

SOCCER SPOTLIGHT 2026 REPORT KEY TAKEAWAYS



Soccer Participation Hits All-Time Highs Before the World Cup Begins

16.8M

Outdoor soccer participants in 2025
+15.8% from 2024
All-time high

6.6M

Indoor soccer participants in 2025
+10.5% vs. 2024
All-time high

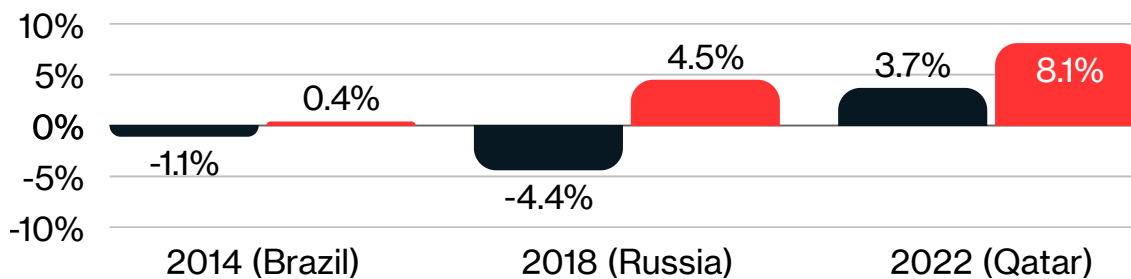
+47%

Outdoor participation above its 2018 low, marking 7 consecutive years of growth

How Previous World Cups Moved the Needle for Outdoor Soccer

Outdoor Soccer Participation Change (%)

● Year Of ● Year After



Who Is Driving Outdoor Soccer's Growth

+247%

Growth in outdoor participation among Americans ages 45–54 (2018–2025)

+60%

Growth in Hispanic outdoor soccer participation (2022–2025)

+66%

Growth in female outdoor soccer participation (2018–2025)

U.S. Google Search Interest in "Where to Play Soccer" Peaking



KEY STATS:

- Outdoor soccer participation in the U.S. has grown every year since 2018 – including through the COVID-19 pandemic.
- World Cup participation gains have historically materialized after the tournament, not during it. 2026 may be different.
- The 2026 World Cup is being held in summer, on home soil – for the first time since 1994.
- Adults 35 and older are the fastest-growing segment of soccer players in the U.S.
- With World Cup matches in Los Angeles, Dallas, Houston, Miami, and Kansas City, Hispanic community engagement will be especially significant.

2026 SFIA Soccer Spotlight Report

Full data tables | 15 years of participation trends | Outdoor & indoor | Demographics by age, gender, income, region, and ethnicity

Members: \$150
Non-members: \$500

