparel brands should lean into this invitation and reap the rewards.

## ALIGNE x GOTHAM FC

UK-based fashion brand crossed the pond to become the Official Style Partner of Gotham FC. The multi-year partnership features Fit Checks and Fashion Week activations. The strategy syncs with ALIGNE's philosophy to empower women to look and feel their best as they live life on their terms.



# WINNING BRAND CATEGORIES

## FOOD & BEVERAGE



Food & Beverage takes **second in the competition for attention** from women's soccer fans. Still, fans think these brands can do more. **Food & Beverage ties Health & Beauty for second place for the types of brands consumers want to see more from.** The ROI is there for the taking: **38% of women's soccer fans say they would be more likely to buy from a Food & Beverage company based on a women's sports sponsorship.**



### ACTIVATE

Tailgate culture in women's soccer makes the perfect opportunity for Food & Beverage brands. Those that invest more will improve consumer awareness — and conversion.

## ALI RILEY x MODELO

NWSL star Ali Riley and Modelo teamed up at the Concacaf W Gold Cup to create fan-focused content. The Instagram campaign spotlighted the New Zealander's love of the game and vibrant off-the-field personality through authentic fan interactions. Even in the pouring rain, fans were eager to participate in the Modelo activation, showcasing the power of player-fan engagement to deliver for brands. The result? Elevating Modelo's bold, celebratory brand spirit.



# WINNING BRAND CATEGORIES

## HEALTH & BEAUTY



As a combined category, Health & Beauty **ranks third in terms of sponsorship awareness among women's soccer fans.** Still, there is room to grow and upside for brands that do. The category **ties Food & Beverage for second place among the types of brands fans are eager to see activate.** When comparing women's soccer fans to other women's sports fans, **only Insurance (70%) and Technology (62%) see more lift in purchase intention based on sponsorship than Health & Beauty (57%).**

### **ACTIVATE**

Social media trends like “what’s in my bag?” and “get ready with me” are the perfect opportunity for Health & Beauty brands to partner with women’s soccer athletes. With fans at the ready to follow suit, athletes can show off the products they use to stay healthy and look their best.

## MEGAN MONTEFUSCO x SUNSHINE HEALTH

Sunshine Health is partnering with elite women athletes like Megan Montefusco — a new mom and retired soccer player — to create powerful PSA videos. The spots candidly address health challenges, including anxiety and depression. Sharing Megan’s mental health journey helps raise awareness and foster connection — key outcomes Sunshine Health seeks to drive across Florida communities.



# WINNING BRAND CATEGORIES

## TRAVEL



Travel brands just miss the podium, **coming in fourth for awareness among women's soccer fans**. Still, they are a category **30% of these fans say they want to see more from**. An almost equal share (29%) says they are **more likely to give their business to Travel brands that have sponsorships in women's sports**.



### ACTIVATE

While there are more professional women's soccer teams than ever, many across the country still need to travel great distances to attend a match. Partnerships in women's soccer can help make sure travel brands are front of mind for soccer-inspired jaunts and other trips, too.

## SIMONE CHARLEY x BOATSETTER

[Boatsetter](#) — the leading marketplace for boat rentals, charters, and on-the-water experiences — celebrated summer with NWSL champion athlete Simone Charley and other professional women athletes. The partnership highlighted authentic athlete perspectives on rest and recovery, inspiring consumers, and making boating both more accessible and appealing. With a nearly 10% engagement rate for the campaign's top post, the partnership delivered meaningful impact for Boatsetter's brand.



# WINNING BRAND CATEGORIES

## TECHNOLOGY



As a category, Technology companies rank 7th (of 10) in women's soccer fans' awareness. However,

**these fans are far more aware of Tech companies' presence in women's sports than other fans are.**

What's more, these **consumers are eager to see Tech brands taking on even bigger activations.**

Indeed, Technology (33%) was neck-and-neck with second-place Food & Beverage (34%) and Health & Beauty (34%) for **a category fans want to see.** Tech brands that invest can expect a strong return.

**Women's soccer fans are 62% more likely than other women's sports fans to say a sponsorship would influence their Technology purchases.**

### **ACTIVATE**

Low consumer awareness + high consumer interest is the perfect combination for Technology brands. Those that take advantage of the open goal will certainly score big.

## MICROSOFT

[Microsoft](#) partnered with four elite women athletes to showcase the accessibility of AI-powered tools like Microsoft Copilot and Excel. Visualizing holistic metrics (e.g., sleep, mood, nutrition, and recovery) highlighted how tech can help athletes of all levels improve performance, support mental health, and reduce barriers in sports. Beyond helping Team USA athletes reach Paris 2024, the campaign delivered engagement rates as high as 13%.



# WINNING BRAND CATEGORIES

## BANKING & FINANCIAL SERVICES



Banking & Financial Services round out the Top 5 categories women's soccer fans say they have noticed. Still, **more than one-in-four of these fans (28%) continue to believe Banking & Financial Services companies can do more** to show up in women's sports. It's also about conversion, as **22% pledge to spend their hard-earned dollars with brands that do.**



Representing the importance of financial literacy, Banking & Financial Services brands are poised to deliver on fans' calls for more cause-driven campaigns. Better yet, women's soccer provides a multi-generational audience, making an impact on consumers across life stages.

## GAINBRIDGE

In 2025, Gainbridge became the historic title sponsor of the USL Super League. This marked the first-ever entitlement sponsorship of a professional women's soccer league in the U.S. The multi-year partnership includes full league naming rights and positions Gainbridge as the exclusive financial services partner across all league platforms. The milestone partnership enables Gainbridge to expand its impact across the country, doubling down on their commitment to financial empowerment, equity, and access — especially for women and underserved audiences in sports.



# TOP ENGAGEMENT STRATEGIES IN WOMEN'S SOCCER, BY AUDIENCE

**The data proves: The women's soccer consumer is loyal, engaged, and ready for brands to show up authentically.** The data also proves that the community watching women's soccer is diverse — across gender, race, age, and more. The best way for brands to show up? That depends on who you want to reach.

## TO ENGAGE...

Women

Men

Gen Z

BIPOC Fans

## LEVERAGE...

**Product Collaborations with Women Athletes**

*Honorable Mentions: Cause-Driven Campaigns and Social Media Giveaways or Contests*

**Cause-Driven Campaigns**

*Honorable Mention: Product Collaborations with Women Athletes*

**Product Collaborations with Women Athletes**

*Honorable Mentions: Cause-Driven Campaigns and Social Media Giveaways or Contests*

**Product Collaborations with Women Athletes**

*Honorable Mention: Cause-Driven Campaigns*

# BUILD TRUST. CREATE PRIDE. CONVERT CONSUMERS.

Investing marketing dollars in women's soccer is about more than jumping on the women's sports train. It's an investment in **building your relationship with an engaged consumer base.**

**With year-round professional women's soccer in the U.S. and the global audience's attention, too, now is the perfect time to take your brand's next steps.**

Whether you want to deepen your existing investment or you are just getting started, our proprietary consumer data can help you design a strategy that drives ROI. **Parity's community includes 110+ women's soccer players who can connect you to the communities you want to reach.**





THE PARITY COMMUNITY INCLUDES

# 110+

## SOCCER ATHLETES

Ages: 23-40+

WE HELP BRANDS CONNECT WITH PROFESSIONAL WOMEN ATHLETES TO GROW YOUR REACH AND MAXIMIZE ROI

United States  
Australia  
Belgium  
Brazil  
Canada

Dominican Republic  
England  
Finland  
France  
Germany

Iceland  
Ireland  
Italy  
Jamaica  
Mexico

New Zealand  
Nigeria  
Norway  
Portugal  
Scotland

Spain  
Sweden  
Switzerland  
Wales  
...And More!

25  
ATHLETES WITH  
CHAMPIONSHIP  
APPEARANCES



### CAUSES THEY CARE ABOUT



Mental Health



Cancer Awareness



Sustainability



Bullying Prevention



Financial Literacy



Poverty and Homelessness

### INTERESTS OFF THE FIELD



Cooking



Reading



Music



Fashion



Art/  
Photography



DIY



Gaming

### FAVORITE DRINKS



Water



Coffee/Tea



Smoothie/  
Protein Shakes



Sports Drinks



Wine/Beer/  
Liquor

### THEIR PERSONAS



Data Tracker



Homestate Hero



Family Focused



Adventurer



Creative



Musical



Gamer

### COMMUNITIES BRANDS CAN REACH

Parents

BIPOC

LGBTQ+

Vegan/  
Vegetarian

Gluten Free

Pet Lovers

...And More!

Explore partnering with Parity's 1100+ pro women athletes at [paritynow.co](https://paritynow.co)

## METHODOLOGY

This poll was conducted in partnership with SurveyMonkey April 8-11, 2025 among a national sample of 2,385 U.S. adults 18+. Respondents for this survey were selected from the more than 2 million people who take surveys on the SurveyMonkey platform each day. The modeled error estimate for this survey is plus or minus 2.0 percentage points. Data were weighted for age, race, sex, education, and geography using the Census Bureau's American Community Survey to reflect the demographic composition of the United States. Comparisons to other women's sports consider the following: basketball, soccer, volleyball, tennis, golf, softball, and hockey. We define a women's sports fan as someone who watches women's sports at least a few times annually. Rounding may result in statistics not adding up to the expected value.

Select photos used with permission from Gainbridge Super League. Additional photo credit to Brett Phibbs (page 20).

**Special thanks to our friends at SurveyMonkey for their ongoing support of our research initiatives.**

## ABOUT PARITY

**Parity, a Group 1001 company, is the leading platform for professional women athlete partnerships.** With a mission to close the gender income gap in sports and beyond, Parity connects brands with a diverse network of **more than 1,100 women athletes from 85 sports.** Through sponsorship activations, content collaborations, and strategic advisory, Parity helps brands **authentically engage the most trusted voices in sports today.** For more information, visit [www.paritynow.co](http://www.paritynow.co), request a [consultation](#), or follow us on [Instagram](#) and [LinkedIn](#).

