



FOOTBALL
BENCHMARK

FOOTBALL BENCHMARK'S
GUIDE TO THE

FIFA WORLD CUP 2026

Data-driven insights into the largest
FIFA World Cup ever staged.



Foreword & key insights

The FIFA World Cup 2026 is set to be a landmark edition in the history of the tournament, marking the 23rd staging of football's most prestigious international competition. Co-hosted by Canada, Mexico and the United States, the tournament will kick off on 11 June and culminate with the final on 19 July at New York New Jersey Stadium. For the first time, 48 national teams will compete across 104 matches, making it the largest FIFA World Cup ever staged across 16 host cities in North America.

Beyond its expanded format, the 2026 World Cup promises to be a tournament of both continuity and transition. It may represent one of the final opportunities to see some of football's defining modern icons on the biggest international stage, while also offering a platform for the next generation of elite talent to shape the future of the game. Established stars and emerging names alike will compete under unprecedented global attention, adding further intrigue to a tournament already historic in scale.

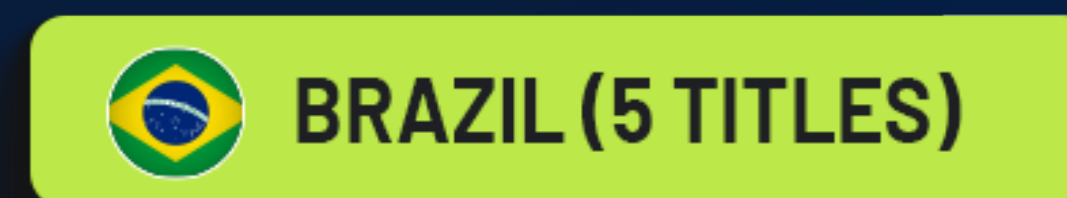
At the same time, the 2026 edition will showcase football's growing commercial, cultural, and geographic reach. With matches staged across three major markets, the tournament is expected to highlight the sport's accelerating development in North America while creating new benchmarks in attendance, media exposure, sponsorship activation, and fan engagement. The expanded format will also provide more nations with the opportunity to compete at the highest level, potentially reshaping competitive dynamics across confederations.

The scale of this evolution is reflected throughout the tournament's financial landscape. According to reported estimates, the 2026 edition is expected to generate between \$8.5 billion and \$9.5 billion in revenue, more than three times the \$2.6 billion generated by the 2006 edition in Germany twenty years ago. Participating nations will also compete for increased financial rewards, with teams qualifying for the tournament receiving a \$10 million participation fee, while the eventual winners could earn up to \$51 million.

HOSTS



MOST WINS



DATE



HOLDERS



The tournament also highlights the continued concentration of elite football talent. The Premier League has supplied 163 players to the tournament, comfortably more than any other domestic league. The Bundesliga ranks second with 101 players, followed by La Liga (81), Ligue 1 (79) and Serie A (66). Together, Europe's "Big Five" leagues account for nearly 40% of all participants.

At club level, Manchester City FC leads with 19 representatives, ahead of FC Bayern München with 18. The analysis also highlights the growing influence of leagues outside Europe, with the Saudi Pro League supplying 47 players and Major League Soccer contributing 44. Al Hilal is the highest-ranked non-European club with 12 representatives.

France enters the tournament with the most valuable squad, worth approximately €1.57 billion according to Football Benchmark's player valuation methodology. Spain (€1.47 billion) and England (€1.42 billion) follow closely behind, with Germany (€1.05 billion) and Portugal (€992 million) completing the top five. Together, those five nations account for €6.5 billion of player value, representing more than a third of the total value of all squads at the tournament.

Player workload remains one of the game's most closely scrutinised issues as football continues to adapt to expanded and newly introduced competitions across both the club and international landscape. Given this, the report analyses the demands placed on players in the 12 months leading up to the tournament. Among players competing in leagues that follow the European football calendar, Spain's Martín Zubimendi recorded the highest number of club and national team appearances between June 2025 and May 2026, while, over the same period, Spain's squad has accumulated the highest number of minutes played in Europe's "Big Five" leagues among all 48 participating nations.





In Football Benchmark's Guide to the FIFA World Cup 2026, we explore these trends alongside other financial, commercial, and sporting dynamics that are shaping the tournament. From revenues, prize money, squad valuations and player workload to league and club representation, social media audiences, sponsors, host cities and historical performance, the report provides a comprehensive overview of football's biggest event. Combining original Football Benchmark analysis with broader tournament data, it offers insights and statistics designed to help fans, analysts and industry stakeholders better understand the key trends and forces influencing the competition both on and off the pitch.





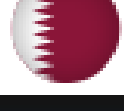

Composition of groups

Historical best performance and FIFA ranking reveal the competitive landscape of the group stage





GROUP A

| | |
|--|----|
|  MEX QF | 15 |
|  KOR 4TH | 25 |
|  CZE 2ND | 41 |
|  RSA GS | 60 |





GROUP B

| | |
|--|----|
|  SUI QF | 19 |
|  CAN GS | 30 |
|  QAT GS | 55 |
|  BIH GS | 65 |

GROUP C

| | |
|--|----|
|  BRA WINNERS | 6 |
|  MAR 4TH | 8 |
|  SCO GS | 43 |
|  HTI GS | 83 |





GROUP D

| | |
|---|----|
|  USA 3RD | 16 |
|  TUR 3RD | 22 |
|  AUS R016 | 27 |
|  PAR QF | 40 |





GROUP E

| | |
|--|----|
|  GER WINNERS | 10 |
|  ECU R016 | 23 |
|  CIV GS | 34 |
|  CUW - | 82 |


GROUP F

| | |
|---|----|
|  NED 2ND | 7 |
|  JPN R016 | 18 |
|  SWE 2ND | 38 |
|  TUN GS | 44 |





GROUP G

| | |
|---|----|
|  BEL 3RD | 9 |
|  IRN GS | 21 |
|  EGY R016 | 29 |
|  NZL GS | 85 |





GROUP H

| | |
|--|----|
|  ESP WINNERS | 2 |
|  URU WINNERS | 17 |
|  KSA R016 | 61 |
|  CPV - | 69 |

GROUP I

| | |
|--|----|
|  FRA WINNERS | 1 |
|  SEN QF | 14 |
|  NOR R016 | 31 |
|  IRQ GS | 57 |





GROUP J

| | |
|--|----|
|  ARG WINNERS | 3 |
|  AUT 3RD | 24 |
|  ALG R016 | 28 |
|  JOR - | 63 |

GROUP K

| | |
|--|----|
|  POR 3RD | 5 |
|  COL QF | 13 |
|  COD GS | 46 |
|  UZB - | 50 |

GROUP L

| | |
|--|----|
|  ENG WINNERS | 4 |
|  CRO 2ND | 11 |
|  PAN GS | 33 |
|  GHA QF | 74 |

? BEST WC PERFORMANCE

 FIFA RANKING



Host cities


The venues of the World Cup span across four time zones and range between capacities of 44,000 and 79,000



FIFA World Cup economic evolution

The revenues of the tournament are increasing significantly, expected to reach between \$8.5 and 9.5 billion

Monetary values in USDm

| |  2006 |  2010 |  2014 |  2018 |  2022 |  2026 |
|------------------------------------|--|---|--|--|--|--|
| TOURNAMENT OVERVIEW | | | | | | |
| Number of teams | 32 | 32 | 32 | 32 | 32 | 48 |
| Number of matches | 64 | 64 | 64 | 64 | 64 | 104 |
| FINANCIAL SUMMARY | | | | | | |
| Total revenues | 2,282 | 3,655 | 4,826 | 5,357 | 6,314 | 8,500-9,500 * |
| <i>Revenue growth</i> | — | 60.2% | 32.0% | 11.0% | 17.9% | 35-50% * |
| Total expenses | 703 | 1,298 | 2,224 | 1,824 | 1,831 | 3,756 * |
| Net result | 1,578 | 2,357 | 2,602 | 3,533 | 4,483 | 4,750-5,750 * |
| DISTRIBUTION TO TEAMS | | | | | | |
| Total distribution to teams | 265 | 380 | 406 | 448 | 488 | 871 |
| <i>Prize money</i> | 240 | 348 | 358 | 400 | 440 | 703 |
| <i>Preparation fee & other</i> | 26 | 32 | 48 | 48 | 48 | 168 |

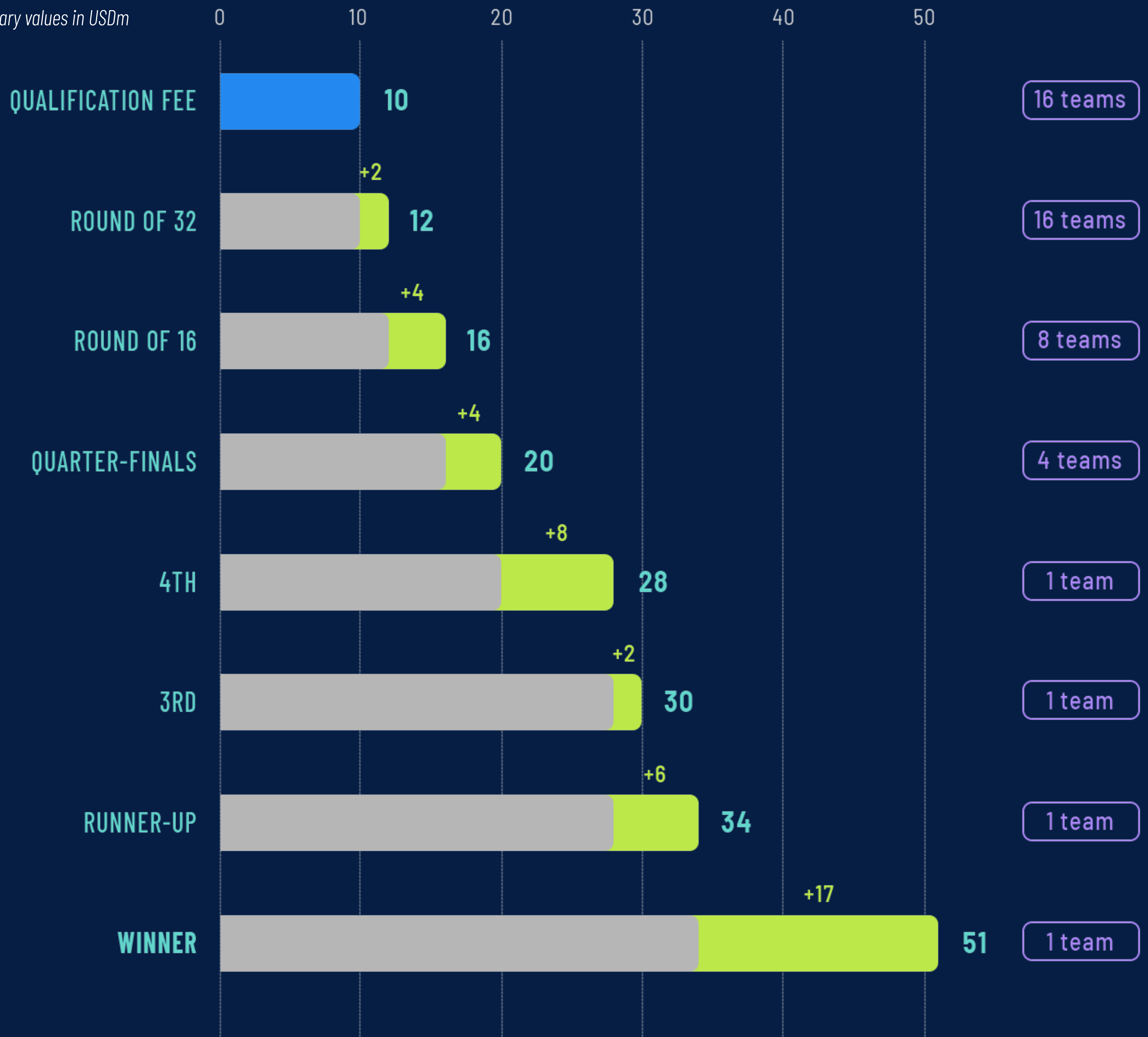
* 2026 figures are based on the latest available FIFA budget, as well as media reports concerning estimations of tournament revenues.



Eyes on the prize (money)

Prize money breakdown of the 2026 FIFA World Cup

Monetary values in USDm



Source: FIFA



FIFA World Cup 2026 sponsorship overview

16 global sponsorship deals headline tournament marketing rights

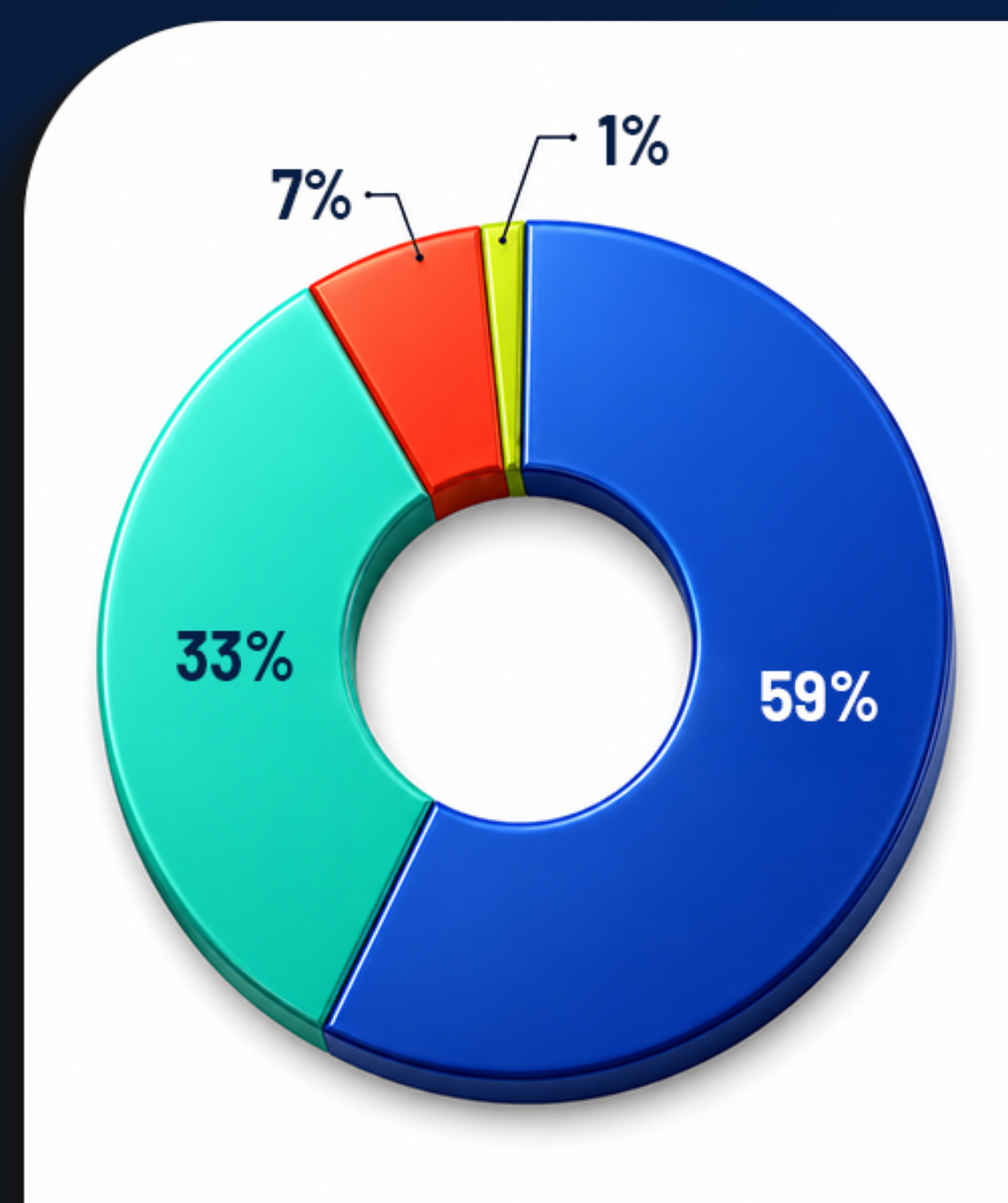
FIFA PARTNERS (TIER 1)



FIFA WORLD CUP 2026 SPONSORS (TIER 2)



During the last completed, four-year 2019-22 cycle, 92% of FIFA's marketing rights revenues were attached to global FIFA Partners & FIFA World Cup Sponsors. This year's tournament has 8 sponsors in each of these two main categories. Additionally, the tournament has dozens of lower-level partners in global, regional and host city categories.



- FIFA Partners
- FIFA Regional supporters
- FIFA Sponsors
- National supporters & other partners

Top releasing leagues by number of players

| | LEAGUE | NO. OF PLAYERS |
|-----|-------------------------------|----------------|
| 1. | PREMIER LEAGUE | 163 |
| 2. | BUNDESLIGA | 101 |
| 3. | LA LIGA | 81 |
| 4. | LIGUE 1 | 79 |
| 5. | SERIE A | 66 |
| 6. | SAUDI PRO LEAGUE | 47 |
| 7. | MAJOR LEAGUE SOCCER | 44 |
| 8. | SÜPER LIG | 43 |
| 9. | EFL CHAMPIONSHIP | 36 |
| 10. | EREDIVISIE | 33 |
| 11. | CAMPEONATO BRASILEIRO SÉRIE A | 32 |
| 12. | QATAR STARS LEAGUE | 29 |

Top releasing clubs by number of players

| | CLUB | NO. OF PLAYERS |
|------|------|----------------|
| 1. | | 19 |
| 2. | | 18 |
| =3. | | 16 |
| =3. | | 16 |
| 5. | | 15 |
| =6. | | 12 |
| =6. | | 12 |
| =6. | | 12 |
| =6. | | 12 |
| =10. | | 11 |
| =10. | | 11 |
| =10. | | 11 |

Clubs with the most World Cup-winning players (all-time)

Juventus leads the all-time ranking of clubs whose players have won the World Cup, with 27 winners across the tournament's history

| | CLUB | NO. OF PLAYERS | | CLUB | NO. OF PLAYERS |
|-----|------|----------------|------|------|----------------|
| 1. | | 27 | =9. | | 11 |
| 2. | | 24 | =9. | | 11 |
| 3. | | 21 | =9. | | 11 |
| 4. | | 17 | =12. | | 10 |
| 5. | | 15 | =12. | | 10 |
| 6. | | 14 | =14. | | 9 |
| =7. | | 13 | =14. | | 9 |
| =7. | | 13 | | | |

Note: Based on official squad lists as of 2 June 2026. Player count is based on where players played before the World Cup. Source: Football Benchmark research







Squad market values of participating National Teams

Squad values range from €19m to €1.57bn, with France's squad worth more than 80 times that of Jordan

GROUP A

| | |
|---|---------|
|  MEX | €201.4M |
|  CZE | €177.9M |
|  KOR | €151.0M |
|  RSA | €47.3M |

GROUP B

| | |
|---|---------|
|  SUI | €341.9M |
|  CAN | €231.5M |
|  BIH | €130.8M |
|  QAT | €19.4M |





GROUP C

| | |
|---|---------|
|  BRA | €876.2M |
|  MAR | €470.2M |
|  SCO | €169.3M |
|  HTI | €51.9M |


GROUP D

| | |
|---|---------|
|  TUR | €481.3M |
|  USA | €413.6M |
|  PAR | €150.9M |
|  AUS | €63.3M |

GROUP E

| | |
|---|-----------|
|  GER | €1,053.0M |
|  CIV | €482.2M |
|  ECU | €374.5M |
|  CUW | €31.4M |





GROUP F

| | |
|---|---------|
|  NED | €935.7M |
|  SWE | €436.5M |
|  JPN | €269.1M |
|  TUN | €63.5M |



GROUP G

| | |
|---|---------|
|  BEL | €626.2M |
|  EGY | €141.5M |
|  NZL | €33.7M |
|  IRN | €30.1M |





GROUP H

| | |
|---|-----------|
|  ESP | €1,471.4M |
|  URU | €418.4M |
|  KSA | €53.3M |
|  CPV | €50.5M |

GROUP I

| | |
|---|-----------|
|  FRA | €1,571.7M |
|  NOR | €599.4M |
|  SEN | €487.3M |
|  IRQ | €21.8M |

GROUP J

| | |
|---|---------|
|  ARG | €817.8M |
|  ALG | €271.9M |
|  AUT | €241.3M |
|  JOR | €19.3M |



GROUP K

| | |
|---|---------|
|  POR | €991.6M |
|  COL | €314.4M |
|  COD | €134.3M |
|  UZB | €84.2M |

GROUP L

| | |
|---|-----------|
|  ENG | €1,415.8M |
|  CRO | €385.0M |
|  GHA | €236.0M |
|  PAN | €37.5M |

MOST VALUABLE SQUADS

| | | |
|---|--|-----------|
| 1 |  FRANCE | €1,571.7M |
| 2 |  SPAIN | €1,471.4M |
| 3 |  ENGLAND | €1,415.8M |
| 4 |  GERMANY | €1,053.0M |
| 5 |  PORTUGAL | €991.6M |

Note: Based on official squad lists as of 2 June 2026.

Source: Football Benchmark Player Valuation Platform and Transfermarkt as of May 2026

The most valuable player in each World Cup squad

Lamine Yamal alone is worth more than the entire squads of 27 participating nations

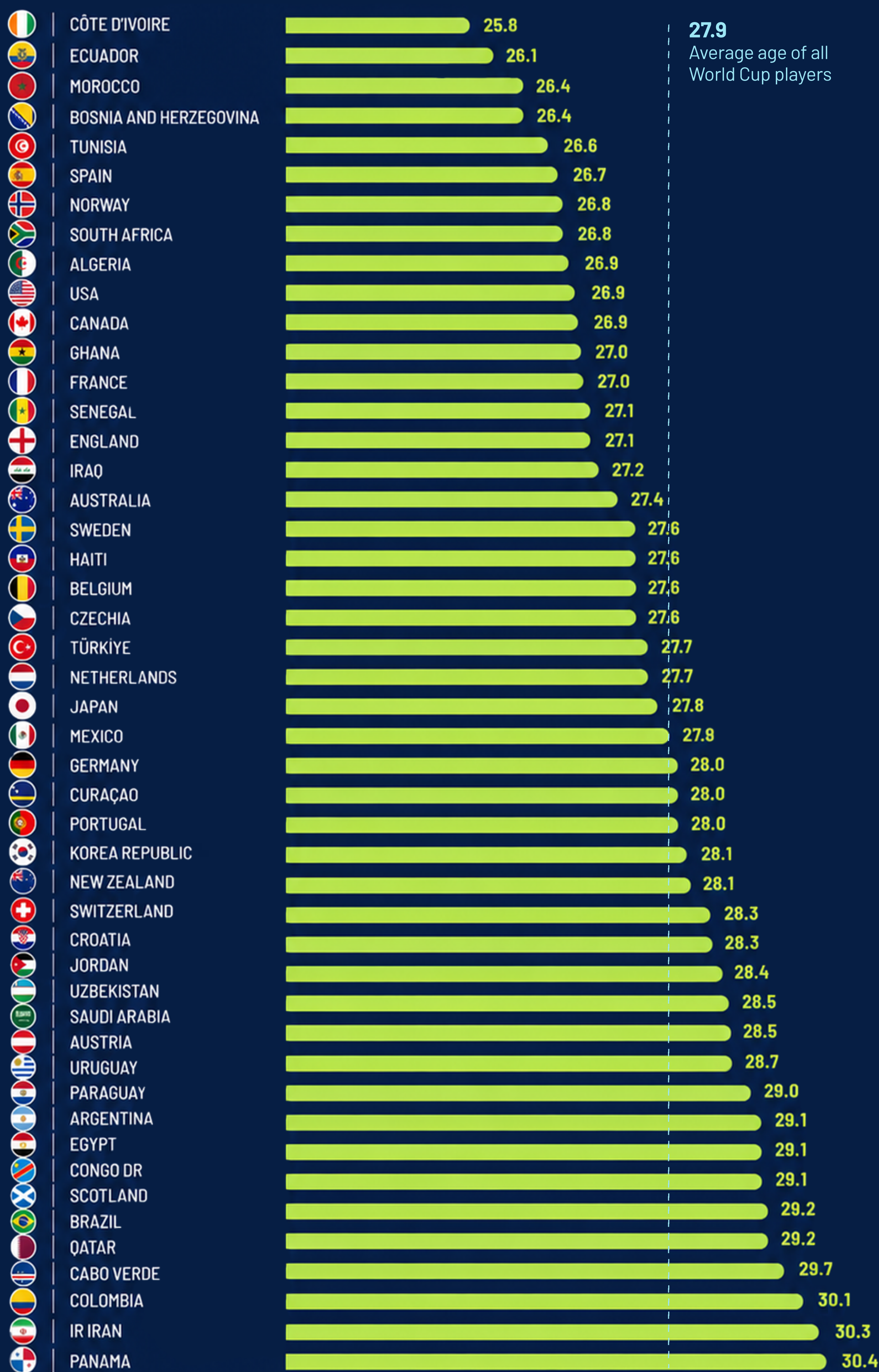
| COUNTRY | NAME | CLUB | VALUE | COUNTRY | NAME | CLUB | VALUE |
|---------|--------------------|------|---------|---------|-------------------|------|--------|
| | LAMINE YAMAL | | €292.2M | | NICOLAS JACKSON | | €45.0M |
| | KYLIAN MBAPPÉ | | €221.2M | | SCOTT MCTOMINAY | | €41.8M |
| | ERLING HAALAND | | €200.0M | | TAKEFUSA KUBO | | €41.1M |
| | JUDE BELLINGHAM | | €169.5M | | JOHAN MANZAMBI | | €40.4M |
| | FLORIAN WIRTZ | | €127.9M | | MIN-JAE KIM | | €34.8M |
| | VINICIUS JUNIOR | | €127.8M | | NOAH SADIKI | | €31.3M |
| | FEDERICO VALVERDE | | €109.8M | | KEVIN DANSO | | €26.9M |
| | JOÃO NEVES | | €106.6M | | SANTIAGO GIMENEZ | | €25.3M |
| | ENZO FERNÁNDEZ | | €103.9M | | KERIM ALAJBEGOVIĆ | | €24.4M |
| | ALEXANDER ISAK | | €93.3M | | PATRIK SCHICK | | €24.1M |
| | MOISÉS CAICEDO | | €92.3M | | JULIO ENCISO | | €23.4M |
| | RYAN GRAVENBERCH | | €88.3M | | LOGAN COSTA | | €18.0M |
| | ARDA GÜLER | | €87.5M | | WILSON ISIDOR | | €16.0M |
| | LUIS DÍAZ | | €82.5M | | HANNIBAL | | €15.1M |
| | JOSKO Gvardiol | | €77.0M | | MUSAB AL-JUWAYR | | €12.8M |
| | JÉRÉMY DOKU | | €76.9M | | LYLE FOSTER | | €11.6M |
| | ANTOINE SEMENYO | | €76.8M | | CRISTIAN VOLPATO | | €11.1M |
| | ACHRAF HAKIMI | | €75.2M | | MOUSA TAMARI | | €9.6M |
| | YAN DIOMANDE | | €68.9M | | AKRAM AFIF | | €8.0M |
| | OMAR MARMOUSH | | €66.9M | | AMIR MURILLO | | €7.3M |
| | ALPHONSO DAVIES | | €57.0M | | SONTJE HANSEN | | €6.5M |
| | CHRISTIAN PULISIC | | €52.8M | | MARKO STAMENIĆ | | €5.7M |
| | ABDUKODIR KHUSANOV | | €51.9M | | MEHDI GHAYEDI | | €4.5M |
| | RAYAN AÏT-NOURI | | €49.4M | | AHMED QASEM | | €2.6M |

Note: The club listed for each player is their club before the World Cup. Based on official squad lists as of 2 June 2026. Source: Football Benchmark Player Valuation Platform and Transfermarkt as of May 2026



Squad age overview of the World Cup

The average age of participating squads ranges from 25.8 to 30.4 years



Note: Average age as of 1 June 2026, rounded to one digit and considering the full, 26-man official squad lists as of 2 June 2026.
Source: Football Benchmark research

The most valuable U21 players at the World Cup

Many of the players with the potential to define the next decade of international football will be on display



Note: The club listed for each player is their club before the World Cup. Based on official squad lists as of 2 June 2026. Player age as of 11 June 2026. U21 defined as players who have not yet turned 22. Source: Football Benchmark Player Valuation Platform as of May 2026

Most followed players participating in the World Cup






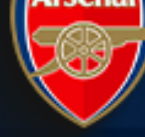





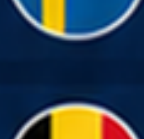

















Top 20 players by Instagram followers

| | NATIONALITY | PLAYER | CLUB | NUMBER OF FOLLOWERS (MILLION) |
|------|---|-------------------|--|-------------------------------|
| 1. |  | CRISTIANO RONALDO |  | 665.3 |
| 2. |  | LIONEL MESSI |  | 506.4 |
| 3. |  | NEYMAR |  | 233.8 |
| 4. |  | KYLIAN MBAPPÉ |  | 130.4 |
| 5. |  | MOHAMED SALAH |  | 65.4 |
| 6. |  | VINÍCIUS JÚNIOR |  | 59.9 |
| 7. |  | JAMES RODRÍGUEZ |  | 50.1 |
| 8. |  | LAMINE YAMAL |  | 43.1 |
| 9. |  | JUDE BELLINGHAM |  | 41.2 |
| 10. |  | ERLING HAALAND |  | 40.5 |
| 11. |  | LUKA MODRIĆ |  | 38.6 |
| 12. |  | KEVIN DE BRUYNE |  | 26.3 |
| 13. |  | ACHRAF HAKIMI |  | 23.3 |
| 14. |  | PEDRI |  | 22.5 |
| =15. |  | MARCUS RASHFORD |  | 22.3 |
| =15. |  | CASEMIRO |  | 22.3 |
| 17. |  | FEDERICO VALVERDE |  | 21.6 |
| 18. |  | OUSMANE DEMBÉLÉ |  | 21.0 |
| 19. |  | RAPHINHA |  | 19.7 |
| 20. |  | GAVI |  | 19.5 |

Note: The club listed for each player is their club before the World Cup. Based on official squad lists as of 2 June 2026.
Source: Football Benchmark Social Media Analytics Platform as of 2 June 2026

Most appearances in the year before the World Cup

Total club and national team appearances between June 2025 and May 2026 highlight the players carrying the heaviest workload into the tournament (considering leagues that follow the European calendar season)

| | NATIONALITY | PLAYER | CLUB | TOTAL APPEARANCES |
|------|---|---------------------|---|-------------------|
| 1. |  | MARTÍN ZUBIMENDI |  | 68 |
| =2. |  | HANS VANAKEN |  | 66 |
| =2. |  | DECLAN RICE |  | 66 |
| =4. |  | VIRGIL VAN DIJK |  | 65 |
| =4. |  | MORGAN ROGERS |  | 65 |
| =6. |  | CODY GAKPO |  | 64 |
| =6. |  | VIKTOR GYÖKERES |  | 64 |
| =8. |  | BRANDON MECHELE |  | 63 |
| =8. |  | NICK WOLTEMADE |  | 63 |
| =8. |  | MICHAEL OLISE |  | 63 |
| =8. |  | ALEXIS MAC ALLISTER |  | 63 |
| =8. |  | ALEXANDER SØRLOTH |  | 63 |
| =8. |  | LUIS DÍAZ |  | 63 |
| =14. |  | JOAQUIN SEYS |  | 62 |
| =14. |  | FIRAS AL-BURAIKAN |  | 62 |



Note: Players who were playing outside of leagues that follow the European calendar (e.g.: Brazil, Japan, USA) are excluded from this analysis. The club displayed for each player is the one they played for before the World Cup. Based on official squad lists as of 2 June 2026. Source: FIFPRO Player Workload Monitoring, Football Benchmark



National Teams with the most and least minutes played in the "Big Five" leagues

Total minutes played by each squad in the "Big Five" leagues between June 2025 and May 2026 highlight the significant differences in playing time quality between participating nations

| | NATIONAL TEAM | TOTAL "BIG FIVE" LEAGUE MINUTES PLAYED | SQUAD AVERAGE MINUTES |
|-----|---------------|--|-----------------------|
| 1. | SPAIN | 62,490 | 2,403 |
| 2. | ENGLAND | 61,717 | 2,374 |
| 3. | FRANCE | 60,810 | 2,339 |
| 4. | GERMANY | 59,133 | 2,274 |
| 5. | NETHERLANDS | 53,936 | 2,074 |
| 6. | SWITZERLAND | 49,506 | 1,904 |
| 7. | BELGIUM | 44,895 | 1,727 |
| 8. | ARGENTINA | 41,283 | 1,588 |
| 9. | PORTUGAL | 39,652 | 1,525 |
| 10. | SENEGAL | 38,952 | 1,498 |

| | NATIONAL TEAM | TOTAL "BIG FIVE" LEAGUE MINUTES PLAYED | SQUAD AVERAGE MINUTES |
|------|---------------|--|-----------------------|
| 39. | UZBEKISTAN | 1,587 | 61 |
| 40. | SOUTH AFRICA | 1,526 | 59 |
| 41. | SAUDI ARABIA | 1,514 | 58 |
| 42. | PANAMA | 1,096 | 42 |
| 43. | NEW ZEALAND | 966 | 37 |
| 44. | CAPE VERDE | 35 | 1 |
| =45. | IRAN | - | - |
| =45. | IRAQ | - | - |
| =45. | QATAR | - | - |
| =45. | CURAÇAO | - | - |



Note: Only "Big Five" league minutes have been included. Based on official squad lists as of 2 June 2026. Source: Football Benchmark research



The most valuable players missing from the World Cup

Despite the expanded 48-team format, several of football's most valuable players will miss the tournament

| | NATIONALITY | PLAYER | CLUB | VALUE | REASON FOR ABSENCE |
|----|-------------|------------------------------|------|---------|--------------------|
| 1 | | KHVICHA KVARATSKHELIA | | €116.5M | |
| 2 | | COLE PALMER | | €104.3M | |
| 3 | | PHIL FODEN | | €96.5M | |
| 4 | | DOMINIK SZOBOSZLAI | | €91.0M | |
| 5 | | HUGO EKITIKE | | €89.8M | |
| 6 | | JOÃO PEDRO | | €85.9M | |
| 7 | | FERMÍN LÓPEZ | | €83.8M | |
| 8 | | ESTÊVÃO | | €83.3M | |
| 9 | | BENJAMIN ŠEŠKO | | €76.8M | |
| 10 | | DEAN HUIJSEN | | €76.0M | |
| 11 | | VICTOR OSIMHEN | | €75.9M | |
| 12 | | ALESSANDRO BASTONI | | €73.6M | |
| 13 | | MASON GREENWOOD | | €73.4M | |
| 14 | | BRYAN MBEUMO | | €72.1M | |
| 15 | | EDUARDO CAMAVINGA | | €72.0M | |

NATIONAL TEAM DID NOT QUALIFY |
 INJURY |
 NOT SELECTED

Note: The club listed for each player is their club before the World Cup. Based on official squad lists as of 2 June 2026. Source: Football Benchmark Player Valuation Platform as of May 2026





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