

FOUL PLAY

MILLIONS OF EUROPEANS WATCH SPORTING EVENTS
ILLEGALLY AND BUY FAKE SPORTS EQUIPMENT
COSTING MANUFACTURERS €850 MILLION



Annual lost sales from counterfeit sports equipment (millions of euro)

EU & 27 Member States, avg. 2018-2021

	LOST SALES (MILLION €)	RATIO LOST SALES (%)
 AT	€ 107.23	13.2%
 BE	€ 8.24	10.3%
 BG	€ 10.44	19.7%
 CY	€ 1.73	11.2%
 CZ	€ 7.69	13.6%
 DE	€ 93.72	5.0%
 DK	€ 13.95	7.8%
 EE*	N/A	N/A
 EL	€ 10.05	11.3%
 ES	€ 84.07	12.5%
 FI	€ 30.26	10.4%
 FR	€ 143.38	9.4%
 HR	€ 5.58	11.0%
 HU	€ 24.64	19.7%
 IE	€ 14.99	14.4%
 IT	€ 83.74	7.6%
 LT	€ 2.62	20.2%
 LU	€ 1.28	7.8%
 LV	€ 2.83	13.6%
 MT	€ 0.53	12.3%
 NL	€ 96.44	14.7%
 PL	€ 29.61	15.4%
 PT	€ 12.96	11.9%
 RO	€ 17.85	22.3%
 SE	€ 30.88	10.4%
 SI	€ 7.72	13.5%
 SK	€ 8.72	14.6%
 EU27	€ 851.15	11.4%

*No source data for Estonia

TOP 10 COUNTRIES MOST AFFECTED BY COUNTERFEITS

TOTAL LOST SALES

COUNTRY	MILLION EUR
FRANCE	€ 143.38
AUSTRIA	€ 107.23
NETHERLANDS	€ 96.44
GERMANY	€ 93.72
SPAIN	€ 84.07
ITALY	€ 83.74
SWEDEN	€ 30.88
FINLAND	€ 30.26
POLAND	€ 29.61
HUNGARY	€ 24.64

RATIO OF LOST SALES

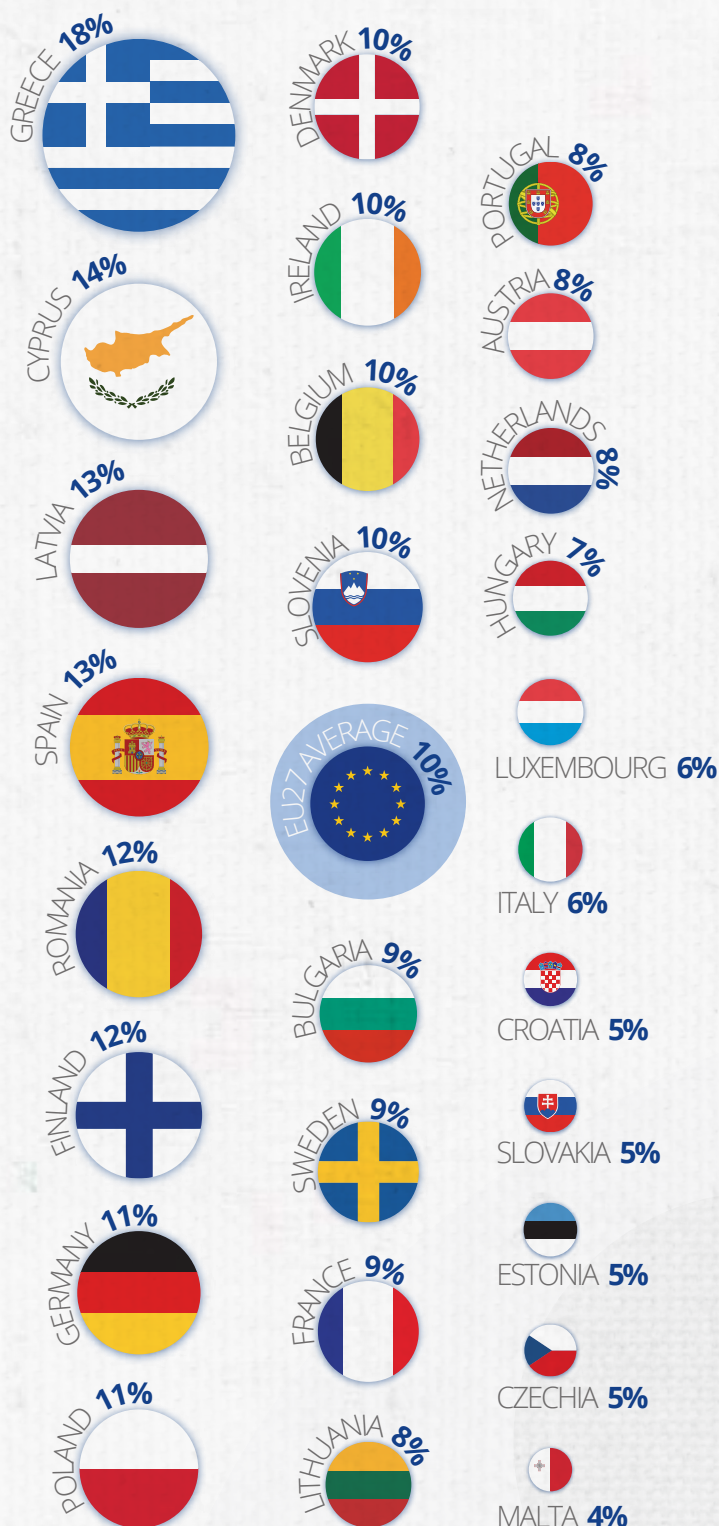
COUNTRY	RATIO LOST SALES (%)
ROMANIA	22.3%
LITHUANIA	20.2%
HUNGARY	19.7%
BULGARIA	19.7%
POLAND	15.4%
NETHERLANDS	14.7%
SLOVAKIA	14.6%
IRELAND	14.4%
CZECHIA	13.6%
LATVIA	13.6%



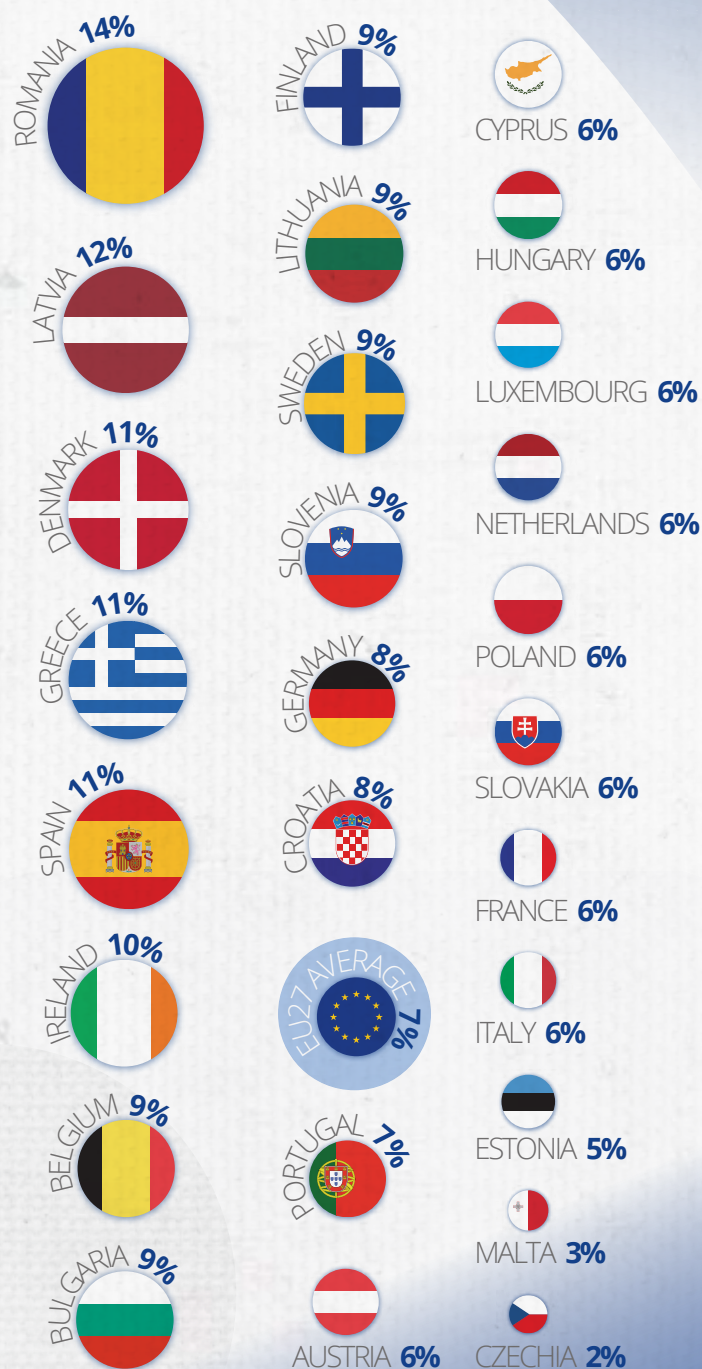
Young consumers buying fake sports equipment across the EU



PERCENT WHO PURCHASED FAKE GOODS INTENTIONALLY



PERCENT WHO PURCHASED FAKE GOODS BY ACCIDENT



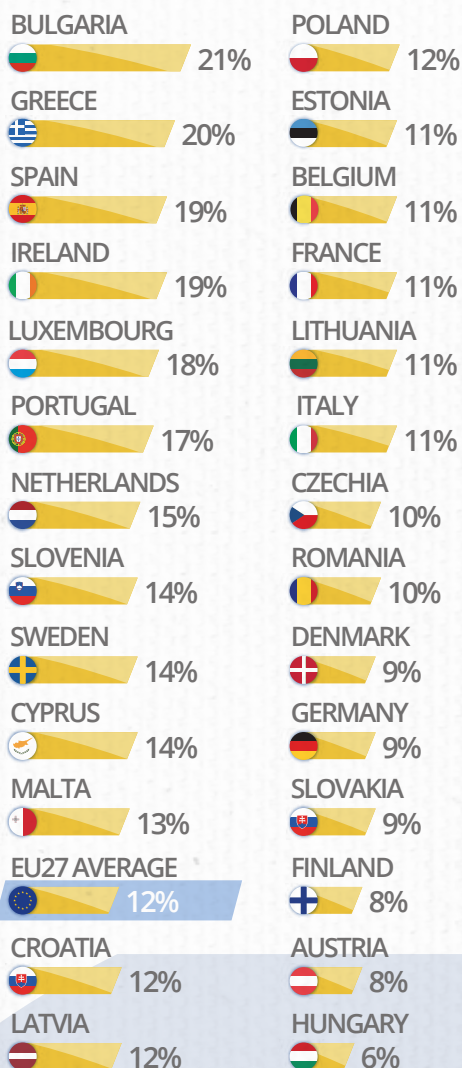
Accessing or streaming content illegally to watch sports

TOP COUNTRIES

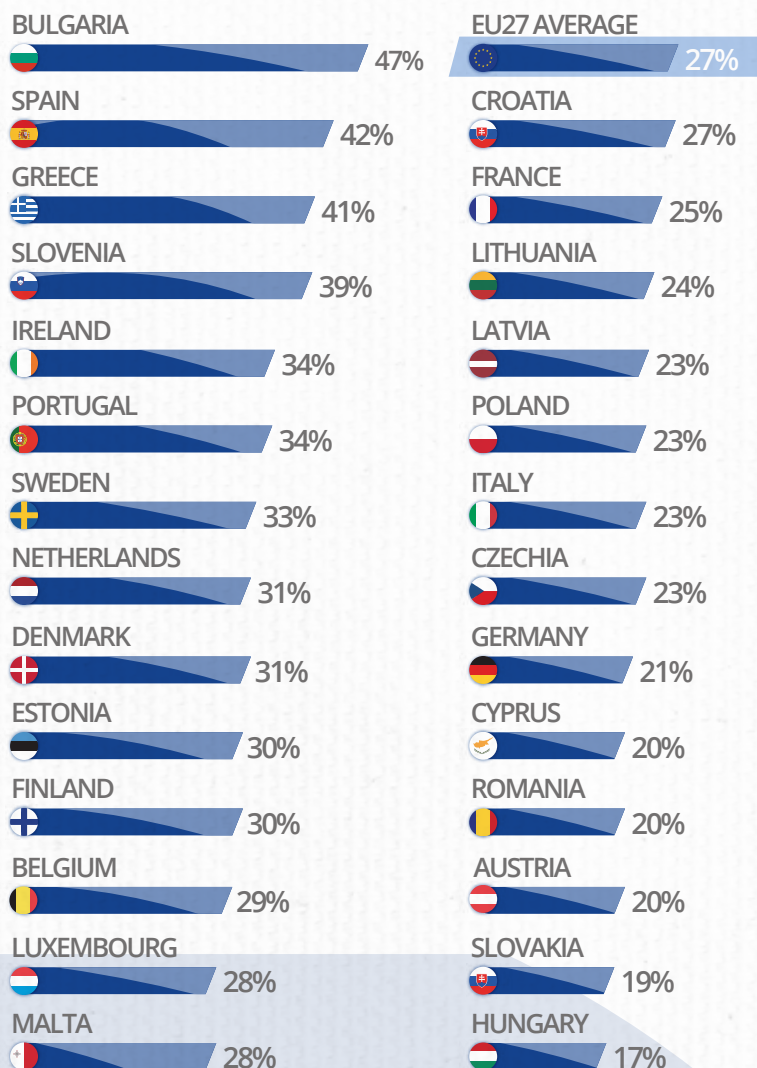
Question: During the past 12 months, have you accessed or streamed content from illegal online sources intentionally to watch sports?

Percent of illegal viewers

TOTAL POPULATION



15-24 YEAR-OLDS



Source: *European Citizens and Intellectual Property: Perception, Awareness, and Behaviour – 2023* and additional calculations from the data set. Population: 25,824 interviews in total. Total comprises all age groups from 15- 65+.

IP everywhere

Athletes, competitions & gear



A number of football superstars have sought IP protection to leverage their popularity. Kylian Mbappé, Cristiano Ronaldo, Vinícius Júnior, Lionel Messi – they are some of the best players, both on the field and in the field of IP.



Similarly, the world of tennis is filled with EU trade marks from star players. Carlos Alcaraz, Novak Djokovic, Grigor Dimitrov, Holger Rune, Casper Ruud, Jannik Sinner and Iga Świątek all have registered trade marks through the EUIPO.



Two of the top basketball players from the United States, LeBron James and Stephen Curry, who will compete for the men's national basketball team in Paris also own EU trade marks.

Beyond the players, EU trade marks and designs protect different aspects of the world's top sporting events, including the different brands, logos, names, trophies and medals

UEFA		INTERNATIONAL OLYMPIC COMMITTEE	
123	154	41	146
EU trade marks	Registered Community Designs	EU trade marks	Registered Community Designs

The Paris 2024 mascot Olympic Phryge is a registered Community Design



Top sportswear and sporting goods manufacturers are also big players in the IP world. Most of the shoes, the official uniforms and the balls and equipment are registered Community Designs. In fact, Adidas, Nike and Puma are prominent rightsholders when it comes to EU trade marks and designs

Operation Fake Star

An initiative targeting counterfeit goods infringing well-known brands. It is led by Spain (Policia Nacional) and co-led by Greece (Hellenic Police), under the coordination of Europol, along with the active participation of agencies and authorities from 18 countries. Results of the operation:

8 million counterfeit luxury and sporting goods

Goods included fake textiles, footwear, labels, leather goods and clothing accessories, including sports footwear and clothing

552,611

footwear items

1,140,343

pieces of sportswear

5,497,460

fake labels with logos

The operation led to the arrest of 264 people in connection with the counterfeits