

SPORT CONSUMER EXPENDITURE AND GROSS VALUE ADDED



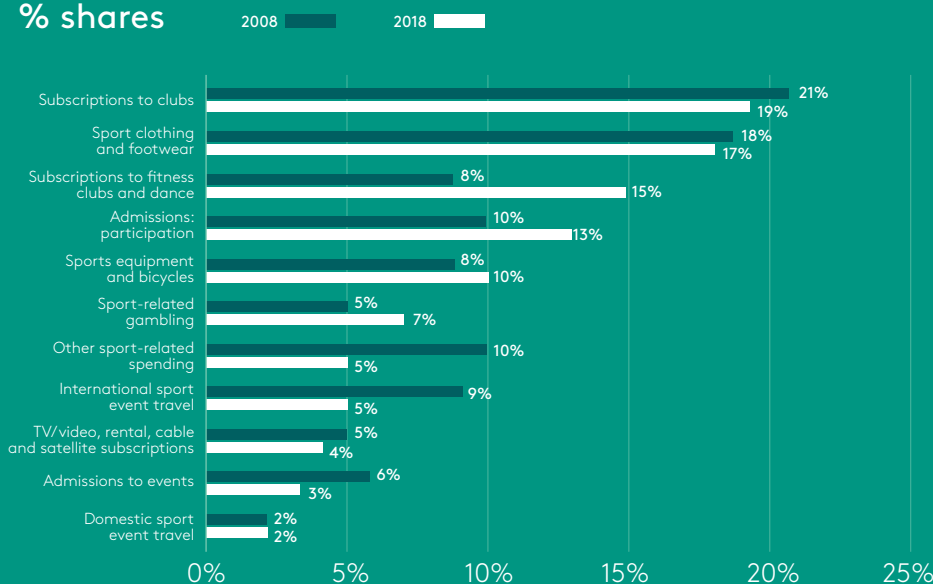
In 2018 consumers spent more on active sport participation experiences as compared to 2008

€3.3bn

Spent by people on sport-related goods and services in Ireland in 2018

Sport Consumer Expenditure in Ireland

% shares



Membership of sports clubs

was the largest area of sport related consumer spending in 2018



€3.7bn

Gross Value Added (GVA) of sport to the Irish economy in 2018

GVA of Selected Industries in Ireland

Millions of Euros (2018)



SPORT EMPLOYMENT

64,000

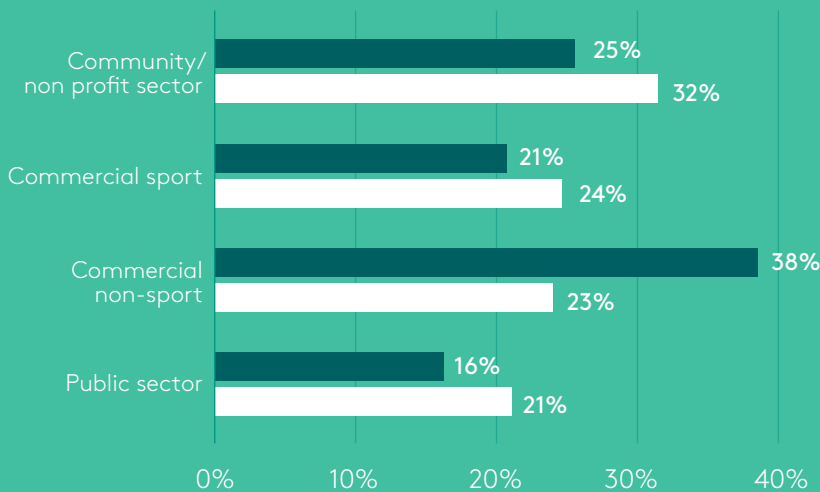
Employed by sport from a wide range of sport sectors in 2018



Sport Employment in Ireland

% shares

2008  2018 



32%

The community sport/ not for profit sector was the largest employer of the sports sector in 2018

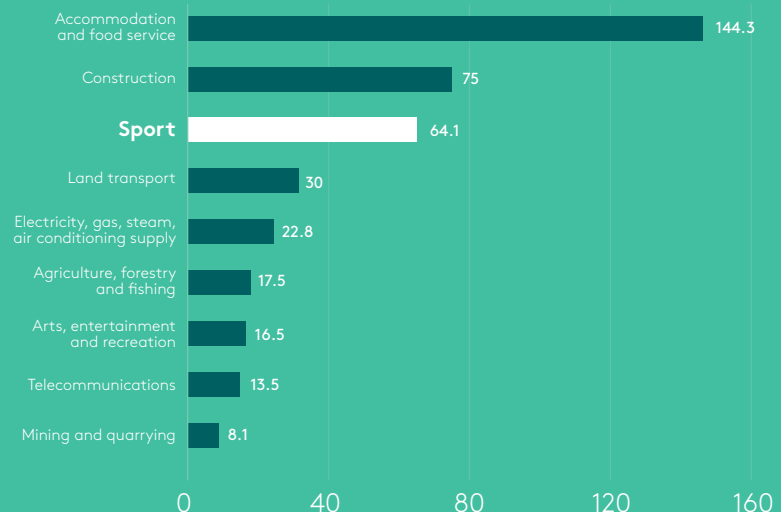
Employment of Selected Industries in Ireland

Thousands (2018)



Sport

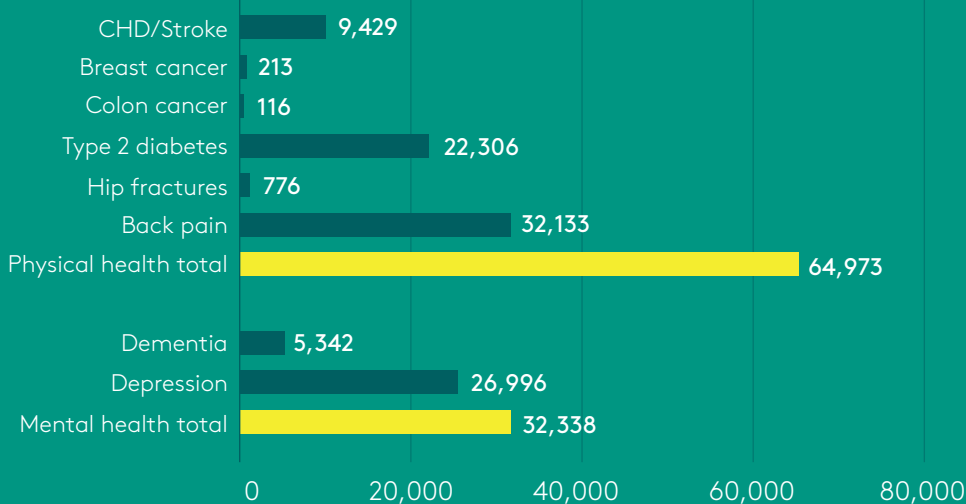
employs more people than many other sectors



DISEASE PREVENTION

97,000 cases of disease were prevented from sport and physical activity participation in Ireland in 2019 for a total cost savings over **€498m**

Cases of Disease Prevented in Ireland Thousands (2019)



Total Cost Savings From Cases of Diseases Prevented in Ireland

Millions of Euros (2019)

