



New BrandTrends Entertainment

April'20 wave

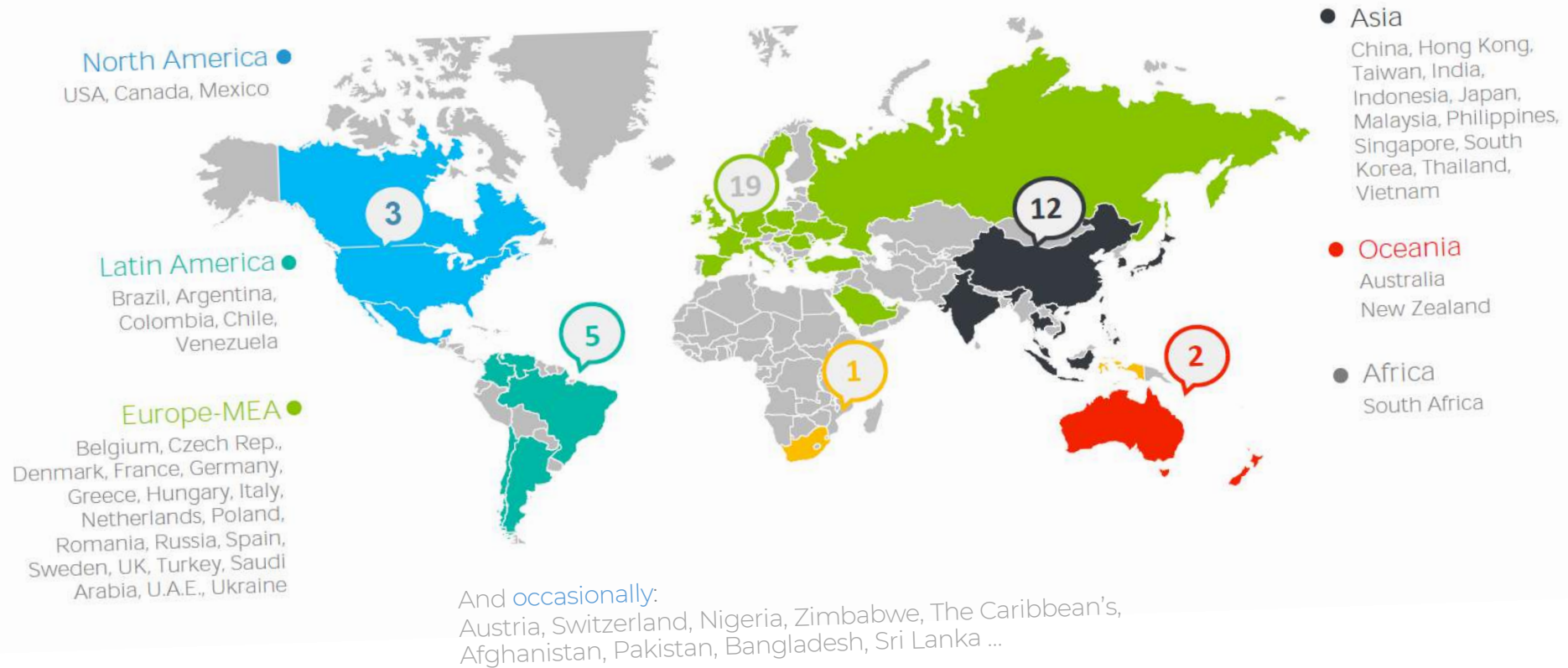
- 42 countries, boys & girls up to 25 years old (N>60,000)
- 940+ different brands spread across 384 sub-samples (countries x gender x ages)
- + The **Licensing International Extension** (Most Favorite Names / Brands across 16 large categories such as Entertainment – Lifestyle – Food & Drinks – Sports – Celebrities – Fashion)
- + The **Quantitude Question** (Entertainment brands discovered in the past weeks)

The BrandTrends Suite




Homes ● Hearts ● Minds

Kidz Global is the only **global provider** of brand, lifestyle, and attitudinal trends for kids, youth and families, tracking **43** markets



Everything you need to know and understand about kids, youth and families to create winning strategies for current and future markets anywhere in the world ● ● ●



In this report,
Data has been collected
before lockdown

METHODOLOGY

SPORT IS CRUCIAL FOR KIDS

IN PRACTISE, SPORTS COME DOWN ...

OTHER IMPLICATIONS WITH SPORTS

IN SUMMARY

OPPORTUNITIES

CONTACT



Our Methodology



France – Nation wide

Each state/region is proportionately represented based on population size to provide a representative sample for the country



Web interviewing. Selected panelists are sent an email containing an introduction text and a link to the survey. Clicking on this link launched their survey



Kids answer questions.

When kid is up to 7, parent answer on behalf.

Parental supervision on kids 8 to 14.

Kid alone for 15-17.

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Benefits of Sports

For the kids

Explore & learn

Socialize & Integrate

Win & Lose

- Explore their limits and teach them how to behave in challenging situations
- Develop teamwork and cooperation with others, as well as teach how to be seen by others when exercising
- Sometimes you win, sometimes you lose. While kids put all efforts to realize their best potential, they also learn how to accept and cope with losses

France is well-ranked

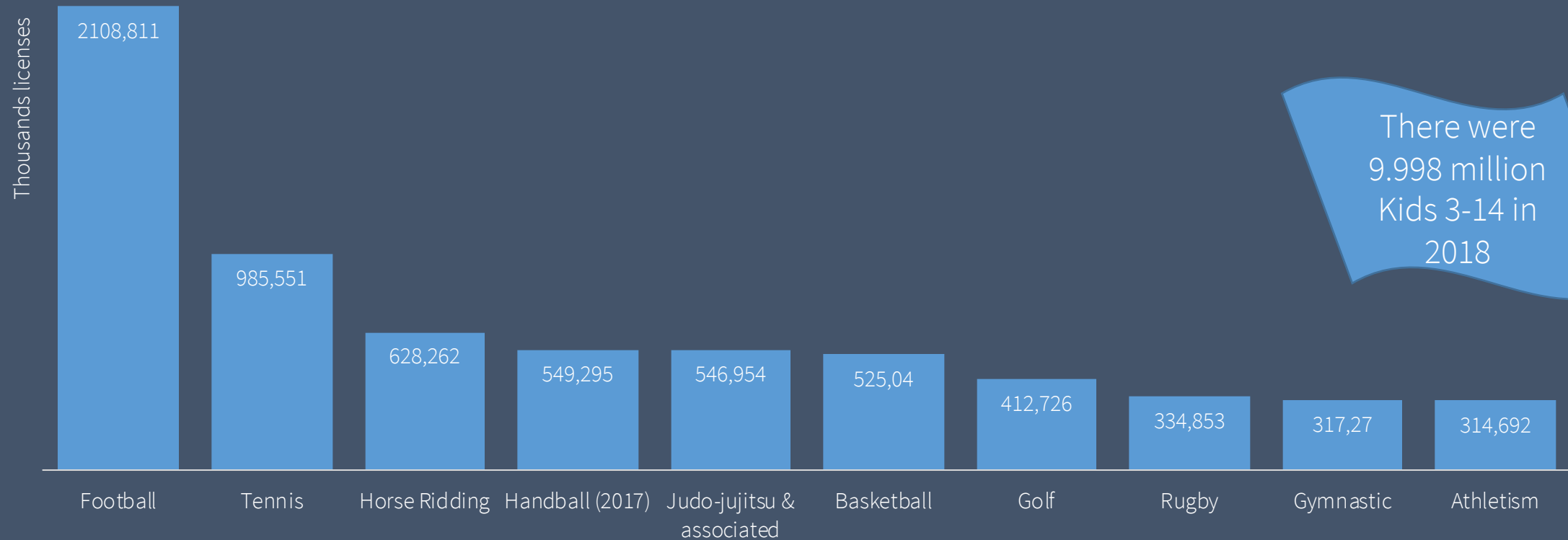
In sport results

No.	Nation	Gold	Silver	Bronze	Total
1	 United States (USA)	1022	795	705	2522
2	 Russia (RUS)	589	486	481	1556
3	 Germany (GER)	428	444	474	1346
4	 Great Britain (GBR)	263	295	293	851
5	 China (CHN)	224	167	155	546
6	 France (FRA)	212	241	263	716
7	 Italy (ITA)	206	178	193	577
8	 Hungary (HUN)	175	147	169	491
9	 Australia (AUS)	150	167	190	507
10	 Sweden (SWE)	145	170	179	494

There were 9.2 million registered licenses

In France in 2018, all age groups

Top 15 Sports in France by registered licenses – All ages - 2018



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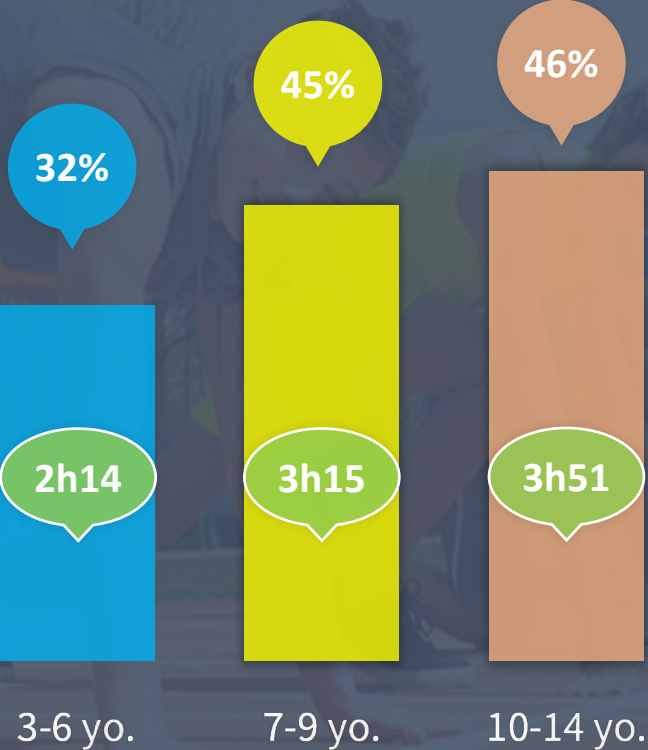
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41% of the kids

Practice sport 'outside school frame'

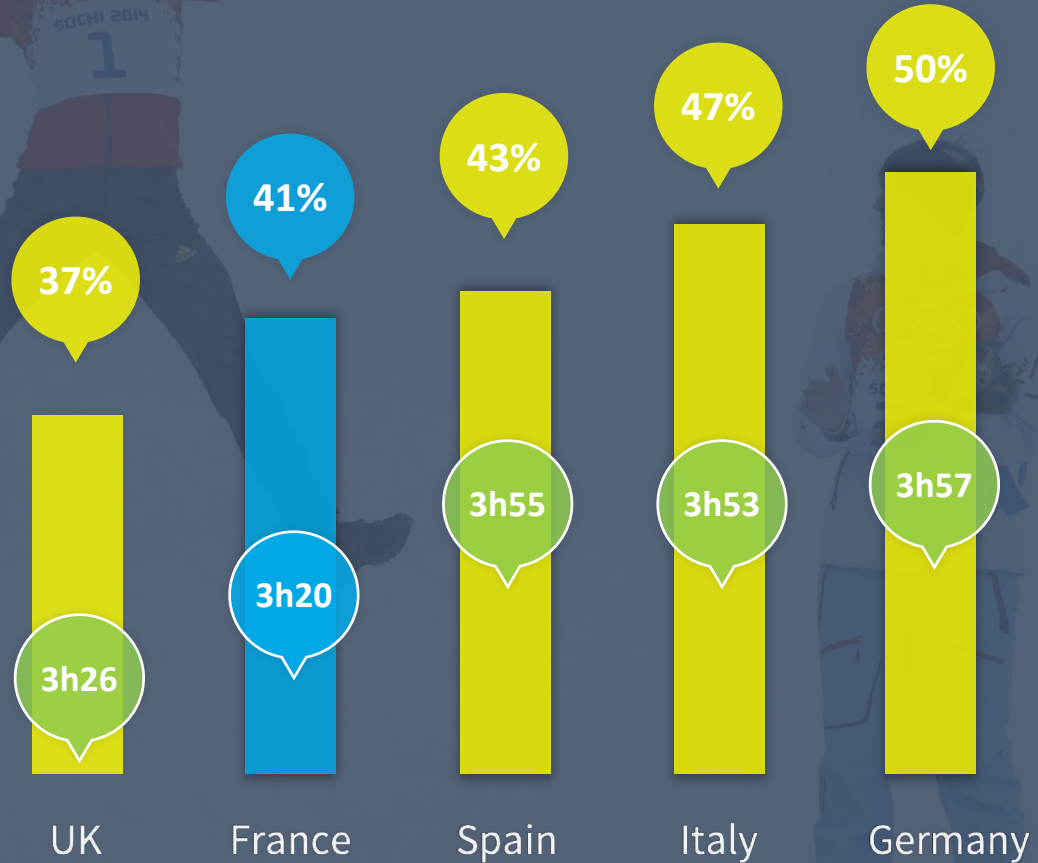


Source: The Kid Consumer



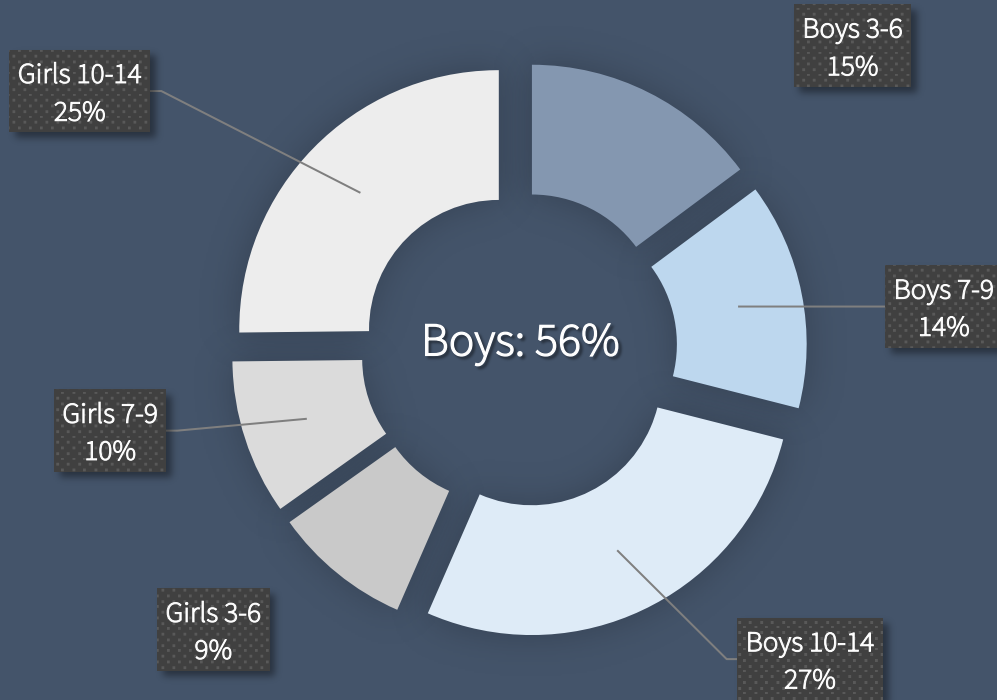
But France is not

On the podium

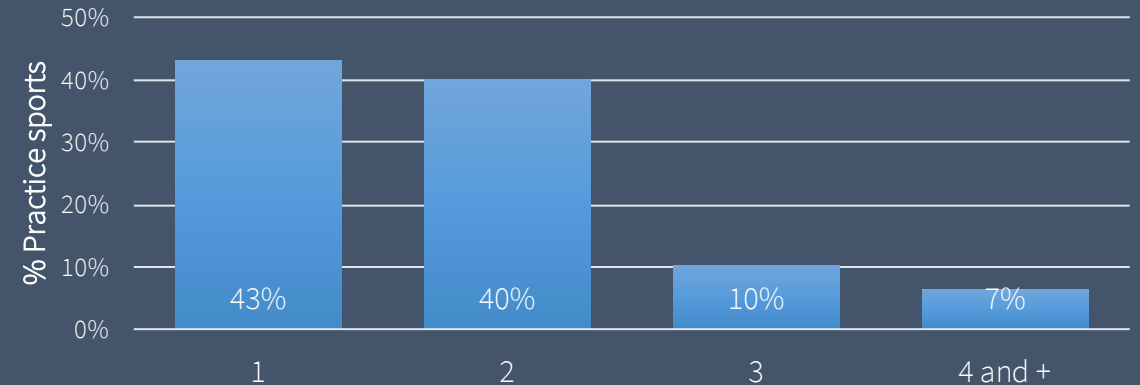


Boyish, small sizes & low-income households

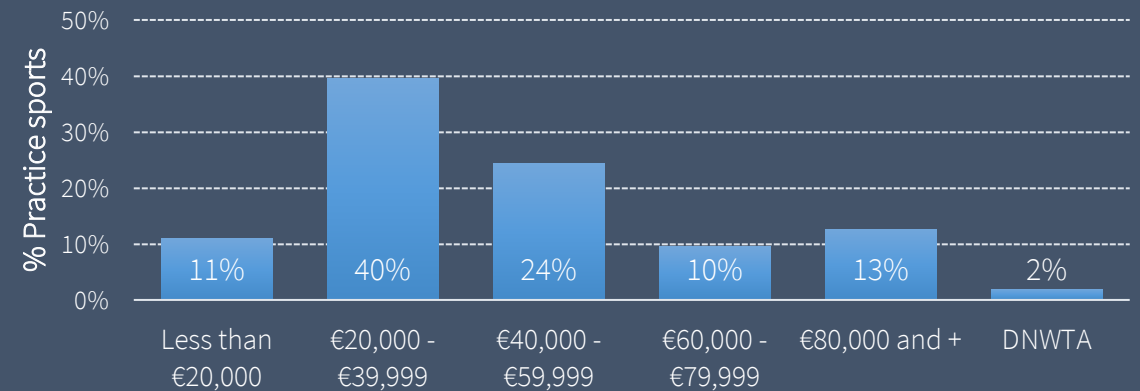
Age & gender



Number of 3-14 kids in household



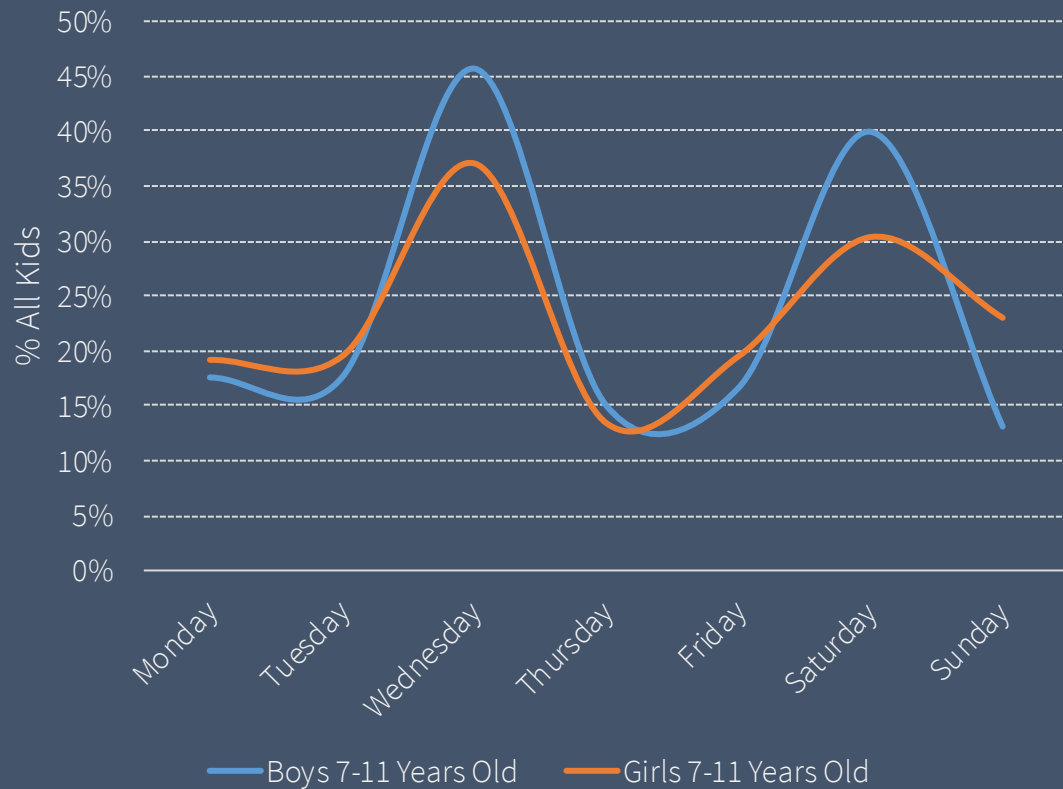
Household income



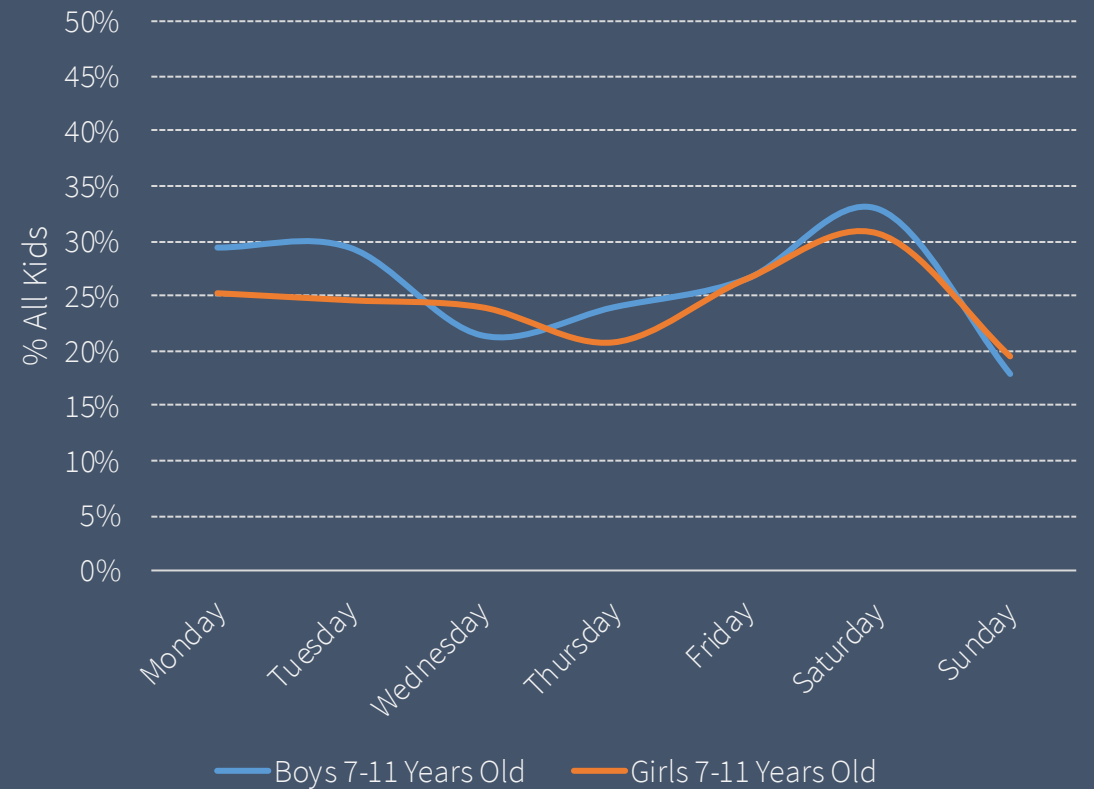
Sports are organized around 2 time slots

While this is more linear in Germany (more kids, longer practice time, spread along the week)

Sport by day - France



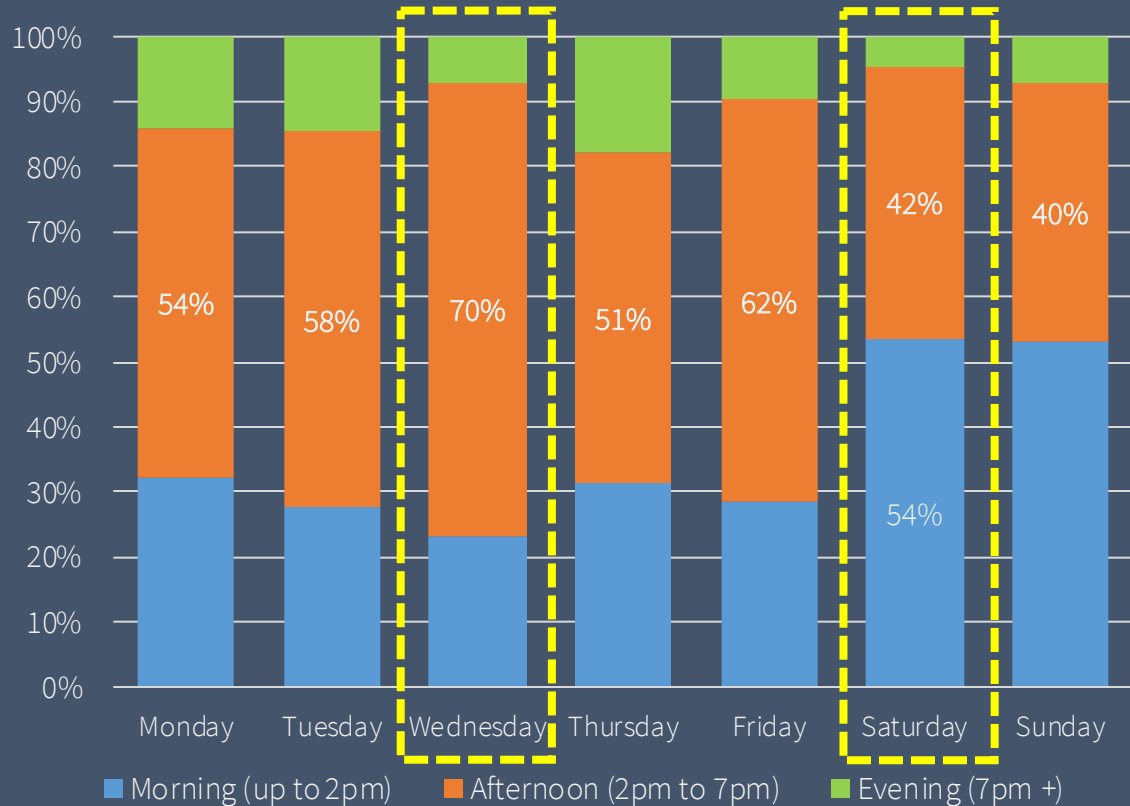
Sport by day - Germany



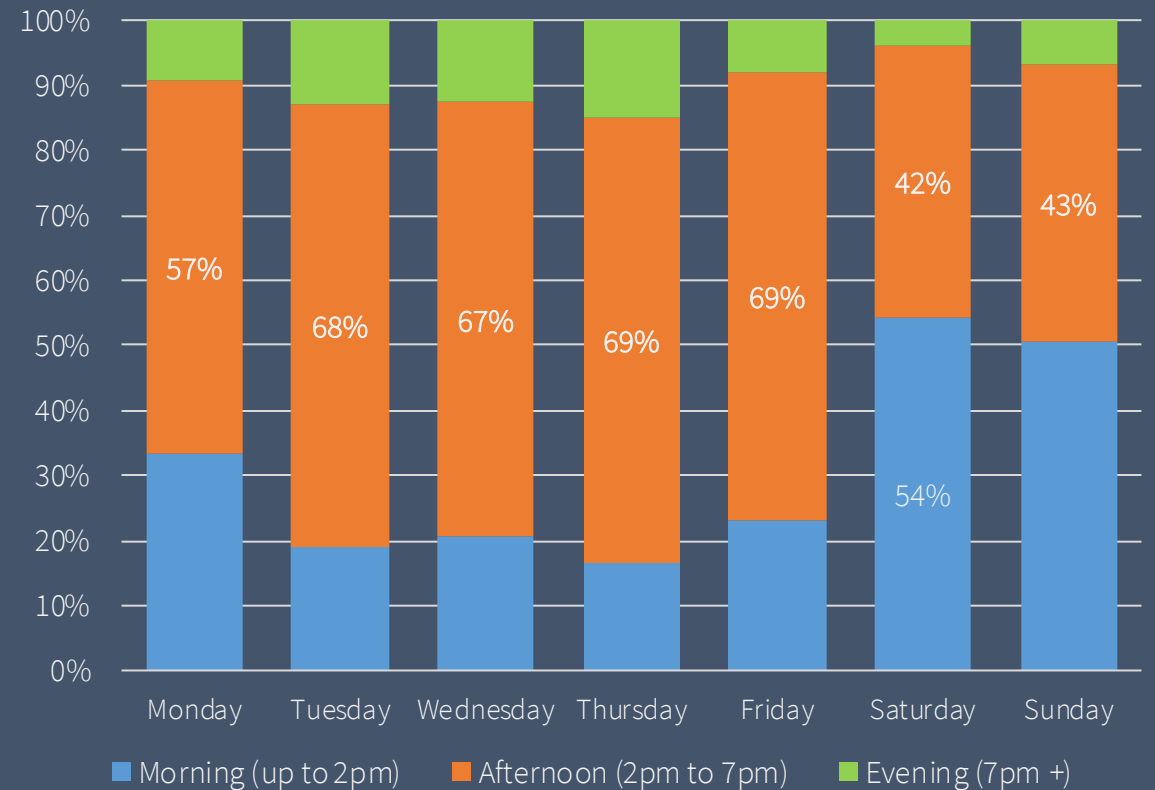
Sports on Wednesday afternoon

Then on Saturday morning (mostly)

Sport by time of the day - France



Sport by time of the day - Germany



A group of children are running on a red athletic track in a park-like setting. The children are wearing various colored shirts (blue, white, purple) and shorts. The background shows green trees and a clear blue sky. The track has white lane markings and some colorful graphics.

49%

Of the boys 3-14 ans pratice football ...

24%

Of the girls 3-14 ans pratice gymnastic, 23% danse

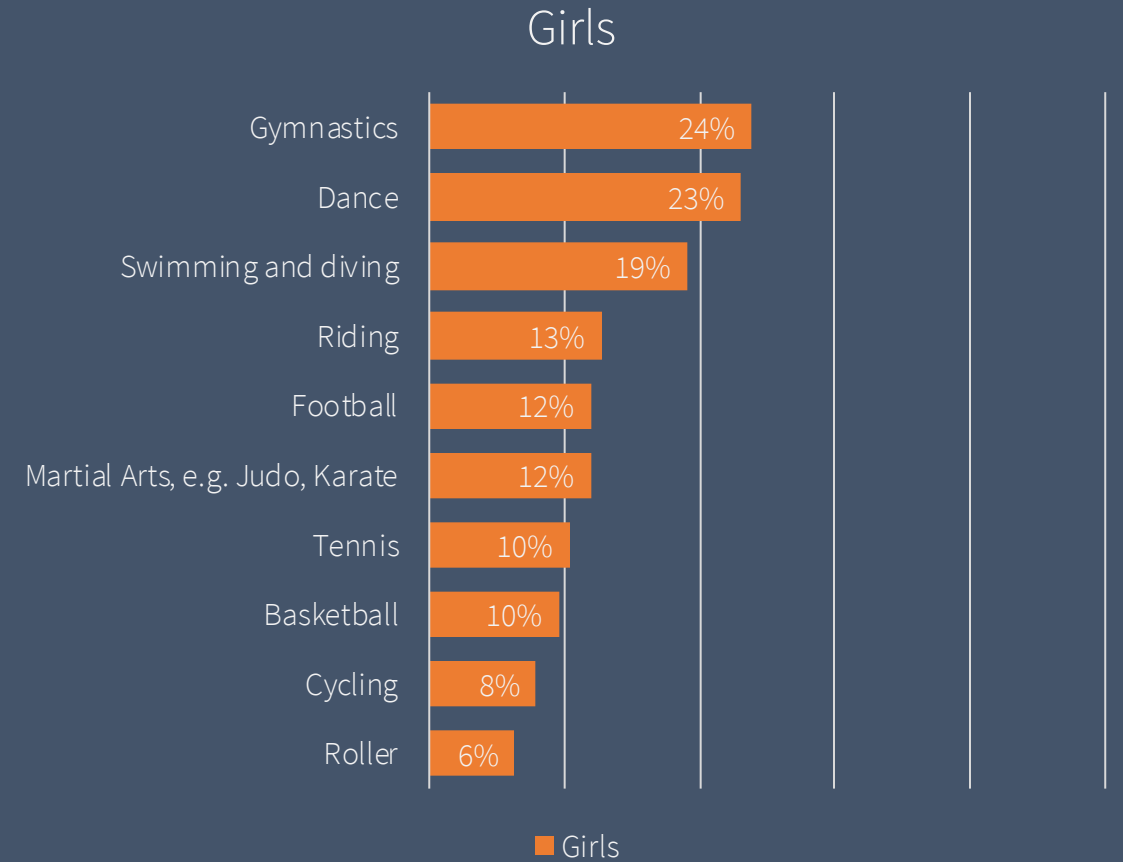
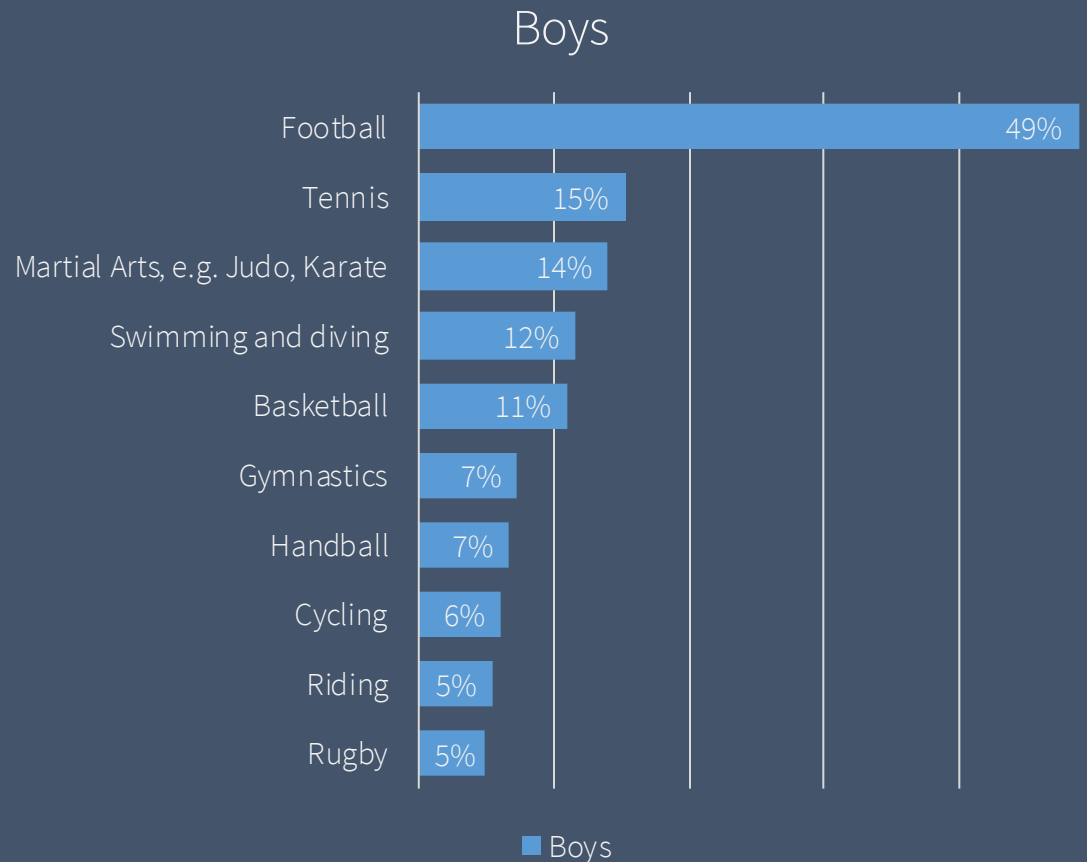
68%

In the club of their city:
65% for boys (they also play a lot more with their friends),
71% for the girls

One third of kids play football

But mostly boys 😊

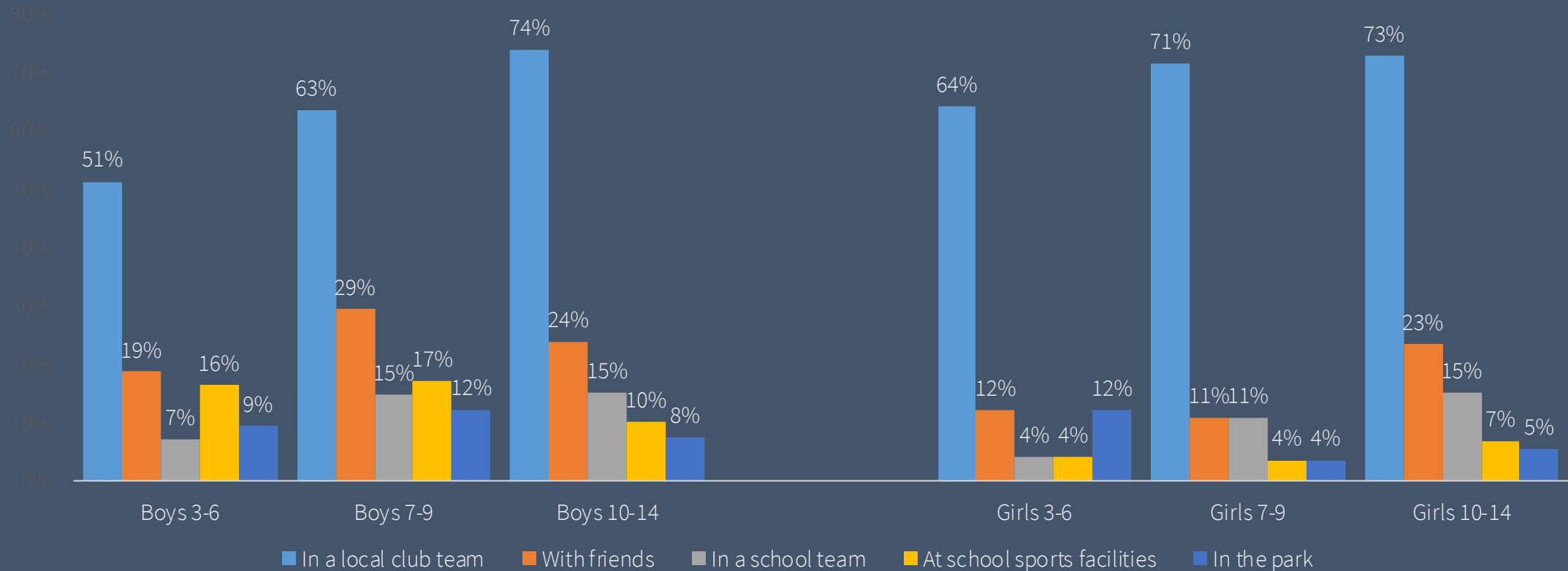
Girls are more diverse in their choices



Participation is often done in a local club team

Although practicing with friends is the second-best alternative
(more for boys though)

Ways to practice sports



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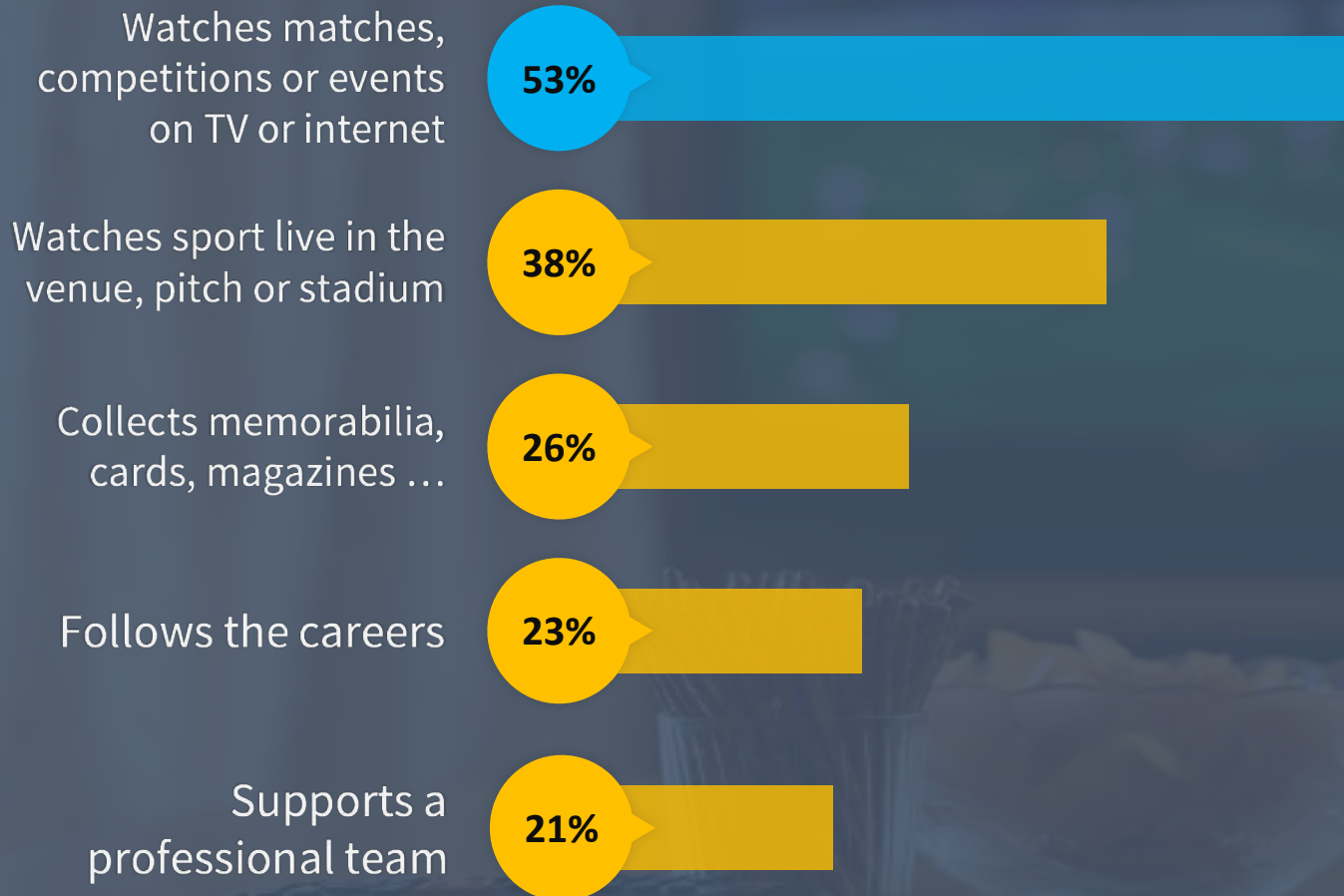
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Other implications

With the participation in sports in France

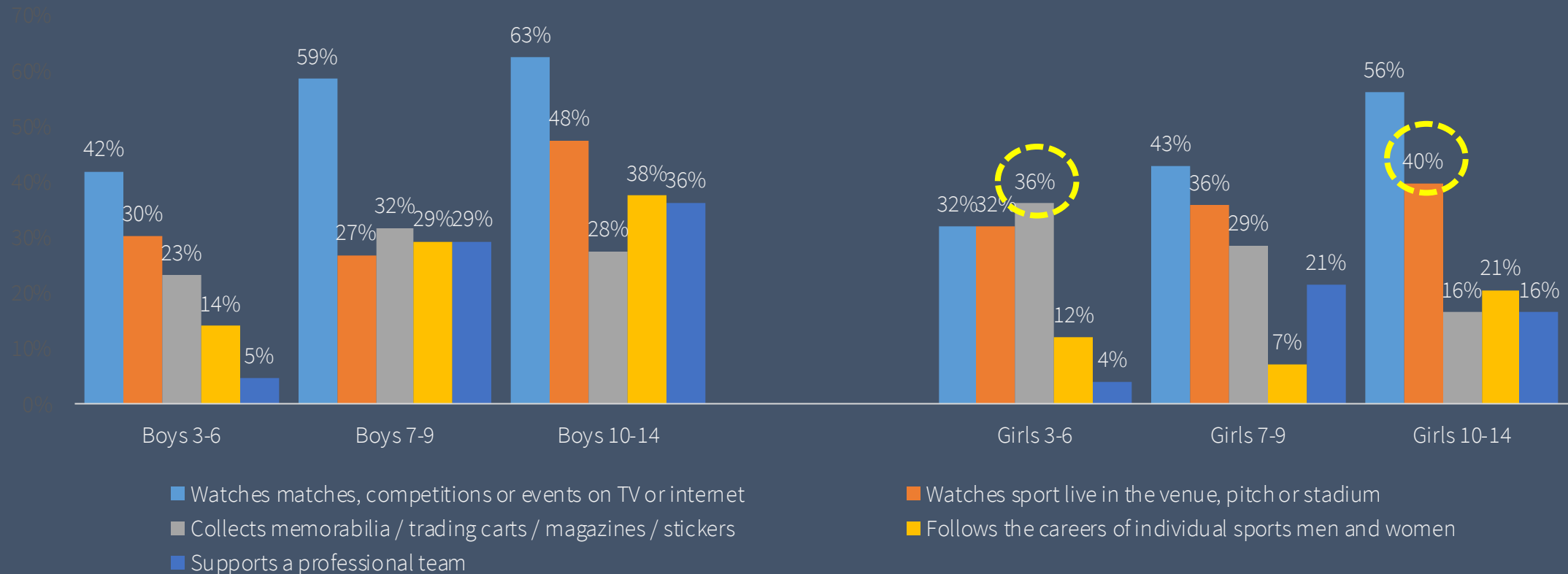


53% of those who practice a sport, also watch matches, competitions or events on TV or on the Internet

As kids get older, more divers ways to connect

With sports

Other implications with the participation in sports, by age, France





Sports, A bridge

- Leadership
- Effort
- Self-esteem
- Gaze of the other

10 favorite licences in France

31%
+2 pts vs. 201904
Takes #2



35%
+4 pts vs. 201904
Keeps #1

29%
= vs. 201904
Down to #3



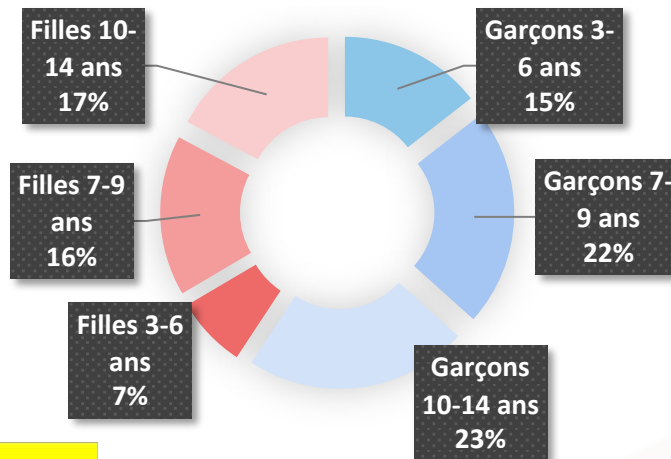


Qui sont les super-fans de ...

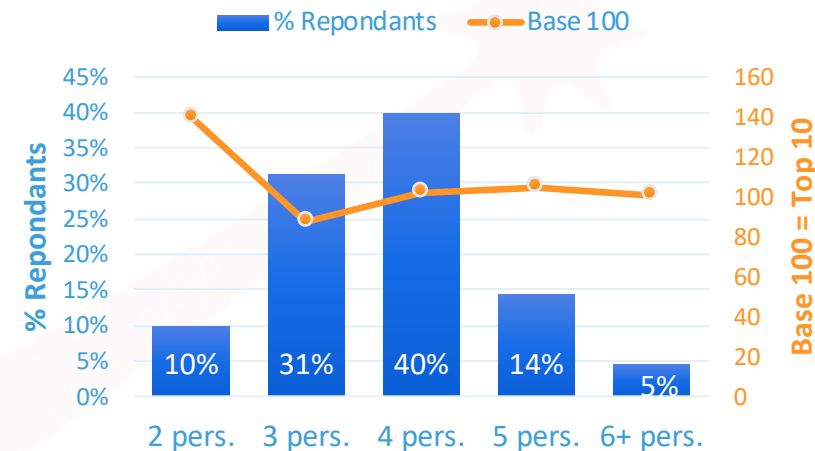
Enfants 3-14 ans – France – Avril 2019
Mentions spontanées uniquement

- Garçons (60%)
- Large foyers, encore que sur-representation en foyers 2 personnes
- Plutôt urbains
- CSP moyennes et plus

Age & sexe

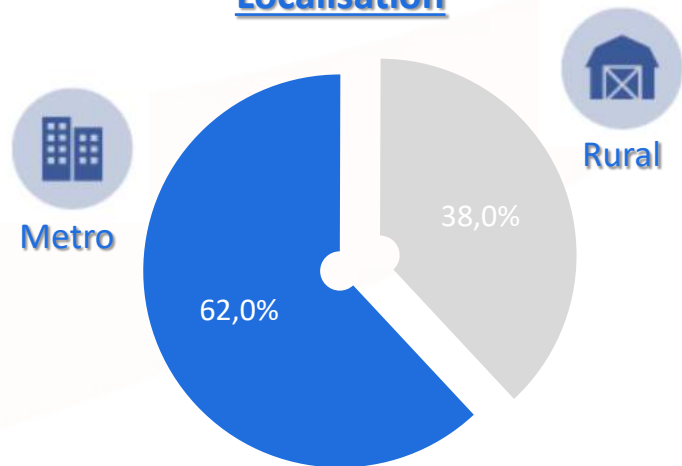


Nombre de personnes dans le foyer

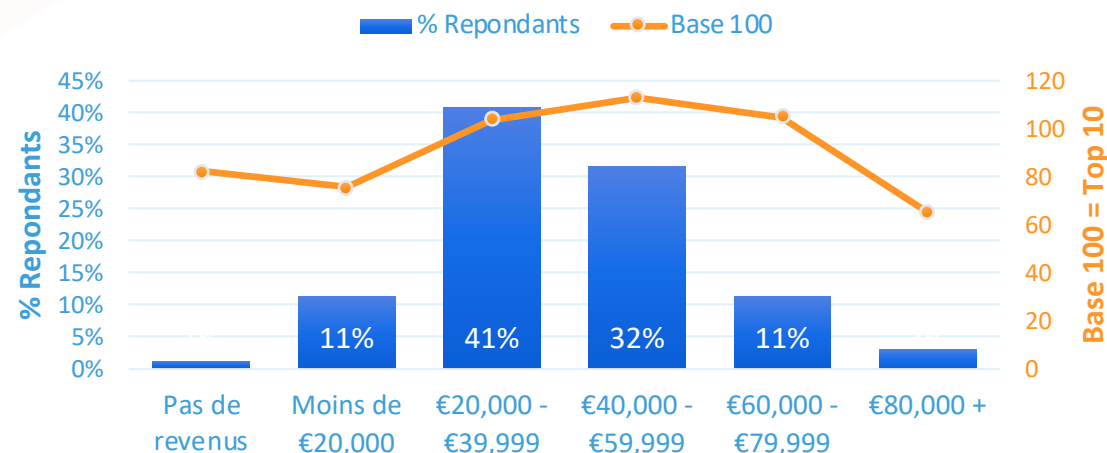


Remember!

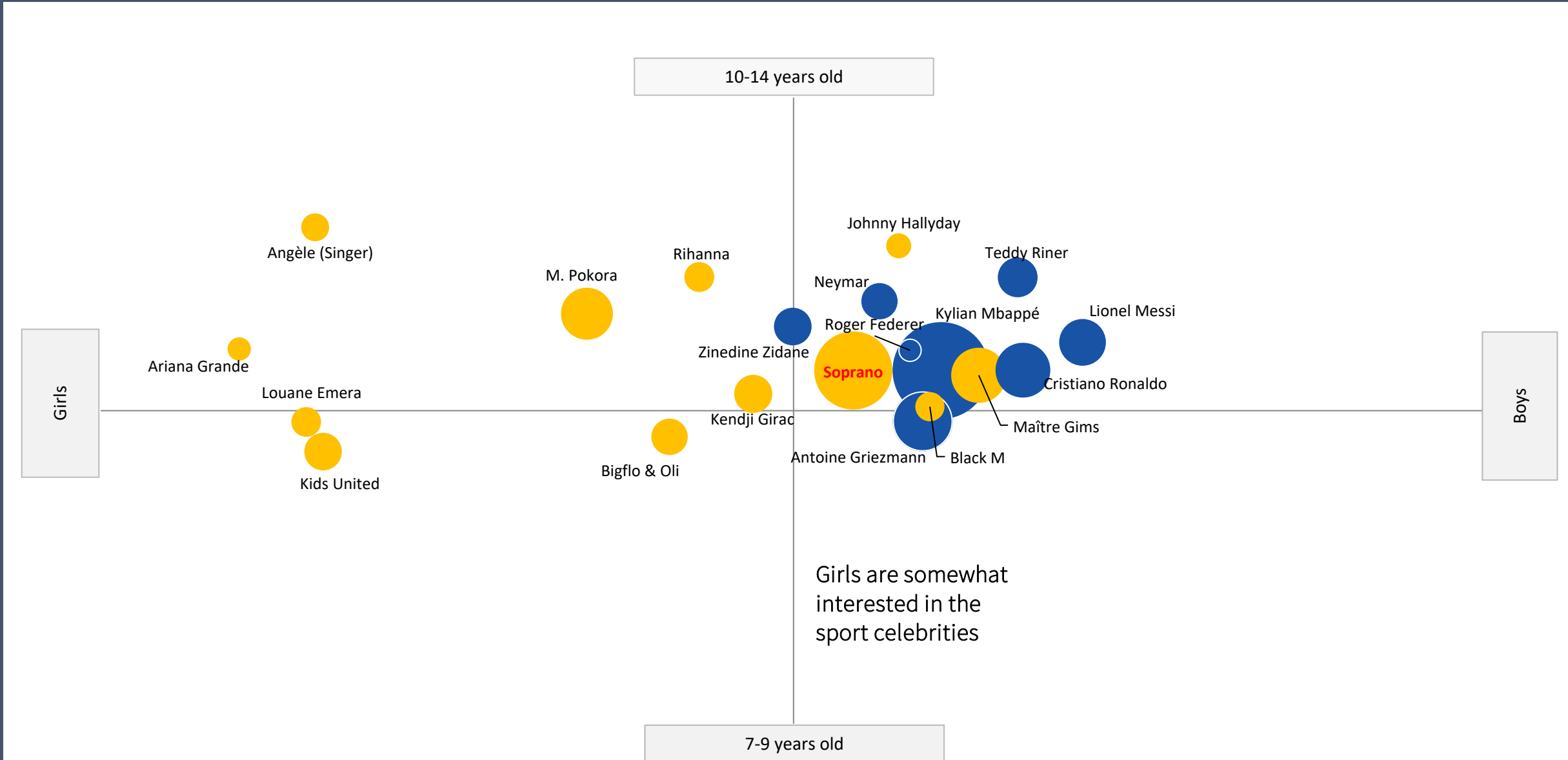
Localisation



Revenus du foyer



10 favorites celebrities in France

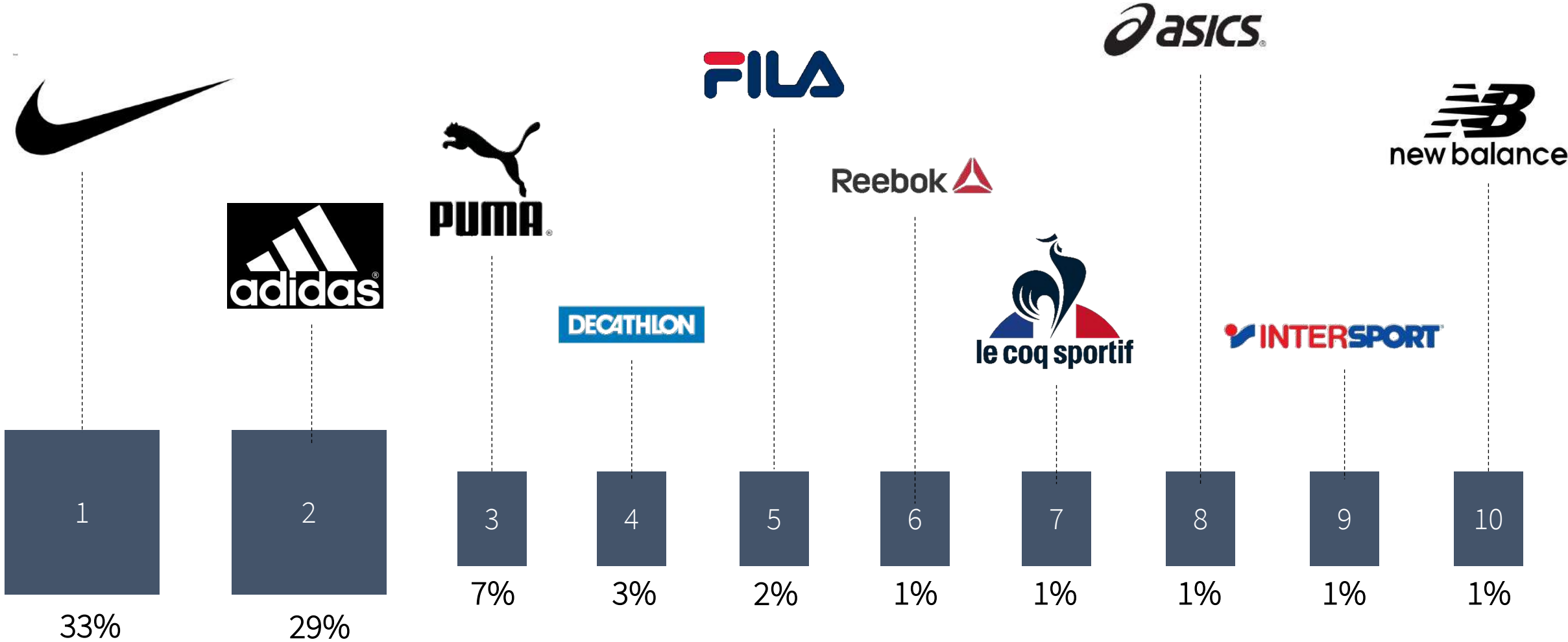


The top 10 most mentioned licenses by category
(France - % Mentions - October 2019)

SPORTS PERSONALITIES	
1	KYLIAN MBAPPÉ
2	ANTOINE GRIEZMANN
3	CRISTIANO RONALDO
4	LIONEL MESSI
5	TEDDY RINER
6	ZINEDINE ZIDANE
7	NEYMAR
8	ROGER FEDERER
9	RAFAEL NADAL
10	PAUL POGBA



Top 10 sport brands – 3-14 yo



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Sports are crucial for the development of kids

- Explore their limits and teach them how to behave in challenging situations
- Develop teamwork and cooperation with others, as well as teach how to be seen by others when exercising
- Sometimes you win, sometimes you lose. While kids put all efforts to realize their best potential, they also learn how to accept and cope with losses
- In fact, France is well-ranked in sport results and therefore a good job has been done so far ... in general
- There were 9.2 million registered licenses in France in 2018, all age groups



In practice, sports come down to ...

- 41% of the kids practice sport 'outside school frame'
- But France is not on the podium in Europe. That's an area of improvement!
- Kids practicing sports usually are more boyish, small sizes & low-income households
- Sports are organized around 2 time slots: Sports on Wednesday afternoon then on Saturday morning (mostly).
- While this is more linear in Germany (more kids, longer practice time, spread along the week)
- One third of kids play football (mostly boys 😊). Girls are more diverse in their choices
- Participation is often done in a local club team, although practicing with friends is the second-best alternative



**Sport is not only about practice.
Kids are also involved in other ways with sports**

- 53% of those who practice a sport, also watch matches, competitions or events on TV or on the Internet,
- 38% of them watches sport live in the venue, pitch or stadium,
- 26% collects memorabilia, cards, magazines,
- 23% follows the careers,
- 21% supports a professional team



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Opportunities

From the Licensing standpoint, brands & products



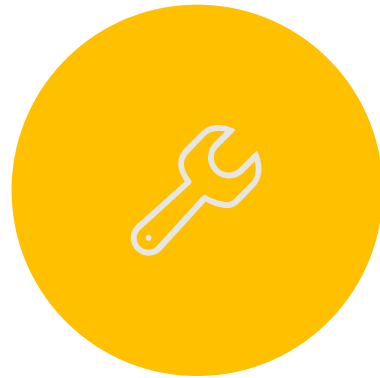
Girls in sports

Parents want the brands for their kids to stand for something.

Women in sports can bring strong emotive cause-related

attributes to the brands!

Use iconic and fandoms.



Collectibles

Different collections & objects based on gender and age.

Promote collections among girls, variety of sports!

Superior marketing capabilities of the licensing brands.



E-Sports

Millennials, Entertainment, involvement of the new generations...

here are the reasons why.

Emerging trend →

image of innovation.

Also addresses the VG fans as well.



Link using Social Networks

Celebrities, heroes ... and fans all in one large community



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