



FOOTBALL BENCHMARK'S GUIDE TO THE EURO 2024

SQUAD VALUES | MOST VALUABLE PLAYERS | YOUNG STARS TO WATCH |
PLAYER WORKLOAD DATA | SOCIAL MEDIA ANALYTICS AND MORE

INTRODUCTION

The UEFA European Championship 2024 is set to be a historic spectacle, marking the 17th edition of the tournament. Hosted by three-time winners Germany, the championship will kick off on June 14 and span 22 matchdays, culminating in the final on July 14 at Berlin's Olympiastadion. With 51 matches scheduled, fans can look forward to intense competition across 10 iconic stadiums, including those in Munich, Dortmund, and Stuttgart, ensuring a festival of football that promises to captivate audiences worldwide.

Adding to the excitement and nostalgia, EURO 2024 might be the last opportunity for fans to witness some of football's legendary figures on the international stage. Icons like Germany's Toni Kroos, Croatia's Luka Modric, and Portugal's Cristiano Ronaldo are likely making their final appearances in this prestigious tournament.

On the other hand, EURO 2024 will also showcase the rise of a new generation of football stars, suggesting a changing of the guard in European football. Young talents such as England's Jude Bellingham, Germany's Florian Wirtz, and Spain's Lamine Yamal (the youngest player at EURO 2024) will all have the chance to shine on this grand stage.

In Football Benchmark's guide to EURO 2024, we delve into squad values, identify the most valuable players, highlight young stars to watch, analyze player workload data, explore social media analytics, and much more. This comprehensive guide will provide insights and statistics to enrich the experience of fans and analysts alike, offering a deeper understanding of the factors that could shape the outcome of this highly anticipated event.



UEFA EURO 2024 HOST



GERMANY

DATE



14 JUNE TO 14 JULY 2024

EURO TITLE HOLDER



ITALY

MOST WINS



GERMANY - 3



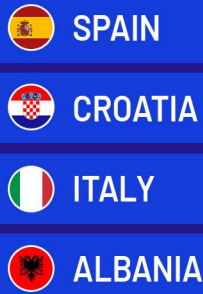
SPAIN - 3

GROUPS AND HOST CITIES

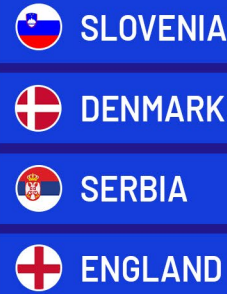
GROUP A



GROUP B



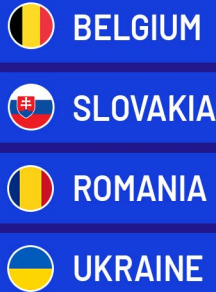
GROUP C



GROUP D



GROUP E



GROUP F



REVENUE COMPARISON AND PRIZE DISTRIBUTION

The revenue dynamics of the UEFA European Championship tournaments have exhibited notable fluctuations over the years. Particularly, there was a substantial surge in revenue from the 2012 Euros compared to the 2020 edition. The tournament's income is predominantly driven by four key sources. The most significant of them is broadcasting and media revenue, with highly coveted matches allowing UEFA to secure a considerable portion of the overall revenue through broadcasting fees. Additionally, commercial rights represent a vital secondary income stream. Ticket sales and hospitality fees from these sought-after matches further bolster the tournament's financial intake. This multifaceted revenue structure underscores the importance of strategic financial planning in ensuring the tournament's continued growth and success.

The total expenses for the UEFA European Championship have grown exponentially alongside rising revenues. Notably, the 2012 edition featured only 16 teams, resulting in significantly lower expenses compared to subsequent tournaments. Key expense components include competition costs, distribution fees, and solidarity payments, all of which contribute to the overall financial outlay of the event.

National teams participating in the UEFA Euros receive an initial participation fee. Additionally, performance-based monetary incentives are distributed to the federations.

UEFA EURO ECONOMIC PERFORMANCE

IN EURM	2012	2016	2020
TOTAL REVENUE	1,391	1,916	1,883
BROADCASTING	837	1,024	1,135
COMMERCIAL	314	483	521
TICKET AND HOSPITALITY	238	397	226
OTHER REVENUE	2	11	0.5
TOTAL EXPENSES	797	1,069	1,237
COMPETITION COSTS	499	595	704
DISTRIBUTION FEES	196	301	331
SOLIDARITY PAYMENTS AND OTHER DONATIONS	102	173	202
NET RESULT	594	847	646
NUMBER OF PARTICIPATING TEAMS	16	24	24

SOURCE: UEFA FINANCIAL REPORT

UEFA EURO DISTRIBUTION TO PARTICIPATING ASSOCIATIONS

IN EURM	TOTAL AMOUNT	NUMBER OF PARTICIPATING TEAMS	PARTICIPATING FEE	GROUP STAGE BONUSES/WIN	GROUP STAGE BONUSES/DRAW	VALUE PER TEAM				
						ROUND OF 16	QUARTER-FINALS	SEMI-FINALS	RUNNER-UP	WINNER
EURO 2012	196	16	8.00	1.0	0.5	-	2.0	3.0	4.5	7.5
EURO 2016	301	24	8.00	1.0	0.5	1.5	2.5	4.0	5.0	8.0
EURO 2020 AND 2024	331	24	9.25	1.0	0.5	1.5	2.5	4.0	5.0	8.0

SOURCE: UEFA FINANCIAL REPORT

SQUAD MARKET VALUES

There are significant differences in squad market values among the 24 nations competing in the UEFA European Championship 2024. The market value is often a good proxy to understand the strength of each squad. When considering the top 18 most valuable players from each nation's final squad, England leads with an impressive €1,382 million, while the nation with the lowest squad value is Romania, at €78.1 million. Only three squads surpass the €1 billion mark: England, France, and Portugal, while the average squad value stands at €471.5 million. It will be interesting to see whether the cohesion of a squad or the individuals' qualities will be the deciding factor during the tournaments' matches.

GROUP A

	GERMANY	€859.8M
	SCOTLAND	€178.4M
	HUNGARY	€169.9M
	SWITZERLAND	€299.1M

GROUP B

	SPAIN	€895.2M
	CROATIA	€382.4M
	ITALY	€684.3M
	ALBANIA	€100.4M

GROUP C

	SLOVENIA	€169.6M
	DENMARK	€418.9M
	SERBIA	€314.2M
	ENGLAND	€1,382.0M

GROUP D

	POLAND	€172.8M
	NETHERLANDS	€784.4M
	AUSTRIA	€252.2M
	FRANCE	€1,328.6M

GROUP E

	BELGIUM	€653.3M
	SLOVAKIA	€155.3M
	ROMANIA	€78.1M
	UKRAINE	€353.5M

GROUP F

	TÜRKIYE	€303.3M
	GEORGIA	€164.7M
	PORTUGAL	€1,058.6M
	CZECHIA	€156.7M

MOST VALUABLE SQUAD

	ENGLAND	€1,382.0M
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NOTE: SQUAD VALUES ARE BASED ON FOOTBALL BENCHMARK'S PLAYER VALUATION PLATFORM AS OF JUNE, 2024. FOR ALL TEAMS, WE TOOK INTO ACCOUNT THE 18 MOST VALUABLE PLAYERS OF THE OFFICIAL SQUAD AS OF 12 JUNE 2024.

SOURCE: FOOTBALL BENCHMARK PLAYER VALUATION PLATFORM AS OF JUNE 2024



TOP 15 LEAGUES SENDING THE MOST PLAYERS TO THE TOURNAMENT

	PREMIER LEAGUE	96		SÜPER LIG	25		UKRAINIAN PREMIER LIGA	15
	SERIE A	89		CZECH FIRST LEAGUE	21		SAUDI PROFESSIONAL LEAGUE	14
	BUNDESLIGA	75		EFL CHAMPIONSHIP	19		SERIE B	13
	LALIGA	55		AUSTRIAN BUNDESLIGA	16		SUPER LEAGUE GREECE	12
	LIGUE 1	29		EREDIVISIE	16		PRIMEIRA LIGA	12

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MVP OF EACH TEAM

Kylian Mbappé headlines the EURO 2024 as the most valuable player, valued by Football Benchmark at a staggering 244 million euros after his high-profile transfer to Real Madrid from Paris Saint-Germain. RB Leipzig and Manchester City contribute four and three MVPs to the list respectively. Of the 24 MVPs, 11 play in the English Premier League, 5 in Serie A, 5 in the German Bundesliga, 2 in Ligue 1, and 1 in LaLiga; none of them ply their trade outside Europe's „Big Five“ leagues. The combined total market value of the 24 MVPs is 1.865 billion euros.



COUNTRY	NAME	CLUB	MARKET VALUE	COUNTRY	NAME	CLUB	MARKET VALUE
	ARMANDO BROJA		€24.6M		XAVI SIMONS		€100.8M
	CHRISTOPH BAUMGARTNER		€34.5M		JAKUB KIWIOR		€29.3M
	LOÏS OPENDA		€82.5M		RAFAEL LEÃO		€92.7M
	JOŠKO Gvardiol		€96.0M		RADU DRĂGUȘIN		€23.3M
	TOMÁŠ SOUČEK		€25.4M		SCOTT MCTOMINAY		€31.6M
	RASMUS HØJLUND		€78.9M		DUŠAN VLAHOVIĆ		€65.3M
	JUDE BELLINGHAM		€187.8M		MILAN ŠKRINIAR		€40.2M
	KYLIAN MBAPPÉ		€244.0M		BENJAMIN ŠEŠKO		€72.5M
	KHVICHA KVARATSKHELIA		€94.9M		RODRI		€117.0M
	JAMAL MUSIALA		€130.7M		MANUEL AKANJI		€48.6M
	DOMINIK SZOBOSZLAI		€77.2M		HAKAN ÇALHANOĞLU		€42.3M
	NICOLÒ BARELLA		€83.3M		MYKHAILO MUDRYK		€41.1M

NOTE: THE CLUB CONSIDERED FOR EACH PLAYER IS THE ONE THEY PLAYED FOR DURING THE 2023/24 SEASON
SOURCE: FOOTBALL BENCHMARK PLAYER VALUATION PLATFORM AS OF JUNE 2024

U21 PLAYERS TO WATCH

The tournament promises to showcase an exciting crop of young talents. Among the U21 players to watch, Real Madrid's Jude Bellingham stands out as the most valuable, with a market value of 187.8 million euros. The list includes 15 standout players, with five in LaLiga, three in the Premier League, and two in Liga Portugal. Notably, ten of these players feature on the European Golden Boy Top 100 list as of June 2024. Together, they have a combined market value of 702 million euros, underscoring their potential to light up the tournament and the future of European football.



SOURCE: FOOTBALL BENCHMARK PLAYER VALUATION PLATFORM AS OF JUNE 2024

GB
TOP
100

GOLDEN BOY FOOTBALL BENCHMARK INDEX TOP 100 CANDIDATE

PLAYER WORKLOAD

Throughout the EURO 2024, players competing for the title face a gruelling schedule, with matches every fourth day on average. This tight timeframe demands that teams expertly balance recovery, tactical preparation, and potential travel between games. The intense schedule places significant strain on players, heightening the risk of fatigue and injury. Many participants, especially those who reached the latter stages of club competitions or played in cup finals, have already endured over 50 matches this season. We have selected five players – one from each of Europe's "Big Five" leagues – to highlight the minutes and number of games they played in the 2023/24 season before EURO 2024. The challenge of sustaining peak performance amid this demanding schedule remains formidable. Maintaining fitness and form will be crucial for teams aspiring to lift the coveted trophy.

NAME	COUNTRY	CLUB	LEAGUE	TOTAL GAMES SINCE 2023 JULY 1 ST	TOTAL MINUTES PLAYED	LAST GAME PLAYED
 BUKAYO SAKA				52	4,470	7 JUNE 2024
 ANTONIO RÜDIGER				57	5,322	7 JUNE 2024
 FLORIAN WIRTZ				59	4,352	7 JUNE 2024
 KYLIAN MBAPPÉ				57	4,922	9 JUNE 2024
 NICOLÓ BARELLA				56	4,434	26 MAY 2024

NOTE: ALL CLUB AND NATIONAL TEAM GAMES COMBINED IN THE 2023/24 SEASON, EXCLUDING CLUB FRIENDLY GAMES
SOURCE: FIFPRO PLAYER WORKLOAD MONITORING (PWM) PLATFORM



MOST FOLLOWED NATIONS AND PLAYERS ON SOCIAL MEDIA



EURO 2024 isn't just about on-pitch action; social media buzz plays a significant role, too. Leading the top 10 most followed players of the tournament, Cristiano Ronaldo boasts an astonishing 920 million followers, with Kylian Mbappé at 149 million and Toni Kroos at 95 million. Germany shines with three stars on this list (Kroos, Neuer, and Müller), while France claims two places (Mbappé and Griezmann). Bayern München is the club with the most players on the list, while notably, four of the top 10 players played in LaLiga during the 2023/24 season.

The most popular national team on social media is France (44.6M), followed by England (42.8M), Portugal and host nation Germany.

TOP 10 MOST FOLLOWED PLAYERS ON THE EUROS

COUNTRY	NAME	CLUB	FOLLOWERS
	CRISTIANO RONALDO		920.3M
	KYLIAN MBAPPÉ		148.9M
	TONI KROOS		95.6M
	ANTOINE GRIEZMANN		72.2M
	ROBERT LEWANDOWSKI		70.9M
	LUKA MODRIĆ		65.0M
	KEVIN DE BRUYNE		55.6M
	MANUEL NEUER		42.9M
	THOMAS MÜLLER		42.8M
	HARRY KANE		39.5M

TOP 10 MOST FOLLOWED NATIONAL TEAMS ON THE EUROS

TEAM	FOLLOWERS
FRANCE	44.6M
ENGLAND	42.8M
PORTUGAL	27.5M
GERMANY	24.1M
SPAIN	14.3M
ITALY	13.3M
NETHERLANDS	6.7M
POLAND	5.7M
TURKEY	2.9M
SCOTLAND	1.7M

NOTE: COMBINED TOTAL OF FOLLOWERS ON FACEBOOK, INSTAGRAM, X, YOUTUBE, TIKTOK AND WEIBO (ONLY OFFICIAL ACCOUNTS).
SOURCE: FOOTBALL BENCHMARK SOCIAL MEDIA ANALYTICS PLATFORM AS OF JUNE 4TH, 2024.

PLAYERS TO MISS EURO 2024

COUNTRY	NAME	REASON OF NOT PLAYING	CLUB	MARKET VALUE
	ERLING HAALAND			€186.6M
	MARTIN ØDEGAARD			€109.6M
	GAVI			€97.4M
	ALEXANDER ISAK			€88.3M
	MARCUS RASHFORD			€76.7M
	FRENKIE DE JONG			€74.1M
	ALEJANDRO BALDE			€72.2M
	CHRISTOPHER NKUNKU			€64.2M
	MICHAEL OLISE			€64.1M
	VIKTOR GYÖKERES			€63.5M
	JACK GREALISH			€63.4M
	EVAN FERGUSON			€62.7M
	JAMES MADDISON			€59.6M
	DEJAN KULUSEVSKI			€57.8M
	GIORGIO SCALVINI			€57.1M

NOTE: PLAYERS NOT PLAYING AT THE TOURNAMENT AS OF 12 JUNE 2024

SOURCE: FOOTBALL BENCHMARK PLAYER VALUATION PLATFORM AS OF JUNE 2024



NATIONAL TEAM NOT QUALIFIED



INJURY



NOT SELECTED



Several high-profile players are notably absent from the UEFA European Championship 2024, whether due to representing nations that didn't qualify, injuries, or not making their national final squads. Among the 15 most valuable players according to Football Benchmark, Erling Haaland is the number one name. Sadly, not only will one of Europe's top marksmen not grace the EUROs, but neither will his fellow countryman Martin Ødegaard.

Injuries have also deprived the tournament of several key stars who would likely be in their national squads, including Barcelona trio Gavi, Frenkie de Jong, and Alejandro Balde.

Three high-profile English players - Marcus Rashford, Jack Grealish, and James Maddison - didn't make the final squad for England. Additionally, other top-tier players missing from the tournament include Serge Gnabry, Thibaut Courtois, Mats Hummels, Reece James, Harry Maguire, or David Alaba.



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BENCHMARK

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