



AFCN 2025



THE BUSINESS & THE BUZZ



FINANCIAL IMPACT

AFCON has rapidly scaled into a major commercial force in global football, with the 2025 edition in Morocco expected to be among the most lucrative in the tournament's history.

PROJECTED REVENUE
\$191.2M

PROJECTED PROFIT
\$112.8M

REVENUE BREAKDOWN



SPONSORSHIP

\$126.2M



TV/MEDIA RIGHTS

\$46.5M



TICKET & HOSPITALITY

\$18.9M

RECENT TOURNAMENTS Total Prize Money

2015



\$10M

2017



\$16.4M

2019



\$20.8M

2021



\$26.6M

2023



\$32M

2025



\$32M

THE BIGGEST STAGE IN AFRICAN FOOTBALL

AFCON transforms African football into a worldwide event, with packed stadiums on the continent and vast TV and streaming audiences around the globe.

AFCON 2023 reached almost **2 billion cumulative viewers worldwide**, with AFCON 2025 expected to build on that audience thanks to expanded broadcast partnerships with CANAL+ and SuperSport.

CANAL+

SuperSport
World of Champions

BROADCAST IN
170+
COUNTRIES



RECENT TOURNAMENTS Total Attendances

*2021 edition excluded due to COVID restrictions on stadium attendance

2015



617K

2017



340K

2019



940K

2023



1.11M

2025



1.2M (PROJECTED)

TALENT ACROSS THE GLOBE

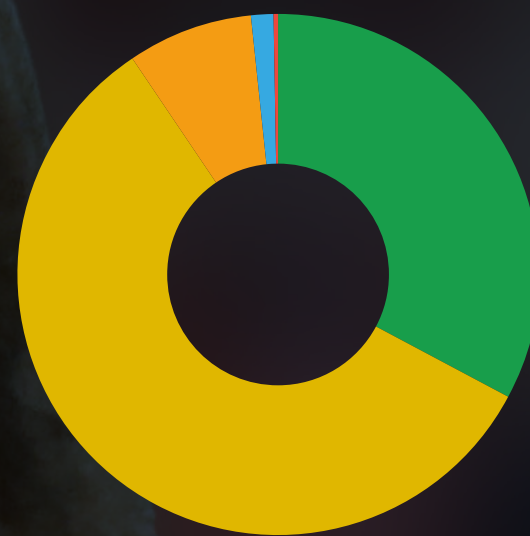
AFCON 2025 showcases African football as a global export, with homegrown players starring for clubs across Europe, Asia and the Americas.

African talent is heavily concentrated in Europe's top 5 leagues, with additional clusters in Turkey, Portugal, Belgium and (in more recent years) the Middle East.

76%
**OF AFCON
2025
NATIONAL
TEAM
PLAYERS**

play club
football abroad

CLUB BASE OF AFCON PLAYERS BY CONTINENT



AFRICA **33.9%**

EUROPE **59.4%**

ASIA **7.9%**

NORTH AMERICA **1.5%**

SOUTH AMERICA
& OCEANIA **0.2%**

Top Overseas Leagues FOR AFCON PLAYERS

EFL CHAMPIONSHIP **13**

PREMIER LEAGUE **31**

LIGUE 1 **53**

BUNDESLIGA **17**

PRIMEIRA LIGA **11**

LA LIGA **11**

13 BELGIAN PRO LEAGUE

SERIA A **22**

SÜPER LIG **22**

QATAR STARS LEAGUE **13**

SAUDI PRO LEAGUE **14**

*Based on AFCON 2025
official squad lists as
of 15 December 2025

LIGUE 1
53

Premier
League
31

SERIE A
22

trendyol
SÜPER LIG
22

BUNDESLIGA
17

RSL
14

QATAR STARS LEAGUE
13

EFL
13

Pro
League
13

LIGA PORTUGAL
Betclic
11

LALIGA
11

POWER OF THE DIASPORA

The African diaspora has become a central pillar of AFCON, connecting national teams to communities and cultures far beyond the continent.

AFCON Diaspora Tour

CAF has underlined the importance of the diaspora by launching a dedicated AFCON Diaspora Tour in London and Paris, combining trophy access, legends, music and culture to connect with African communities abroad ahead of Morocco 2025.

APPROXIMATELY

31%

OF AFCON PLAYERS

were born outside
of the national team
they represent

Top Birth Countries FOR AFCON DIASPORA PLAYERS

