



Authenticity in Women's Sports



This year we've been exploring attitudes towards women's sports in the UK. Our latest report, **Opportunities within the Women's Game** reveals the shifts we're seeing and the big opportunities for brands - if they are willing to invest early and play the long game.

Key insights for brands



Authenticity in brand partnerships is key

Women's sports are strongly perceived as inclusive and welcoming, as revealed through our work during the Women's EURO 2025. And those **brands that partner authentically see clear commercial gains** - engaged fans of women's football are **2.5x more likely to purchase from a brand** when they believe their marketing activity/sponsorship is authentic vs. the average football fan.



Inclusivity and competitive spirit can coexist

Women's sports are redefining the narrative; welcoming and inclusive, whilst battling outdated perceptions around competitiveness and passion. The continued challenge is for **women's sports to showcase the competitive fire without losing the inclusive spirit**. Families and parents in particular are emerging as a high potential audience - emotionally invested and increasingly present. This inclusive spirit is key to unlocking an **audience that values the connection, inspiration and shared experience that women's sports provide**.



Nurture emotionally connected fans

With major media platforms now investing in coverage of women's sports, fans are looking to brands to further fuel this shift into the mainstream. Through **smart brand storytelling, hero content, authentic influencer partnerships and purpose-driven campaigns**, brands can **serve a growing fandom and generate lasting consumer loyalty**.

Get in touch for a full overview of the report info@redcresearch.com

