

The Springboks'

Commercial & Cultural Dominance



After back-to-back Rugby World Cup victories, the Springboks have seen their commercial value soar, becoming a cultural phenomenon that captivates every South African.



**Most successful
rugby team of all time**

4x Rugby World Cup Champions



1995



2007



2019



2023

Commercial Growth

In 2025 the Springboks became South Africa's most valuable sports brand, **with a brand value of £90M**

Jersey sponsorship value

£3.1M
(2019)



£6.3M
(2025)

Total sponsorship value

£16.7M
(2023)



£31.8M
(2025)

Groundbreaking new sponsorships



FNB

£6.0M/year



£2.8M/year

Fan Viewership & Cultural Impact

The Springboks' continued success has ignited national pride, uniting a diverse nation through the inspirational power of sport, **proving once again that together, South Africans are unstoppable.**



Rugby World Cup Final 2023

10.9M+

South African Viewers

26% higher than the 2022
FIFA World Cup Final

86%

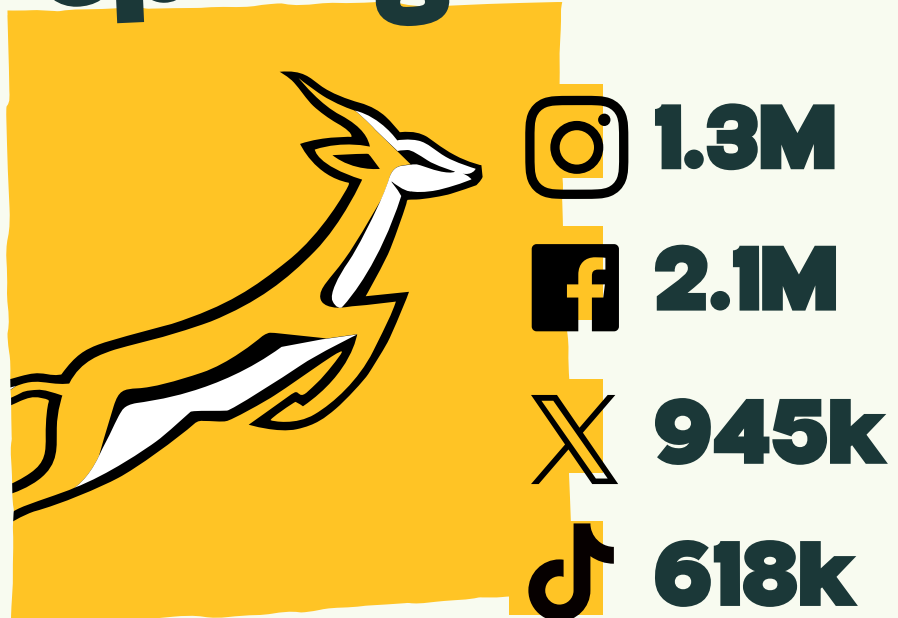
**of South African
Sports Fans**

were interested in 2023
Rugby World Cup



Social Media Followers

Springboks



Siya Kolisi



Cheslin Kolbe



Eben Etzebeth

