



# THE UNIVERSITY *of* EDINBURGH

## Academy of Sport

### Women's European Football Championship 2025: Short Fact File

#### Pre- Tournament Key Facts:

- **4 Groups, 8 stadiums, 16 teams, 31 matches; 500 million target viewers; 156% increase in prize money from 2022; National associations mandated to pay 30% of earnings to players; 5 previous winners all present; 5 of the top ten world ranked teams present; Planned crowd attendance in excess of 725,000; Showcasing innovation and closing the data analytics gap; Opportunities for city to city & country to county soft power; Human rights declaration signed.**

#### End of Group Stages Key Facts:

- **Euro 2025 breaks group stage attendance record ( 461,582); 6 of the top 10 all time Euro crowds set at 2025; 5 of the top ten world ranked teams still present; Host nation Switzerland reach quarter finals for the first time; 55% increase across social media platforms compared to Euro 2022 during the same period; record attendance for a women's football match in Switzerland; average attendance in the group stages 19, 233; website and app views reached 30 million by the end of the group stages – a 92% increase compared to the previous championship; most goals scored in the group stages of a Women's European Championship ( 89 ); record number of Fan Embassies at a 2025 Euros tournament.**
1. Euro 2025 is setting new records, advancing innovation and increasing visibility in the same month as Arsenal have had a world record bid in excess of £1 million accepted by Liverpool for Olivia Smith.
  2. On and off the pitch internationally and nationally, there are multiple metrics that underpin and provide insight into the growth trajectory of women's football across attendances, viewing audience, commercial partners, and governance.
  3. The demand for women's football led to the announcement of the expansion of the UEFA Women's Champions League, a new secondary European competition, and the FIFA Women's Club World Cup. Such changes, over time, are expected to further accelerate the professionalisation and popularisation of the women's game.

4. In October 2024, UEFA announced its six-year strategy for the development of women's football in the region, focussing on fostering sustainable growth, more investment, and strong competitions<sup>1</sup>.
5. The 14<sup>th</sup> Women's European Football Championships hosted in Switzerland, across 8 venues from the 2-27<sup>th</sup> July, has the stated vision of stimulating long-term sustainable change at both grassroots and elite levels.
6. The prize money is a landmark 41 million euros, 156% increase from 2022, For the first time the players will receive a guaranteed share from their national associations. National associations are mandated to allocate at least 30% of their earnings to squad players.
7. The increase in funding available is trend that is also advancing at club level in Europe and in Scotland. Internationally 15 of the top revenue generating women's club ("top 15") reported cumulative revenue of £99.4m during the 2023/24 season, a year-on-year growth of 35%<sup>2</sup>. Among these clubs' commercial revenue accounted for 66% of total revenue highlighting the attractiveness of women's football to commercial partners<sup>3</sup>.
8. In Scotland Broadcasting data for the SWPL for season 2024-25 saw total viewing figures for the season of close to 2.4 million (14.4% increase on 2023/24 and 66.9% increase on 2023/24. More than 1.2 million watched the BBC's highlights show.
9. Since 2017 the tournament has involved 16 teams. A tiered bonus system will reward teams throughout the competition, with the ultimate champions earning up to €5.1m, a substantial increase from the €2.1m awarded to England in 2022<sup>4</sup>
10. The expansion of the 2025 UEFA Women's EURO showcases increased opportunity, with tournament debutants Wales and Poland qualifying for the first time.

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<sup>1</sup> UEFA (2024) Unstoppable- a six year plan towards a sustainable ecosystem for women's football - <https://www.uefa.com/news-media/news/0292-1c1cdb984150-b1281f374ec0-1000--unstoppable-a-six-year-plan-towards-a-sustainable-ecosystem-/> [ Retrieved 1 July 2025].

<sup>2</sup> Deloitte (2025) Annual review of football finance. <https://www.deloitte.com/uk/en/services/consulting/research/annual-review-of-football-finance-europe.html> [ Retrieved 1 July 2025].

<sup>3</sup> Deloitte (2025) Annual review of football finance. <https://www.deloitte.com/uk/en/services/consulting/research/annual-review-of-football-finance-europe.html> [ Retrieved 1 July 2025].

<sup>4</sup> UEFA will also introduce the Women's Europa Cup, a second-tier club competition launching from 2025/26 season. This, alongside a revamped UEFA Women's Champions League format mirroring the men's competition with an 18-club league phase, aims to broaden participation from clubs and boost competitiveness. These changes are to be supported by a new financial distribution model, funded by the centralisation of media and sponsorship rights, which are projected to increase revenue by 122%, according to UEFA.

11. The global live TV audience of the UEFA Women's EURO has increased significantly in recent tournaments, with the total viewership for EURO 2022 surpassing 370 million. Before the tournament UEFA's target for the 2025 tournament was set at 500 million<sup>5</sup>.
12. Euros 2025 at the quarter final stage with 8.4 million engagements across the tournament's social media platforms marked a 55% increase on the 5.4 million recorded during the group stages for Euro's 2022<sup>6</sup>.
13. The average attendance at the group stages was 19,233. By the end of the group stages 6 of the all-time 10 Women's Euro's crowds had been set at the Switzerland 2025 with the promise of the quarter finals still to come. A quarter final group consisting of the host nation and 5 of the top ranked teams in the world.
14. 5 out of the top ten FIFA world Ranked teams qualified the tournament and they all reached the quarter finals stage (Spain, Germany, England, Sweden, France). Only Wales, Finland and Switzerland are ranked outside of the top 20. All the previous winners of the Championship are present (Germany, Norway, Sweden, Netherlands, England). Both the current European and World Champions are also present (England and Spain).
15. Going into the tournament: England are holders but with mixed results running in to the tournament; France have never gone further than the Semi-finals but finished their Nations league campaign as the only League A team with 100% record; Germany have won the title 8 times, more than anybody else, went out of the group stages of the of the 2023 World Cup but took bronze at France 2024 Olympics; Spain the reigning world champions have still to win the Euros with a best place finish semi-finals in 2025 while Sweden are the most experienced team with six players having more than 100 caps Despite not winning the title since 1984 they have been in the semi-finals in the last three championships.
16. The tournament planned for a total capacity crowd in excess of 725,000 across 8 cities Basel, Bern, Geneva, Lucerne, St Gallen, Thun, Sion and Zurich. At the end of the group stages a record 461,582 had attended with 22 of the 24 matches sold out.
17. Of the newcomers Poland have Ewa Pajor who scored 43 goals last season for Barcelona while Wales have fulfilled a long ambition to be in the finals of a major women's tournament after a number of close calls but also have a number of

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<sup>5</sup> See Statista (2025) Global TV audiences of the UEFA Women's Championships in Switzerland 2009-2025 [ Retrieved 1 July 2025].

<sup>6</sup> See UEFA (2025). Women's EURO 2025: All the records set in Switzerland. 15 July 2025-  
<https://www.uefa.com/womenseuro/news/029b-1e3dbb1ab3fe-1fad3a596e8-1000--women-s-euro-2025-all-the-records-set-in-switzerland/> [Retrieved 16 July 2025].

priorities off the pitch as well with Team Wales taking a one team approach to modern sports diplomacy<sup>7</sup>.

18. The tournament held across eight cities gave ample opportunity for city to city and nation to nation international engagement reinforcing the current reality of the use of football by different nations who actively and intentionally use football and sport as a diplomatic tool to foster business, trade and influence.
19. Women's football is part of the sporting toolbox that can play an increasingly significant role in global soft power stakes. Cultural influence, international reputation, and foreign policy priorities are all played out not just in ministries, but on pitches, in fan zones, and across media landscapes<sup>8</sup>.
20. Host cities, the Swiss federal government, the Swiss Football Association along with UEFA have all signed a human rights declaration building upon the foundation enabled in partnership with the Centre for Sport and Human Rights<sup>9</sup>. A declaration first activated at Euro 2024 in Germany<sup>10</sup>. By signing the declaration, the stakeholders commit to adhering to The United Nations Guiding Principles on Business and Human Rights and its protect, respect and remedy framework of action.
21. Ahead of the tournament, the 2025 UEFA European Women's Championship was forecast to make a significant contribution to the Swiss economy. The projected GVA of EURO 2025 ranged from approximately 179 million euros to approximately 206 million euros<sup>11</sup>.
22. Although Scotland failed to qualify for this European Tournament, at 24 they are ranked higher than some of the qualifiers (Finland, Poland, Wales) and as recently as June held the Netherlands to 1-1 draw in front of a crowd of 8,100. Former Scotland international Julie Fleeting is ranked 7<sup>th</sup> in terms of all time goal scorers at the Euros with 28 goals. Other Scottish footballers on this all-time ranking of goal scorers includes Kin Little at 41 with 19 goals and Jen Ross at 51 with 17 goals.
23. Euros 2025 consists of 4 groups, 8 stadiums, 16 teams and 31 matches.

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<sup>7</sup> See Gavin Price (2025). Beyond Swiss touchlines: the soft power stakes in UEFA Women's Euro's 2025 Group of Influence - <https://sportsdiplomacy.substack.com/p/beyond-swiss-touchlines-the-soft>

<sup>8</sup> See Gavin Price (2025). Beyond Swiss touchlines: the soft power stakes in UEFA Women's Euro's 2025 Group of Influence - <https://sportsdiplomacy.substack.com/p/beyond-swiss-touchlines-the-soft>

<sup>9</sup> Human rights considerations activated across bidding criteria; stakeholder signing of declaration; human rights grievance mechanism in place; rapid response mechanism in place; fan welfare coordinators in place; human rights awareness raising amongst the workforce.

<sup>10</sup> Centre for Sport and Human Rights (2025). UEFA 2024 Sport and Human Rights Board - <https://editorial.uefa.com/resources/0294-1c89adb740d5-c3f6a2253fd7-> [Retrieved 1 July 2025]. [1000/cshr\\_euro\\_2024\\_human\\_rights\\_review.pdf](https://editorial.uefa.com/resources/0294-1c89adb740d5-c3f6a2253fd7-1000/cshr_euro_2024_human_rights_review.pdf)

<sup>11</sup> See Statista (2025) Economic impact of the European Women's Championships in Switzerland in 2025 by GVA.

24. The significance of the Euros for Switzerland was to engage the country in a conversation about women's football and to kick start increased growth and opportunity for Swiss girls' women and fans. Switzerland qualified for the quarter finals for the first time and in the group stages set, at the time, a record (34,063) number of fans watching a Switzerland women's national team match (Switzerland v Norway)<sup>12</sup>.
25. On the pitch the significance of the tournament is to boost visibility, commercial returns and the growing positive sentiment towards women's football internationally and nationally. Some of the best teams in the world are competing.
26. According to Deloitte two of the fastest growing markets in sport are women's football and the use of technology boosted by innovations in the use of AI, technology and data analytics<sup>13</sup>. EUROS 2025 pushes both new innovative boundaries but also strives to close the data and technology gap between women and men's football as part of a broader commitment to equity and fairness<sup>14</sup>.
27. These developments point to a positive future for the game, promising wider media coverage and an opportunity to build a larger, more engaged audience. As the audience grows, so too does the opportunity to capture sponsorship and commercial interest, with brands looking to capitalise on the new and interested fanbase.
28. The opportunities are not just on the pitch as many of the countries present at Euros 2025 are proactive in the use of sport and in particular football as a means to enable soft power.
29. Fans' Embassies are setting a new benchmark at UEFA Women's EURO 2025, with 9 active both on the ground and online, the highest number ever at a women's international tournament. Activities such as fan walks, pre-match meetups, and essential logistical support all helping to play a part in ensuring fans have a smoother, more enjoyable, and better-informed experience throughout Euro 2025<sup>15</sup>.

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<sup>12</sup> See Wrack, Suzanne (2025) Euro 2025 is shaping up to be a roaring success. Now for more jeopardy- The Guardian 15 July 2025 - <https://www.theguardian.com/football/2025/jul/15/uefas-faith-in-switzerland-pays-dividends-as-fans-flock-to-euro-2025> [Retrieved 16 July 2025].

<sup>13</sup> See UEFA (2025). Technology milestone at UEFA Women's Euro 2025 - <https://www.uefa.com/womenseuro/news/029a-1e15d859b235-ab3812d26059-1000--technology-milestone-at-uefa-women-s-euro-2025/> [ Retrieved 1 July 2025].

<sup>14</sup> Innovation and best practice at the tournament includes (i) VAR (Video Assistant Referee) being fully integrated, with a dedicated hub in Nyon ensuring swift and accurate decisions; (ii) Semi-Automated Offside Technology (SAOT) debuts at the Women's EURO, using 10 cameras and 29 data points per player to deliver faster, more precise offside calls and (iii) The official match ball, Konektis, features adidas Connected Ball Technology, transmitting real-time data to match officials to support decision-making.

<sup>15</sup> See FSE (2025) <https://www.fanseurope.org/news/fse-at-uefa-womens-euro-2025-a-major-step-forward-for-supporter-involvement-activities/> [Retrieved 16 July 2025].

30. A recent report by the English Premier League suggested that football is the biggest soft power asset that brand England if not brand UK<sup>16</sup>. In a recent ranking of nations that use sport as a soft power asset 6 of the countries competing in Switzerland appeared in the top ten (Germany, Italy, Spain, France and England and Wales as part of the UK)<sup>17</sup>.
31. The key lessons from this sport and soft power report were (i) know your assets; (ii) establish their meaning globally; (iii) decide how to use them; (iv) integrate them with policy and strategy and (v) and actively manage and measure effectiveness.
32. Tournaments such as the Women's Euros 2025 provide not just spaces for football but spaces for advancing trade, business, influence, co-operation, networking and negotiation. Different nations do this differently but hosting and appearing in major sporting tournaments allows in this case women's football to be a place where cities, regions and countries communicate and negotiate with each other. Women's football has scale, reach and is a 21<sup>st</sup> century pillar of connectivity between communities.

#### Notes:

1. For further information on this report of the work of the University of Edinburgh's Academy of Sport contact [Grant.Jarvie@ed.ac.uk](mailto:Grant.Jarvie@ed.ac.uk)
2. Cite: Academy of Sport (2025) Women's European Football Championship 2025: Short Fact File. Edinburgh: Edinburgh University
3. The Academy of Sport recent research report Club Days at Scottish Women's Football : SWPL Fan Engagement Report <https://education-sport.ed.ac.uk/research/centres-groups-networks/academy-of-sport/research-consultancy>

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<sup>16</sup> See Yonder (2023) British icon soft power index <https://yonderconsulting.com/the-premier-league-tops-the-british-icon-index/> [ Retrieved 1 July 2025].

<sup>17</sup> See Skema Publika (2025) Sport and soft power ranking. <https://publika.skema.edu/sport-soft-power-ranking/> Retrieved 1 July 2025].