

GHANA'S - FOOTBALLING - EMPIRE



Football has long been the biggest sport in Ghana.

With the player pipeline to Europe strengthening, Ghanaian talent is being showcased at the highest level more, bringing huge groups of passionate fans along with them.

FOOTBALL IS A Religion

By far the most popular sport in the country, football is a massive part of Ghanaian culture.

80%

of Ghanaians watch football

42%

of Ghanaians (18+) bet on sports over the past 12 months

European football dominates the conversation, with the Premier League 6x more popular than the domestic league.



TOP 3 official supporters clubs



RIGHT TO Dream



Founded in Accra in 1999, this academy has become one of the best in the world, producing several international superstars, including Simon Adingra & Mohammed Kudus.

1ST

Best African academy

146

Graduates playing professionally

7

Players at mens 2022 FIFA World Cup

SUCCESS IN Europe

For every aspiring Ghanaian footballer, a big move to Europe and following in the footsteps of their heroes is the dream.

26

Ghanaians featured in squads across Europe's top 5 leagues in 2023/24

408 APPEARANCES

44 GOALS

37 ASSISTS

€190m MARKET VALUE



MOHAMMED Kudus



30 APPEARANCES **9** GOALS **4** ASSISTS

Since his move to West Ham last year, Kudus has become a superstar and brought millions of fans along with him.

12m+ views

of Kudus celebrating a goal with viral Ghanaian dance trend

3x Google Searches

in Ghana for 'West Ham United' within 3 months of Kudus' arrival

Stonebwoy & King Promise

these two top Ghanaian artists recently attended West Ham matches

