

OUR PREDICTIONS FOR 2025



Investment in women's football —→

The prediction:

At least

**2 WSL
clubs**

will have **separate
commercial structures** with
dedicated external
investment.

Here's why —→

Michelle Kang invested in Olympique Lyonnais FC's women's team, separating it operationally and commercially, but retaining a shared brand with the men's team.

The WSL product has reached a level of maturity to attract private investment to capitalise on audience growth potential.

Integrated men's and women's club structures and commercial models are one of the last remaining barriers for growth. However they are barriers that can be overcome, using the Lyon approach or a creative hybrid approach that retains some shared services.

- 18 of the top 38 deals in women's sport over the last five years have been in women's football.
- Investors are actively seeking dedicated women's sport assets as an investment class.
- In the UK, record broadcast deals with BBC and Sky Sports are adding to the investment proposition.



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