

SportsTechX and Gradient Sports Launch the Football Tech Report 2025

A data-driven look at the innovation, investment, and technology shaping global football ahead of the FIFA World Cup 2026



Berlin, Germany Oct 16, 2025 ([IssueWire.com](https://www.issuewire.com)) - [SportsTechX](#), the leading source for innovation and investment insights in sports, in collaboration with [Gradient Sports](#), a premium football and sports analytics company, announced the launch of the [Football Tech Report 2025](#). The report provides a comprehensive, data-backed view of the global football technology landscape, detailing key investment trends, innovation drivers, and emerging opportunities shaping the future of the sport.

Key Findings:

- **\$7.7 billion** in dealflow since 2020, with \$2.2 billion raised in H1 2025 alone
- **63%** of funding directed toward **fan engagement** and content solutions, surging to 80% in 2024–25
- **Europe leads** football tech funding with **\$4.6 billion** raised between 2020 and mid-2025, followed by North America (\$2.6 billion)
- **10 emerging trends** defining the next phase of football innovation, including advancements in women's football tech and pre- FIFA World Cup 2026 innovations

- **16 innovation initiatives** launched by clubs and leagues, and **6 accelerators, incubators, and challenges** driving football tech growth

*"Why now? Simple. FIFA World Cup 26 is less than a year away, and we wanted to take stock of where the industry actually is," said **Rohn Malhotra**, Managing Director at SportsTechX. "Let's start with numbers, which tell quite a story. We're seeing billions being deployed across the football tech ecosystem, but the bigger question remains: how much of this innovation is translating into value for teams, players, and fans?"*

He added, *"Europe leads the way with ~60% of that investment, though North America isn't far behind at 33%. And here's something that jumped out at us: funding for Fan solutions has shot up from 63% to 80% in the last 18 months (2024-25). The industry is betting big on making sure fans have a great experience. Whether fans want all that and at what cost is a whole other question, and deserves its own investigation."*

Inside the Report

The Football Tech Report 2025 includes:

- Comprehensive analysis of **Football Tech Dealflow** from the last 5 years
- Deep dives into **regional and sector-wise** investment patterns
- **10 major trends** in football innovation along with 2 special features
- Curated lists: **Startups to Watch**, 20+ Innovation Initiatives, and Key Events for industry stakeholders
- **Exclusive interviews** with 15 global Football Innovators and Changemakers

*"The modern game demands strategic, data-driven decisions, and our analysis provides the clarity to make them. We transform complex data into forward-looking insights that empower professionals, media, and fans to think ahead, act decisively, and gain a lasting edge." added **Nate Gerstle**, Chief Executive Officer at Gradient Sports.*

The **Football Tech Report 2025** serves as an essential resource for football industry professionals, investors, startups, and organizations aiming to capitalize on the rapidly growing football technology sector. The report offers in-depth data analysis, strategic insights, and actionable intelligence on innovation, investment, and emerging trends shaping the future of the global game.

Download the Report

To download your copy of the report, please visit: sportstechx.com/reports/ftr25/

About SportsTechX

Based in Berlin, SportsTechX is the leading source for innovation & investment insights in sports. They help sports business leaders make smarter decisions and build future-focused strategies through our data-backed content, private research, and fundraising services. Since 2018, the company has mapped and analyzed the evolving global sports tech landscape, providing intelligence that helps leaders across the sports ecosystem make smarter decisions.

About Gradient Sports

Gradient Sports is the essential partner for football decision makers at all levels of the game. From elite professional teams to media experts and fans of the game, they help you win with best-in-class analysis, tools, and content that unlock the potential of data. They're obsessed with sport and dissatisfied with currently accepted conventions and limitation, so they've set out to redefine the meaning of truly great sports analysis.

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