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Trendhletics

2027+ Sports *Trends Analysis*

Process

Playing

the

Why Sports?

game

01

Sports are a huge part of social life. They are created by people who interact with one another under particular social, political, and economic conditions. This means that the types of sports that emerge and thrive often reflect the values and perspectives of those who participate in, observe, or support them. [1]

02

People are getting into sports because they're more health-conscious, and organized events sports events have significantly grown in the past few years. In 2024 the sports market reached a size of \$470.42 billion and is expected to grow to \$617.57 billion in 2029.[2]

03

Ratings, attendance, investment, and team valuations have shown consistency in recent years. In 2025, fans are expected to have access to more sports content than ever. Sports teams, leagues, governing bodies as well as media and entertainment companies are looking for signs - events and actions that can tell them what could transpire in the sports landscape to create new paths. [3]

01

The bicycle industry seems to be energized by record ridership. Youth cycling is up 11% and around one hundred twelve million Americans rode a bike last year. Also, changes are being done in cities, in 2019 only 33 cities earned what is called a “tipping point” score, the level that signals a robust and sustainable cycling culture. This year, 234 cities have crossed that threshold. [\[Source\]](#)

02

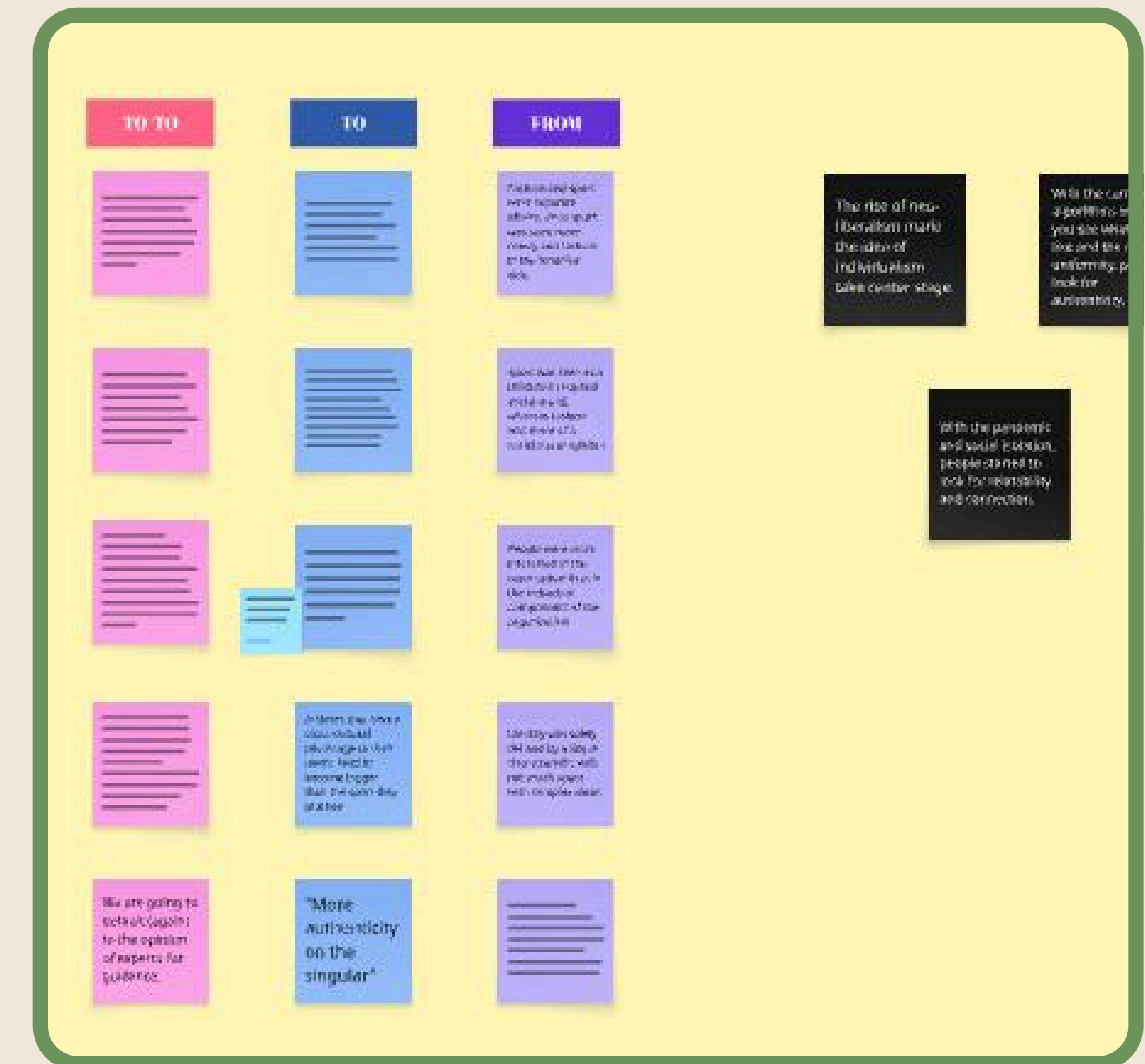
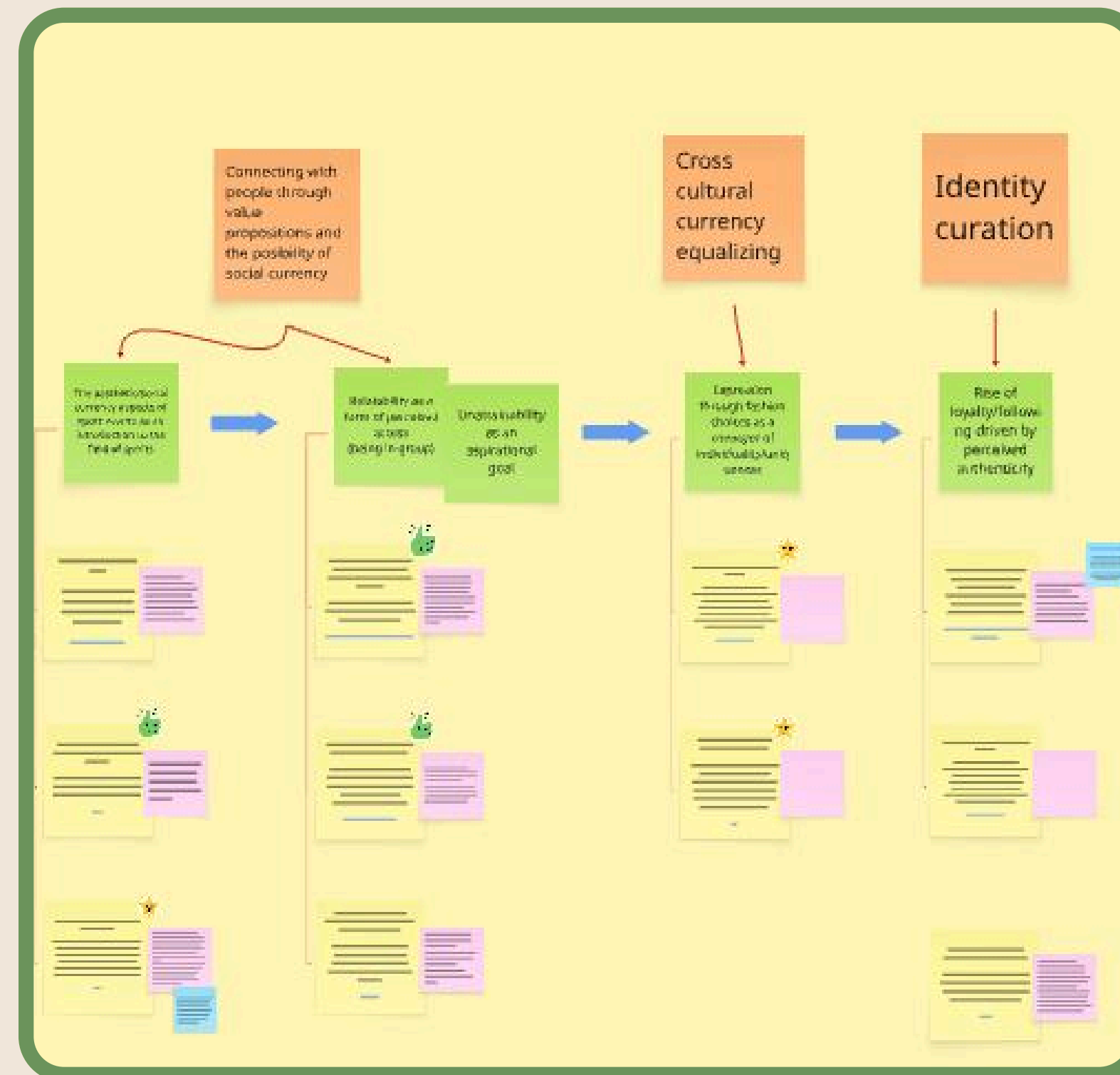
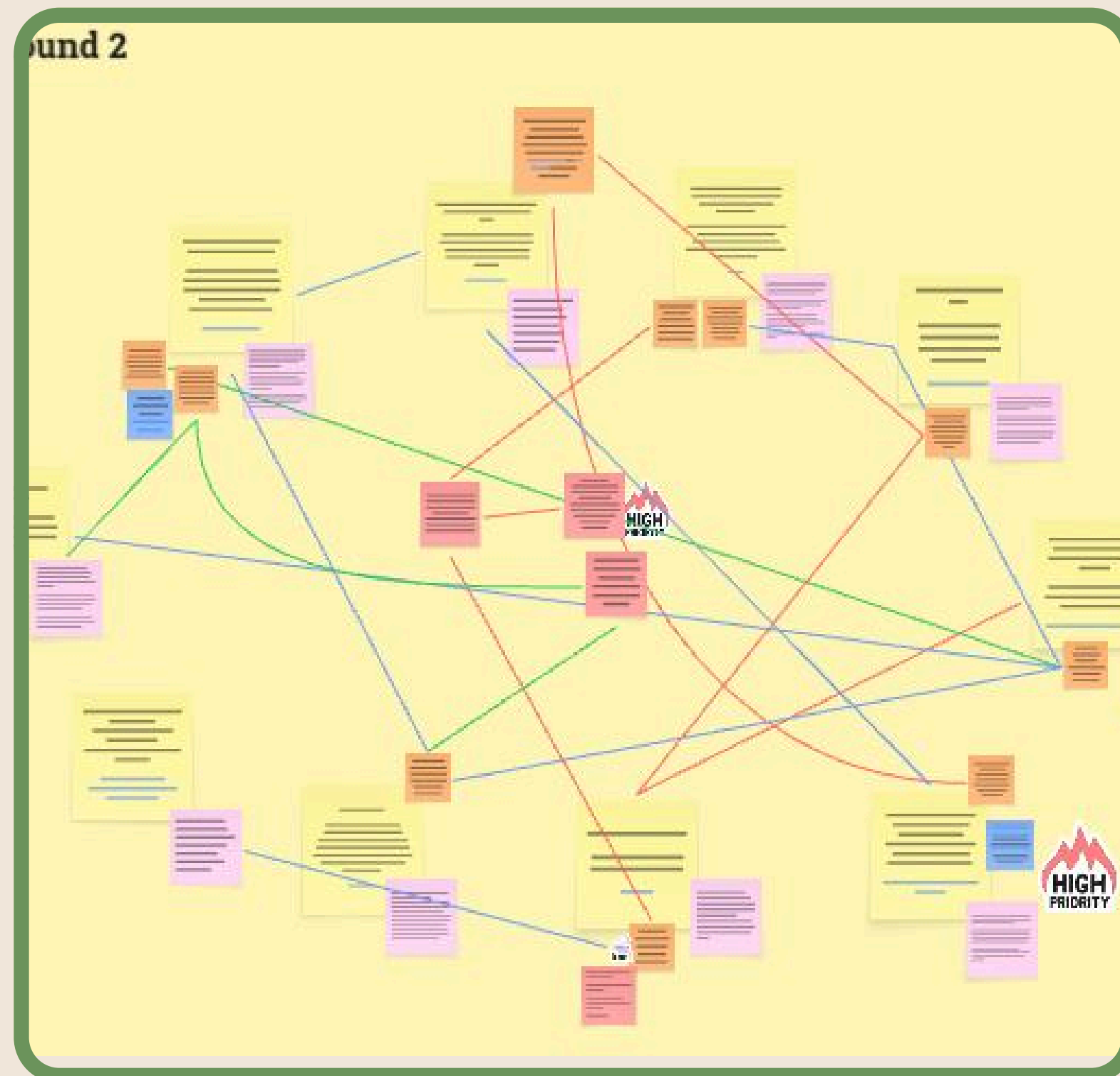
My friend asked. Very nicely at that. She belongs to the riding team [Souplesse Velo](#), and they are trying to improve their online presence and gain a place in the cultural landscape of Cincinnati in order to get sponsorships.

Pedaling Why Cycling? to success

Forecasting

Is a tool that allows us to peek into the future through the form of **trends**, which trajectory and evolution we can trace.

- The process starts with three rounds of research, looking for **newness**.
- The first round consists in **taking a look** at the broad state of culture surrounding sports.
- During the second round, the research starts to narrow down and **patters** begin to emerge.
- Once the main ideas are identified, the third round begins and **manifestations** begin to be pinpointed.
- The knowledge gathered then is **filtered** into robust trend areas that could impact the sports landscape.
- Each trend then is looked through a lens of **cause and effect**. "If this is happening now, what brought us here?"
- Finally, we look at the future, **what comes next**. Ideation and speculation begins, to write thought starters.



TRENDS

3/3

1 Runway MVP

America's next top...player
Driver, but make it fashion
Riding the trend

2 Devotion Drive

Authenticity through the looking glass
In the market for genuiness
The trust is in the sauce

3 Curated Attainability

Off to the races (for closeness)
Connection Champions
Courtside Cachet



Runway *MVP*

RUNWAY MVP

America's next top... Player

Athletes are dominating the culture now, capturing the spotlight and defining a new era of style influence.

Such is the case of Bengals' quarterback Joe Burrow, who now stands as one of the highest-profile figures at this intersection thanks to his bold, unconventional style. Turning the walk to the locker room into a highly anticipated event. (SI)



RUNWAY MVP

Driver, but make it *fashion*

F1 drivers are making a significant impact in the world's leading fashion platforms.

Seven-time world champion Lewis Hamilton is now a global style icon, appearing on the cover of Vogue and being appointed a co-chair of the 2025 Met Gala.

Proving that the sports cultural influence extends well beyond the racetrack. (F1)





RUNWAY MVP

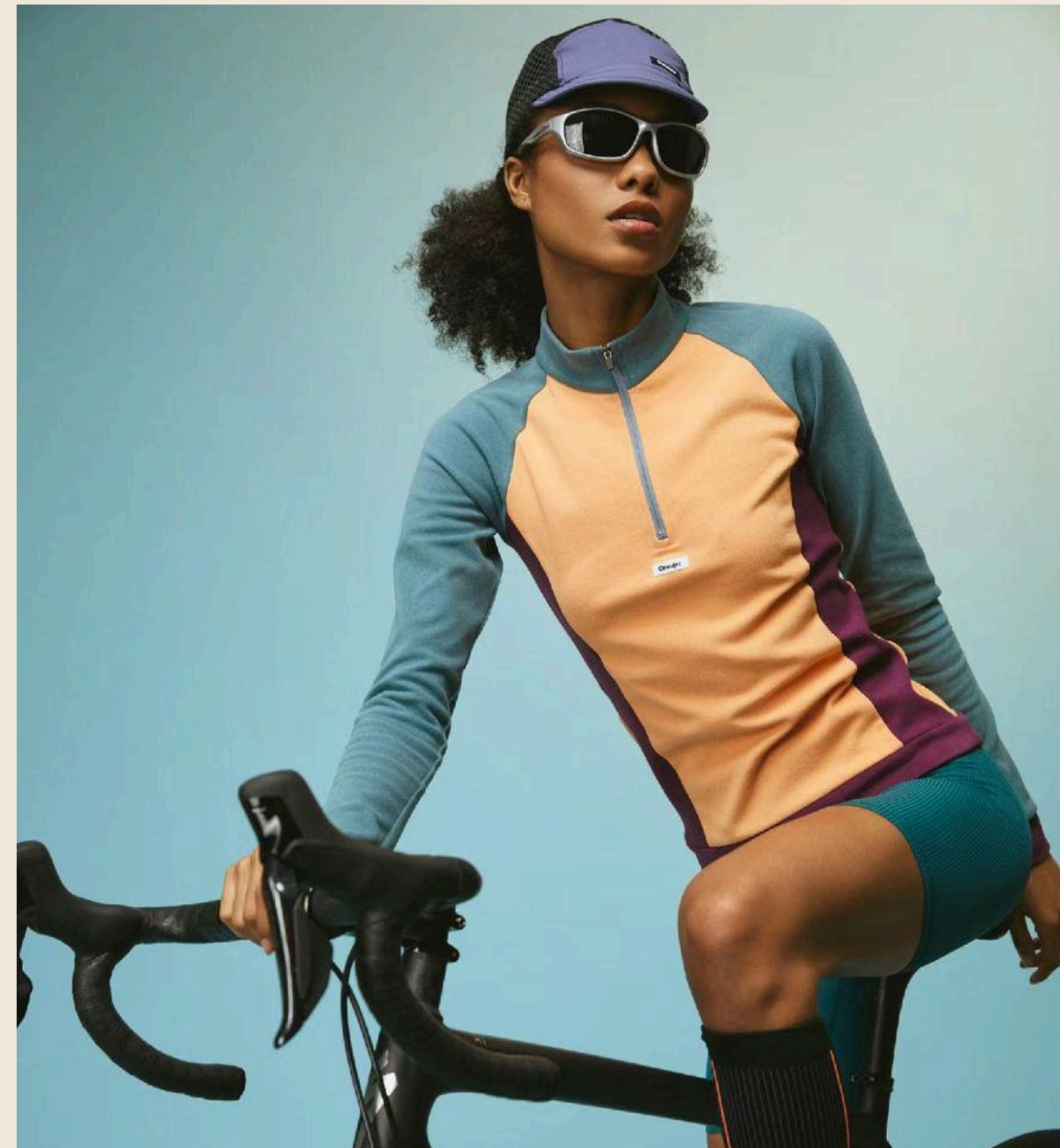
Riding the trend

The American West is in-style. And for the second year, the Professional Bull Riders league managed to sell out Madison Square Garden. Now TKO, parent company of UFC and WWE, plans to ride the western inspired craze into mainstream dominance. Being a cowboy is fashionable and in the world of sports PBR holds the reins. ([GQ](#))



Thought Starters

- **What if** [client] promotes a player or players with the most striking sense of style?
- **What if** [client] invites fashion designers to their facilities so they can create collections inspired by their sport?
- **What if** [client] looks at the current fashion trends and try to incorporate them to their sport?



Thought Starters For Cycling

- **What if** Souplesse Velo implements the pre-ride outfits and upload it to their social media before every race?
- **What if** Souplesse Velo designs merch that people would like to buy, making it attractive even for those that don't know about cycling?
- **What if** Souplesse Velo gets a little more fashion forward in their cycling outfits, making them more eye catching and following current fashion trends?

A hand is shown reaching upwards towards a bright, glowing light source in the upper left corner of the frame. The hand is illuminated from below, creating a strong contrast with the dark background. The fingers are slightly spread, and the palm is facing towards the light. The background is a deep, dark blue or black, with a subtle gradient of light emanating from the source, creating a hazy, atmospheric effect. The overall mood is one of aspiration, hope, or reaching for something higher.

Devotion

Drive

Authenticity *through the looking glass*

In both men's and women's elite football leagues, athletes seen as authentic get greater fan engagement and loyalty. A recent study in the European Sport Management Quarterly indicates that this perceived authenticity fosters a strong sense of identification with players, leading to increased fan loyalty to the sport.



In the market for genuineness

With Gen Z being one of the most influential consumer groups, the NFL is trying to take actions to be seen as genuine in order to engage them. This generation expects organizations to stand for something in an honest and consistent way, they are not interested in surface-level campaigns. So, if a team or league want to connect with Gen Z they need to be intentional and thoughtful.
(Phys)



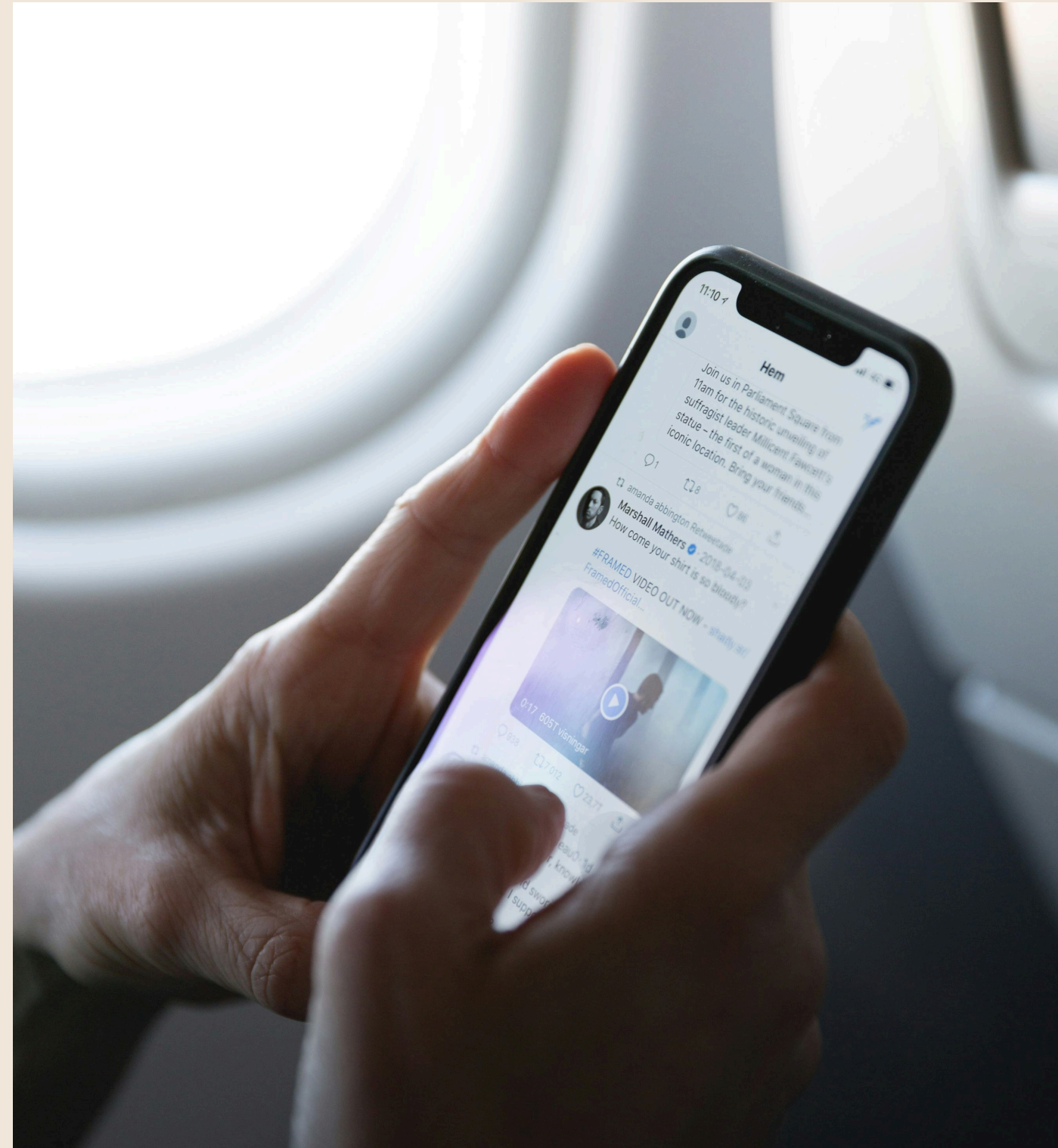


DEVOTION DRIVE

The trust, is in the sauce

The influencer landscape has changed and athletes have become the standard for authentic digital influence. Since their claim to fame comes through skill, discipline, and achievement rather than carefully curated feeds, it creates engagement that feels earned for fans.

Authenticity isn't just a buzzword. It's the currency of influence.



Thought Starters

- **What if** [client] included more behind the scenes in their social media?
- **What if** [client] started and promoted initiatives or programs that are aligned with the existing beliefs of the organization?
- **What if** [client] took advantage of the already liked players and promoted them so that people can identify more with them?



Thought Starters For Cycling

- **What if** Souplesse Velo adds to their social media a “how do we prepare before every race” section?
- **What if** Souplesse Velo starts collaborating with different local businesses to create ties in different sectors of community?
- **What if** Souplesse Velo adds more information about the team and their dynamic as people?



Curated
Attainability

Describes the trend of using a combination of *aspirational and relatable* experiences to make people feel like they're part of the game. After a period of social isolation, individuals are eager for connection, seeking a point of access to be like the people they watch on their screens. Spectators don't want to be on the sidelines anymore, they want to be *part of the story*.



CURATED ATTAINABILITY

Off to the Races (for Closeness)

F1's biggest audience isn't looking for rarity, they're seeking access, they want to be a part of the story. That's why brands like Nike and Aesop are thriving, they make their customers feel like they're part of something special, by mixing aspiration with accessibility. Exclusivity may have built Formula 1, but true connection will fuel its future. ([The Paddock Journal](#))

Connection Champions

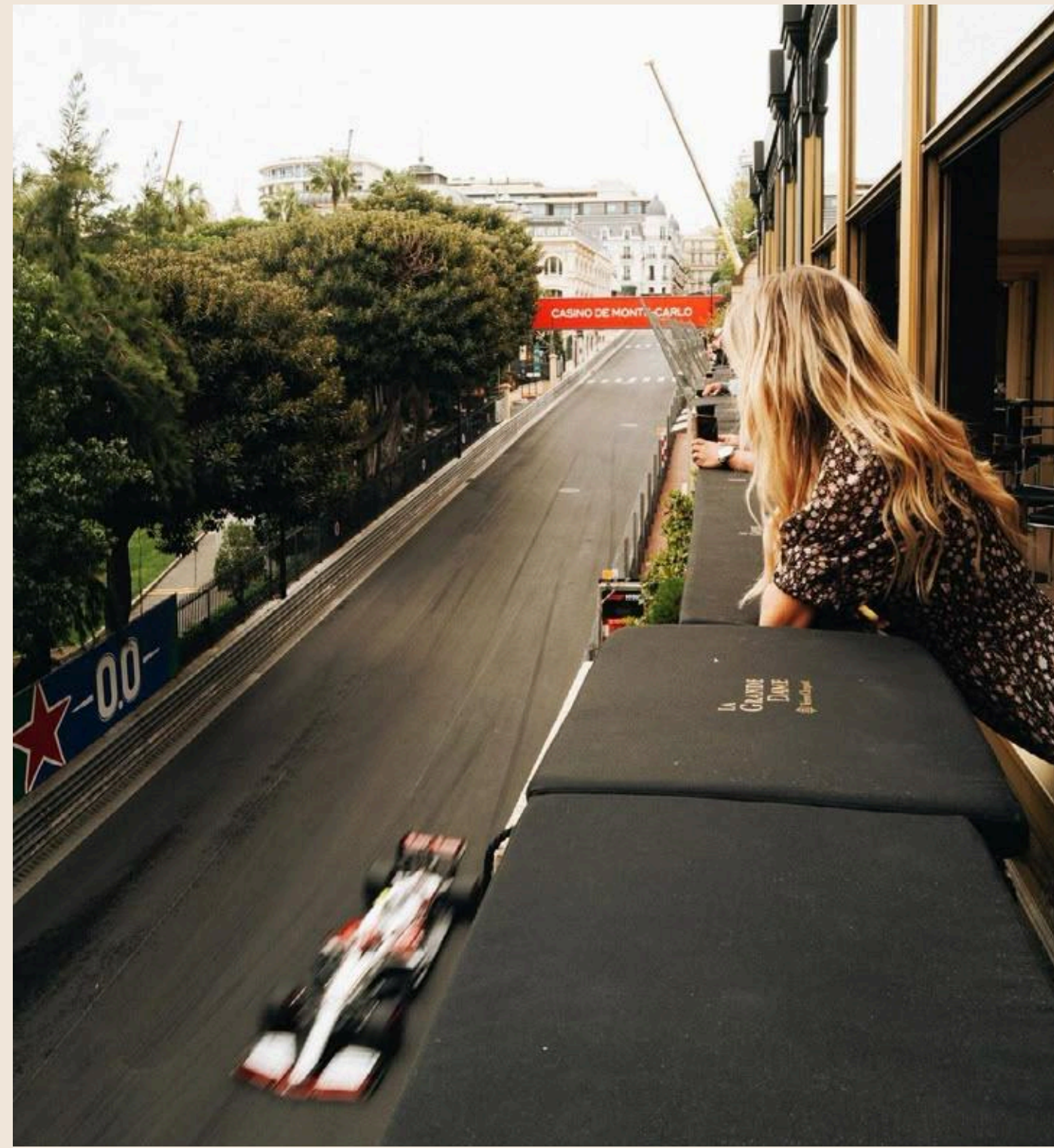
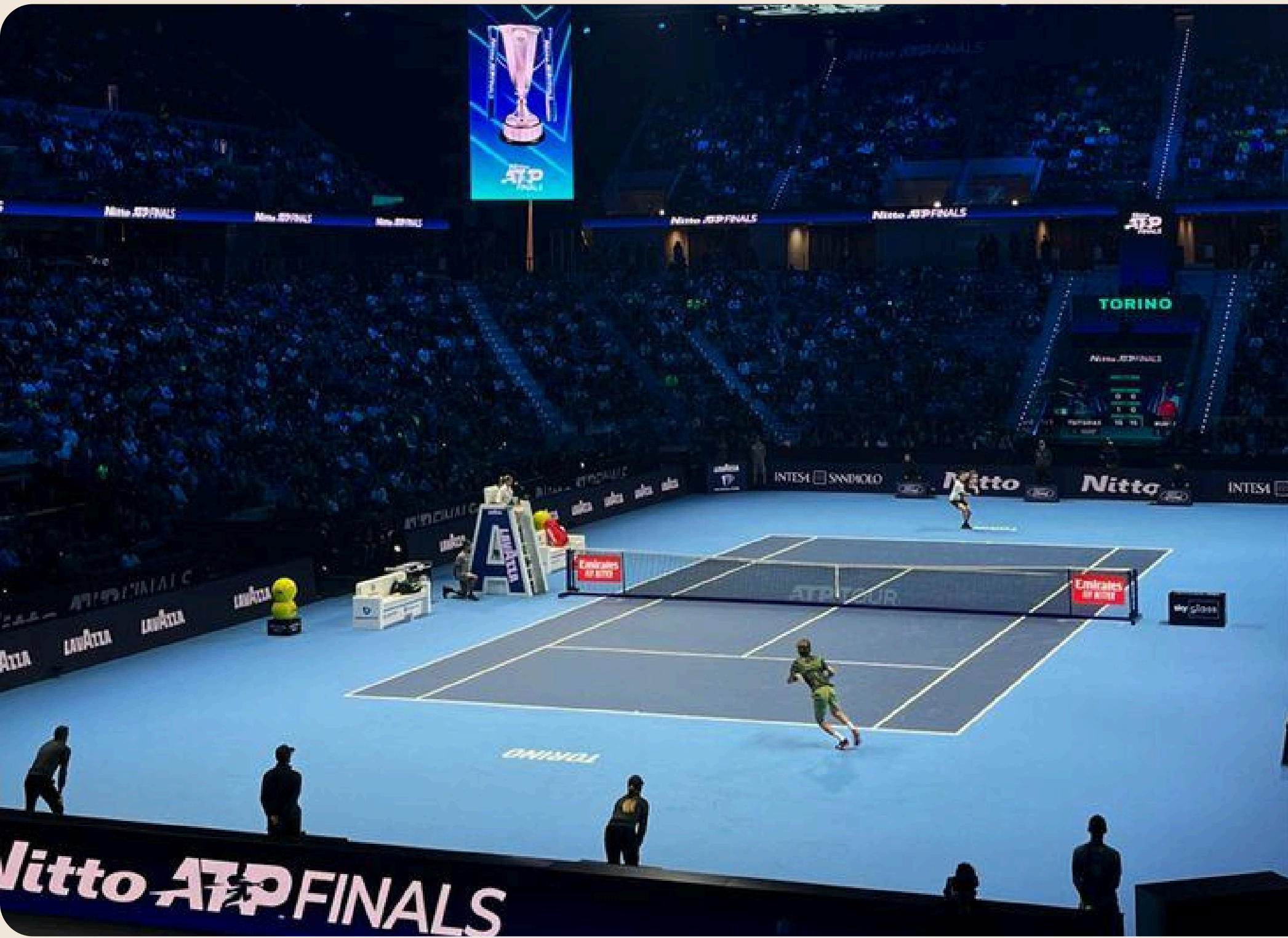
WAGs (Wives and Girlfriends) are connecting with fans by sharing their lives. They've captured public interest by showcasing both the glamorous aspects of the sideline life and the unseen struggles within the sports world. They are now the ones making the plays and scoring connection. (Front Office Sports)



Courtside Cachet

The glitz, the social media-famous Honey Deuce, the photo opportunities; these are essentials that make everyone want to go to US Open. Thousands are flocking to the Open, eager to signal to everyone they're there, just like their favorite influencers or celebrities. The US Open has become a place to be seen first, and watch tennis second. ([Vox](#))





Thought Starters

- **What if** [client] opens spaces where partners and players themselves can show more about their lives to give extra dimension to the sport?
- **What if** [client] tailors their events as cultural touchstones and that people would like to share in social media?
- **What if** [client] creates and supports different activations with brands and events to create a more immersive experience that will allow fans to feel included?



Thought Starters For Cycling

- ***What if*** Souplesse Velo included content from their supporters to give a behind the scene effect to their team?
- ***What if*** Souplesse Velo added a layer of aspirational content to their social media?
- ***What if*** Souplesse Velo promotes their races more to attracts a bigger crowd with small activities, encouraging them to share this experiences in social media?

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