

# IPSOS 2026 WORLD CUP SURVEY

Egypt Edition

June 2026



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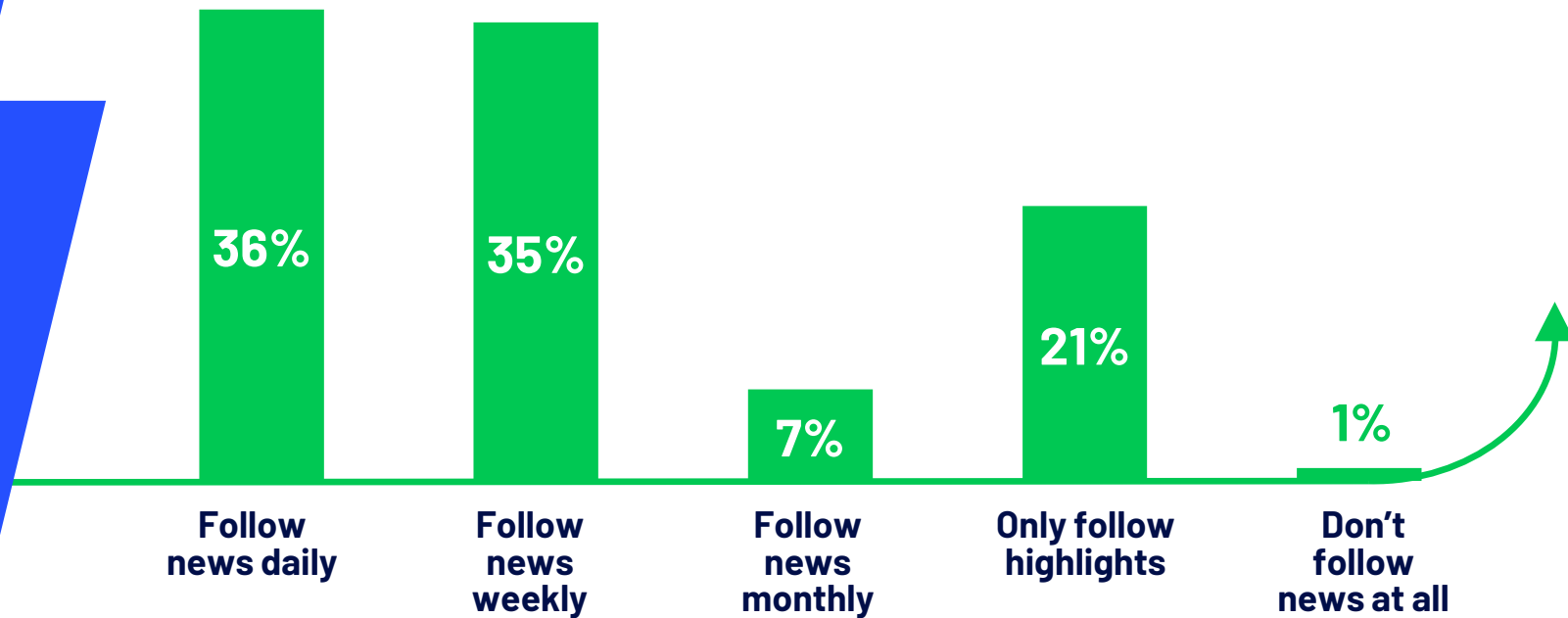
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# ANTICIPATION & VIEWING INTENT



# Fans are expected to stay tuned in, checking updates regularly ahead of kickoff

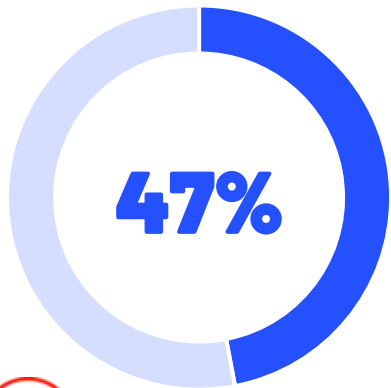
*Frequency of following World Cup news so far*



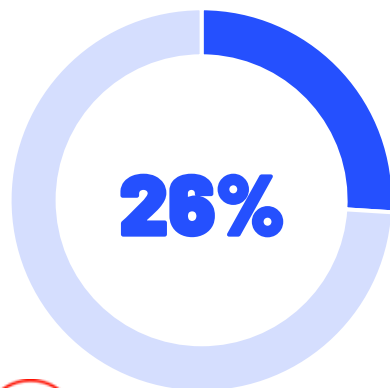


# Knowledge of the expanded format is widespread, where many are excited about the inclusivity

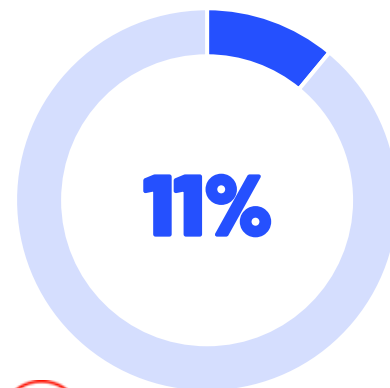
Awareness and sentiment toward the 48-team format



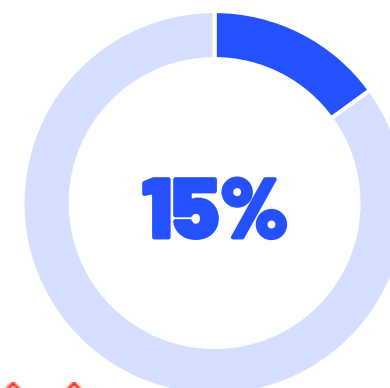
Are aware and excited about more inclusivity



Are aware and neutral about the change



Are aware and prefer the 32-team format

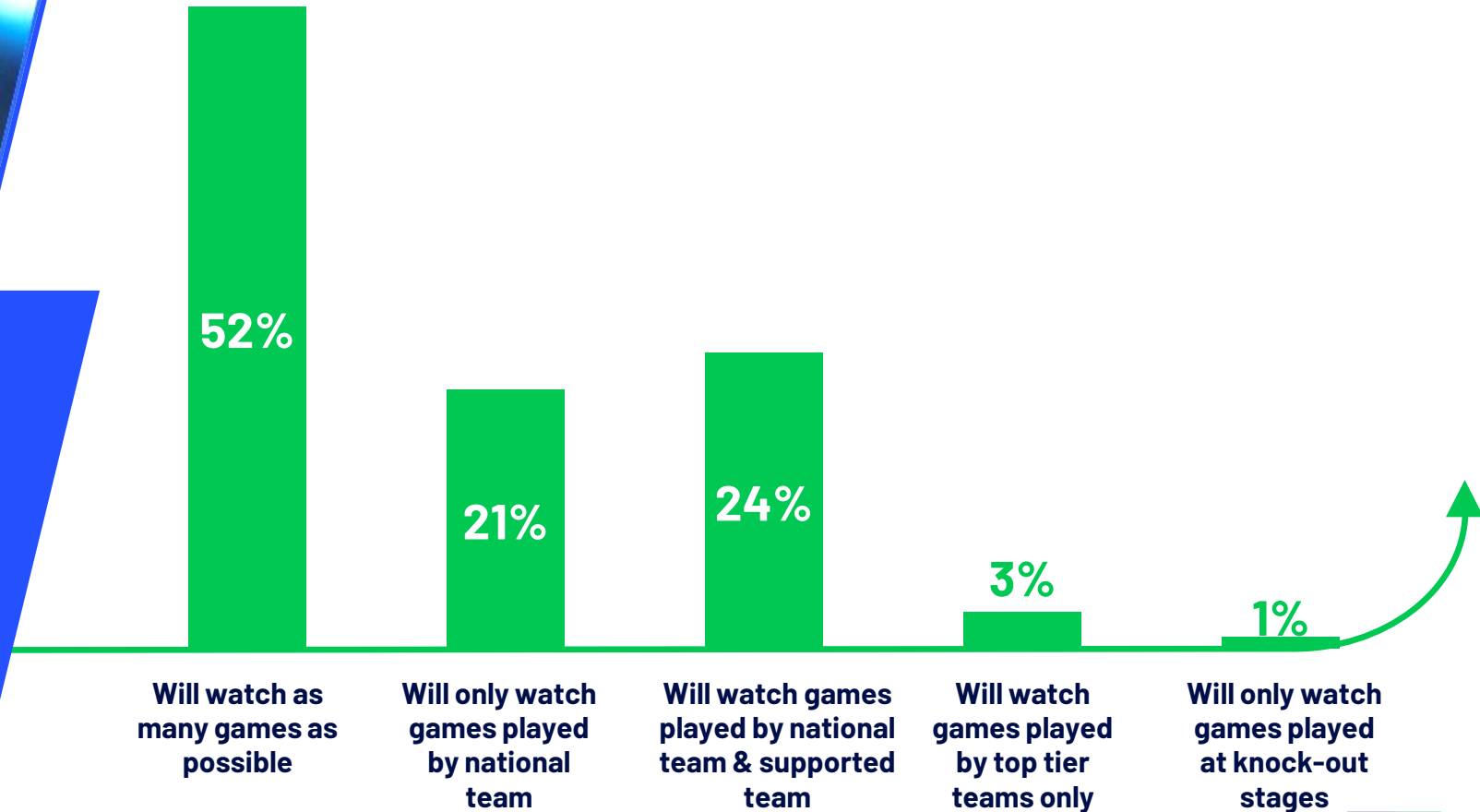


Were not aware of this change



# Appetite for matches is expected to run deep, with many aiming to catch every game

Viewing intent for World Cup 2026





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# VIEWING BEHAVIOR

9 in 10 plan to watch the World Cup's opening ceremony

**94%**

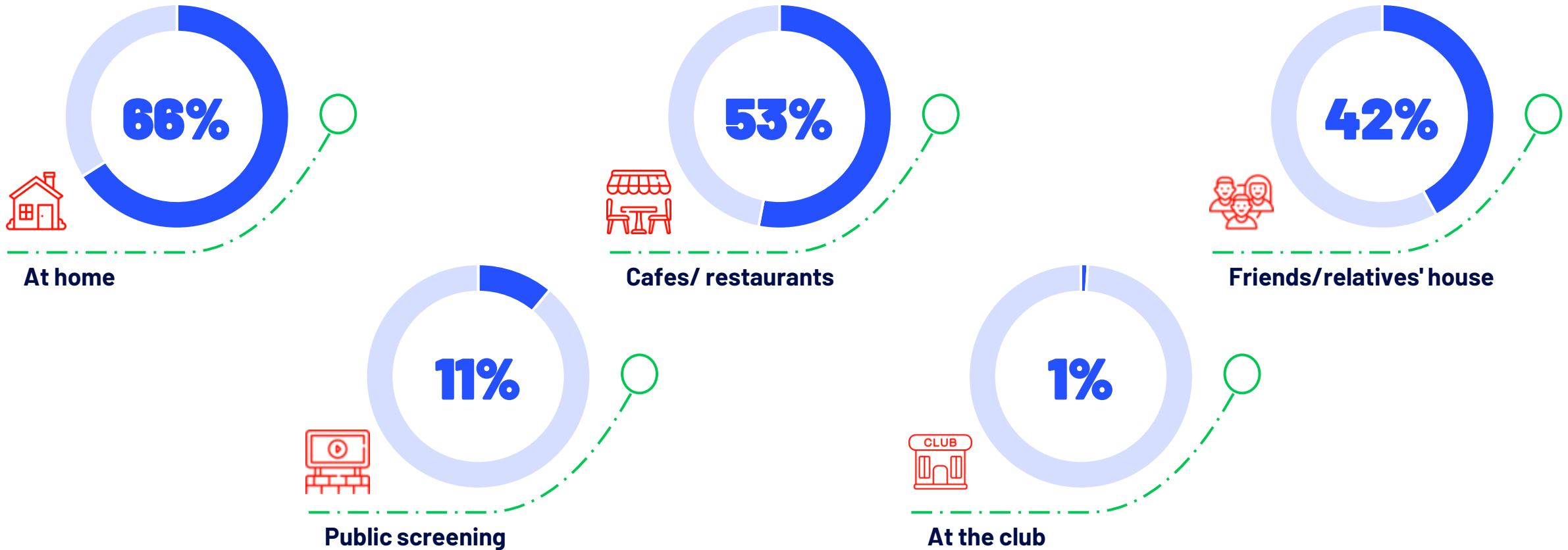
**Will be Watching the  
Opening Ceremony**





# Home, cafés and friends' places are where most fans expect to catch the action

Planned viewing locations



# Big screens, Arabic commentary and paid subscriptions are the preferred viewing setup

## Viewing setup & preferences

Will watch on paid channels/ subscriptions

72%



28%

Will watch on free platforms

Will watch in Arabic commentary

91%



9%

Will watch in English/ other language commentary

Will watch on a big screen

90%



10%

Will watch on a small screen





Fans are more than willing to adjust their schedules to watch matches live



**89%**

Will mainly watch the games live vs. recorded



**84%**

Will stay up late or wake up early to watch matches due to time difference





**And for many, the world cup is important enough to disrupt daily routines**



**45%**

**Will cancel important social events to watch the games**



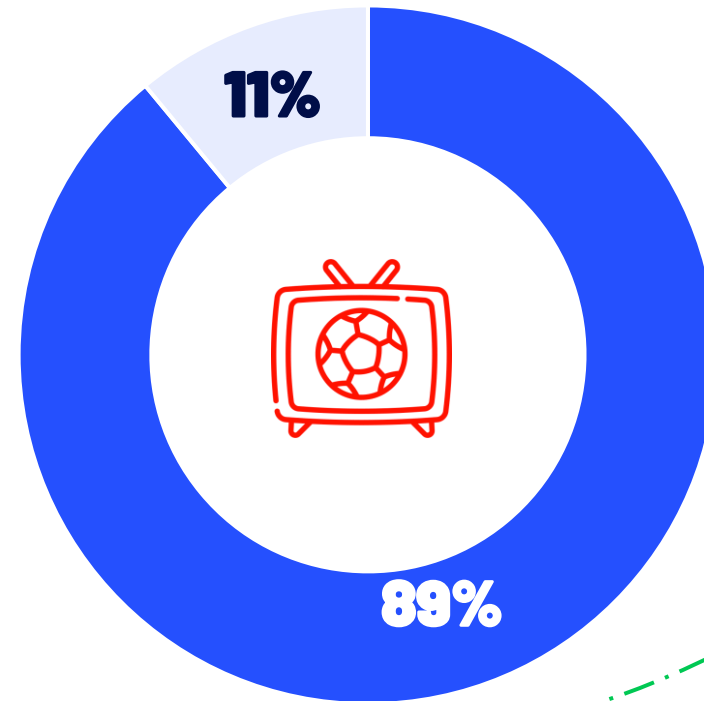
**41%**

**Will miss work or school/ university to watch the games**





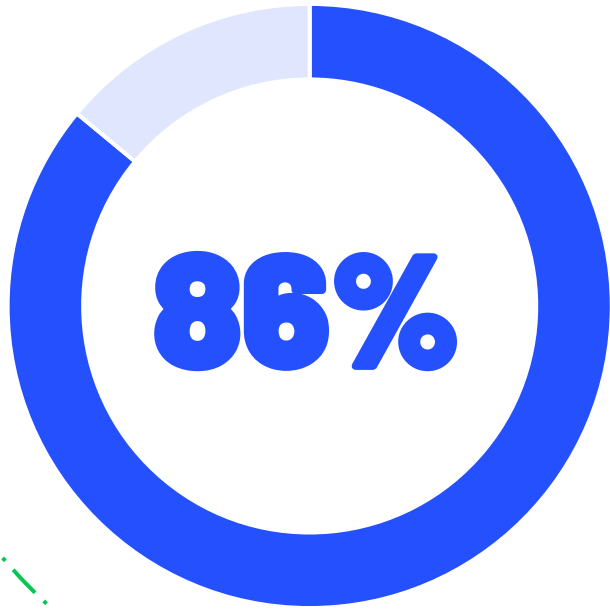
## People overwhelmingly prefer watching matches with others



- Will watch the games with others
- Will watch the games alone

▶ ○ ○ ○

# Many are also likely to organize or join watch parties during the tournament



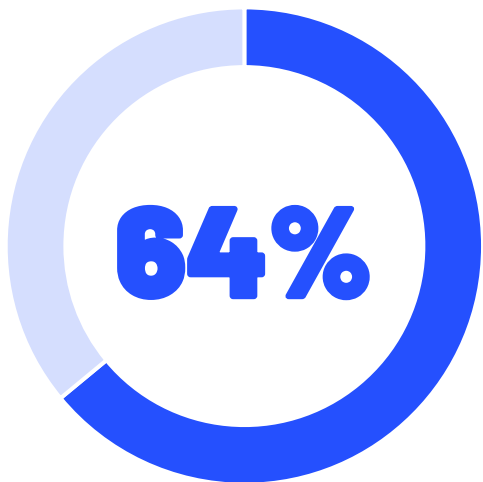
Will host or attend  
World Cup watch parties



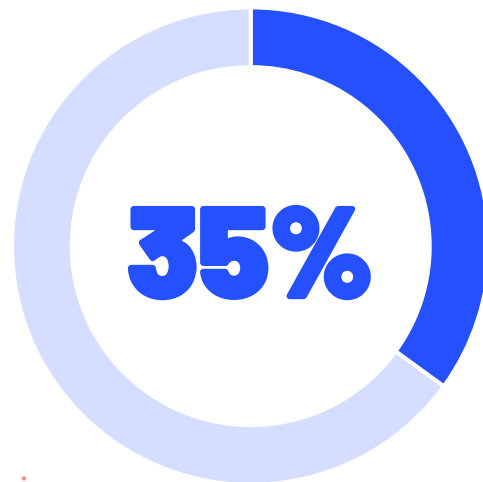


# Watching with opposing fans is the preference for most, drawn by the fun it brings

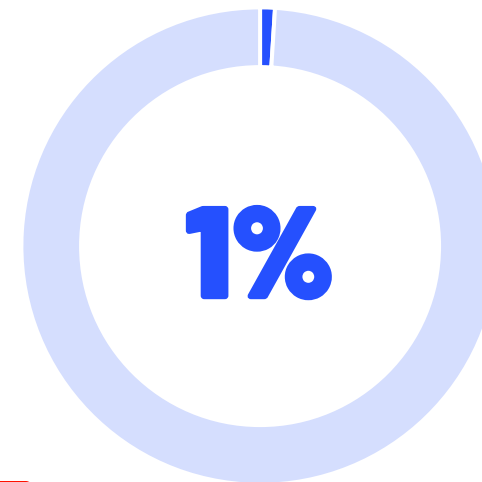
*Viewing companions for favorite team's big games*



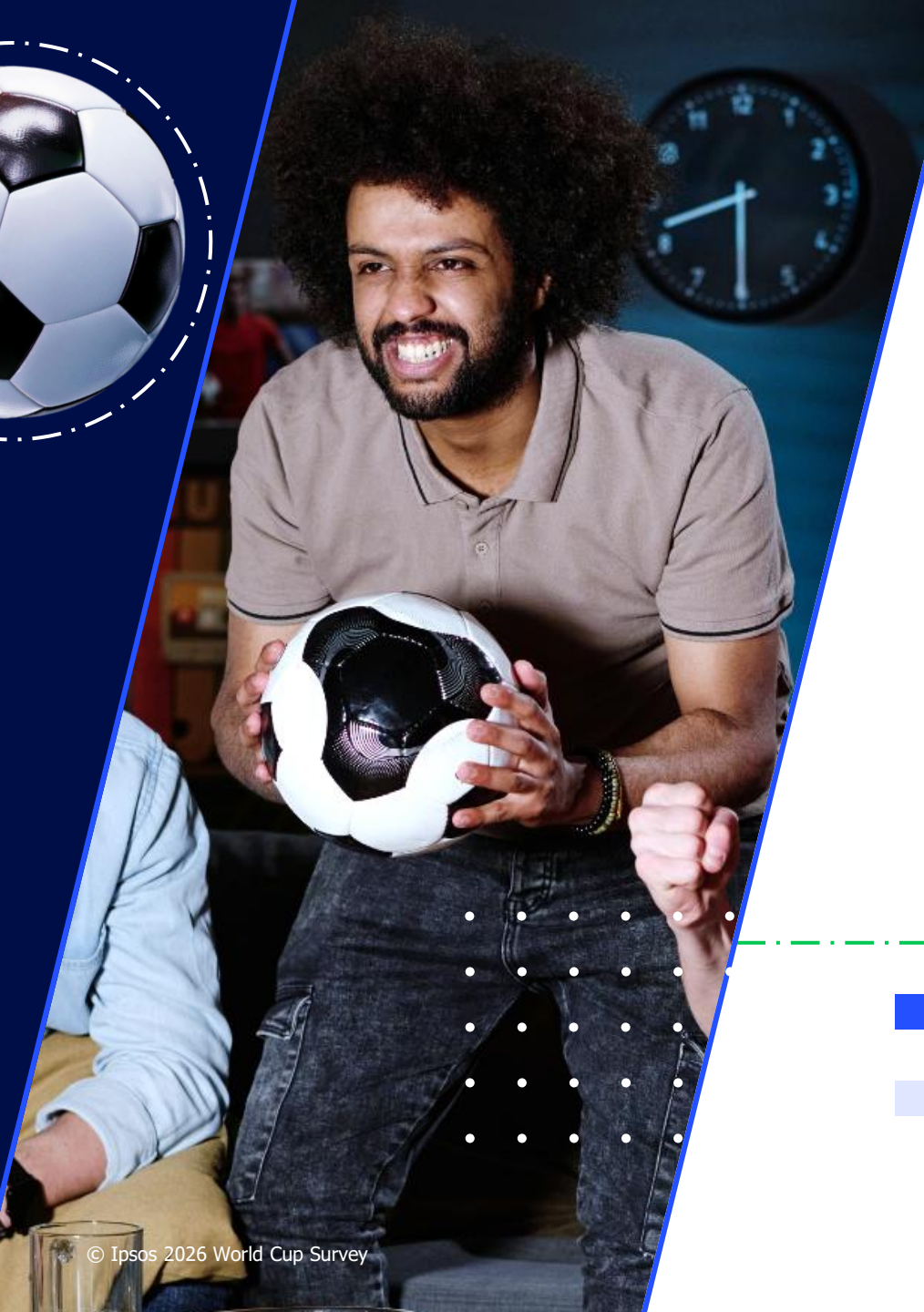
**Plan to watch favorite team's big games with fans of opposing teams as it's more fun**



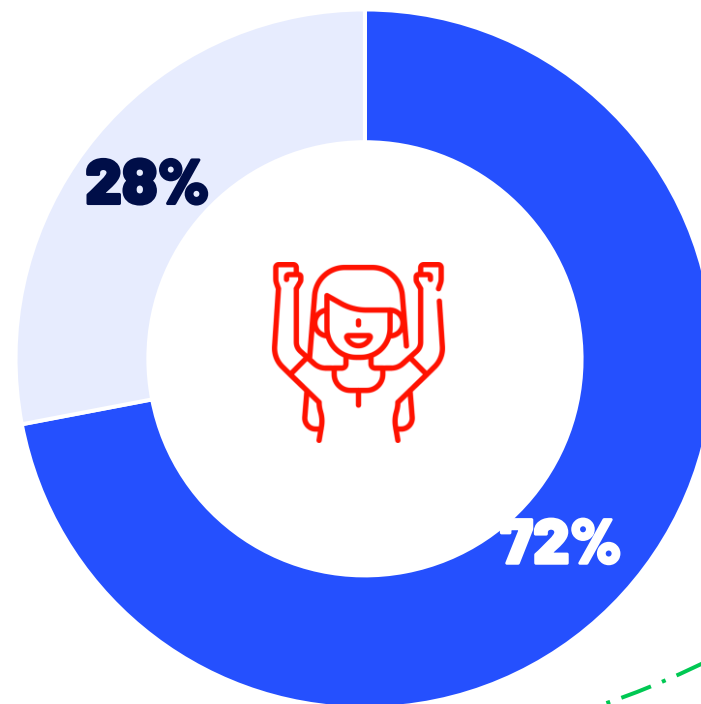
**Plan to watch favorite team's big games only with fans supporting the same team**



**Plan to watch favorite team's big games alone**



## There is a strong sense of sportsmanship, regardless of winning or losing



- Have a good sporting spirit and accept the loss
- Cannot accept the loss and it ruins their mood

# Most fans expect to give their full attention, stay active online and be emotionally invested while watching

## Viewing engagement levels

Fully focused

77%



23%

While multitasking

Engaged online/ on social media while watching

63%



37%

Disconnected, just watching

Are serious, emotionally invested fans

62%



38%

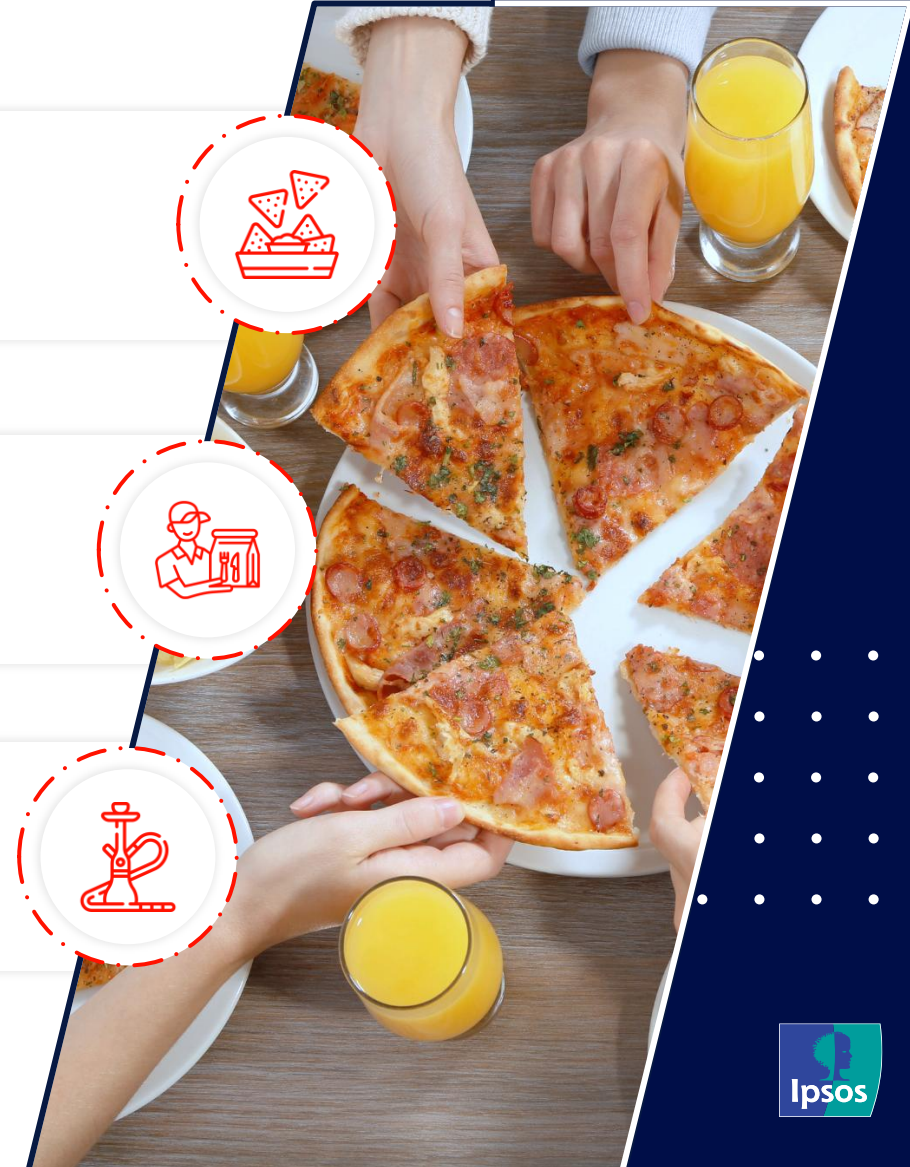
Are casual, relaxed viewers



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# Match watching is often paired with delivery or prepared food, and sometimes shisha

*Planned consumption habits while watching*



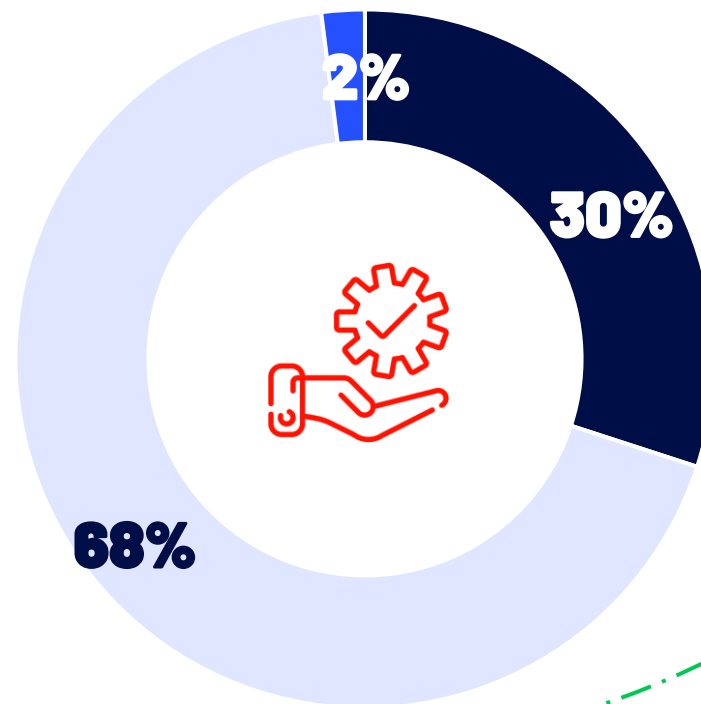


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# BEHAVIORAL IMPACT BEYOND THE SCREEN



## Nearly everyone expects their productivity to stay the same or increase during the World Cup



- Expect their productivity to increase
- Expect no change
- Expect their productivity to decrease

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# Fans are more likely to spend more, go out more frequently and purchase World Cup-themed products

*Spending and lifestyle changes during the World Cup*

**68%**

**Are likely to spend more money than usual**



**73%**

**Are likely to go out more frequently than usual to watch the games**



**54%**

**Are likely to buy World Cup-themed products**



The Majority of Egyptians are not thinking about traveling for the World Cup this year

6%

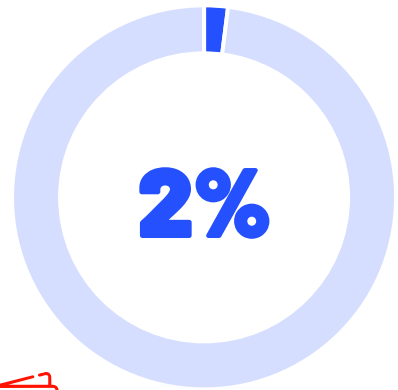
Are planning to travel to attend the matches in person



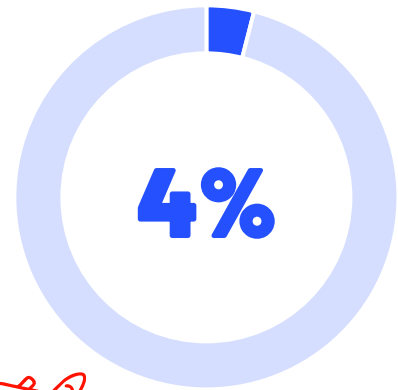


# Though 1 in 5 might reconsider if their circumstances change

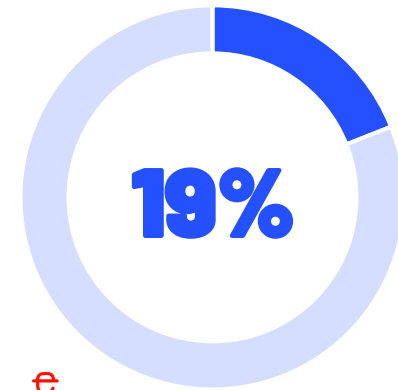
Travel intent to host countries



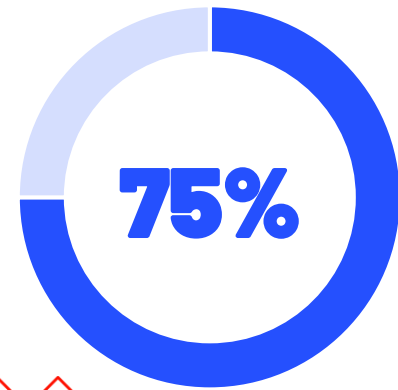
**Already booked the tickets and secured travel arrangements**



**Are planning to travel but haven't booked yet**



**Do not have travel plans but might consider depending on circumstances**



**Are not planning to attend in person**



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# NATIONAL TEAM EXPECTATIONS



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# Confidence in the Egypt national team, its coach, and the football federation are strong

*Public perception of national team capabilities*

**88%**

**Find the national team players capable**



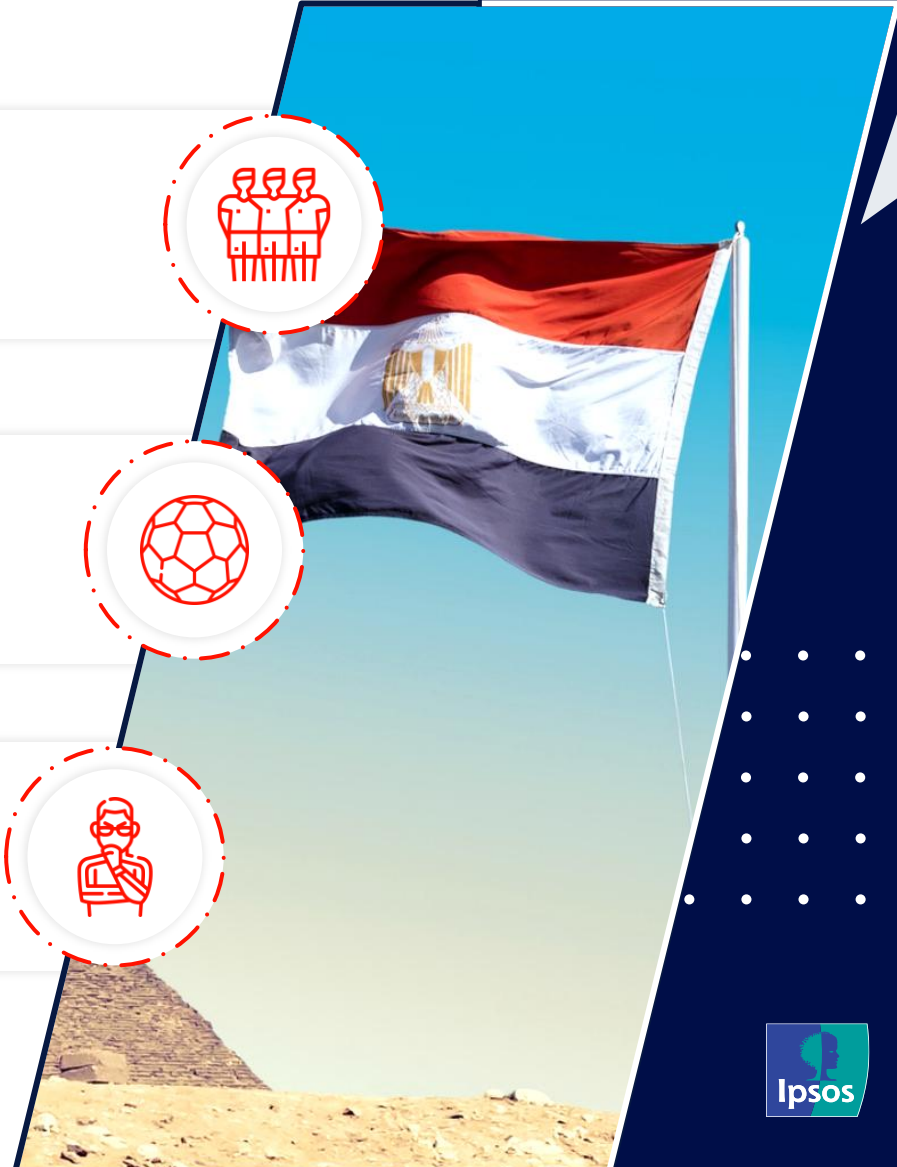
**85%**

**Find the national football federation capable**



**90%**

**Find the national team coach capable**



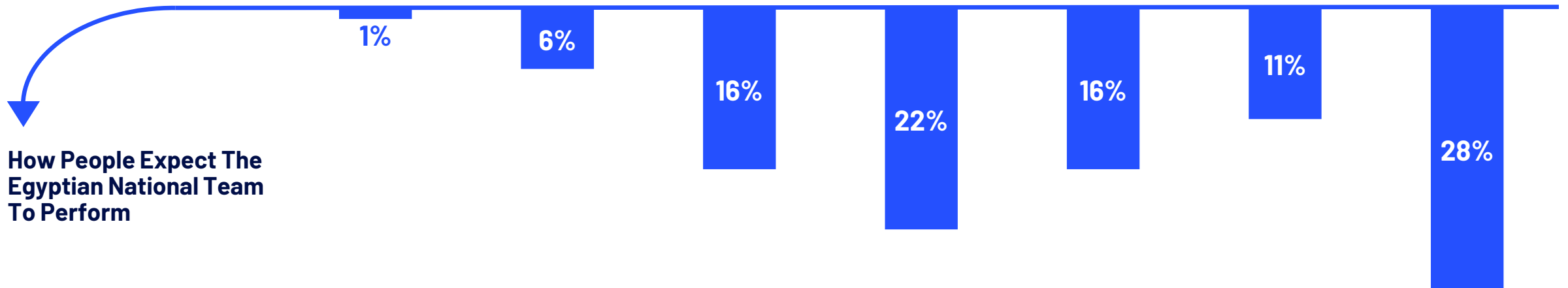


# The Egypt National Team At The World Cup: What People Consider A Success vs. Team Expectations

What People Consider  
A Success For The  
Egyptian National Team



How People Expect The  
Egyptian National Team  
To Perform





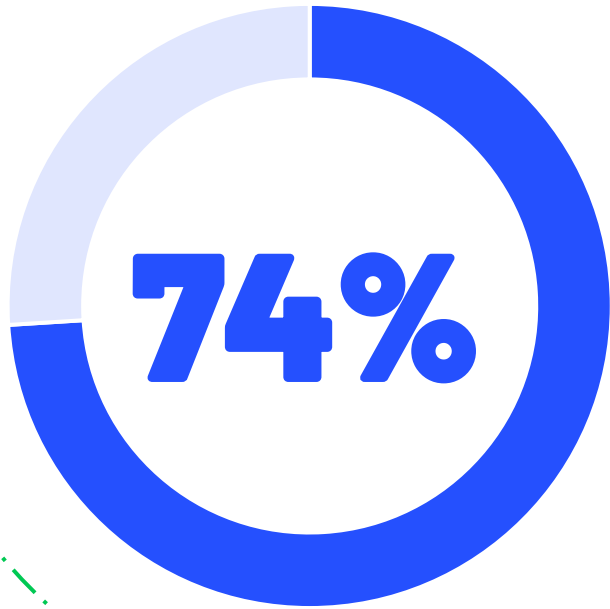
5



# MATCH PREDICTIONS

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**Watch parties are expected to bring fans together, with many planning to host or be guests**

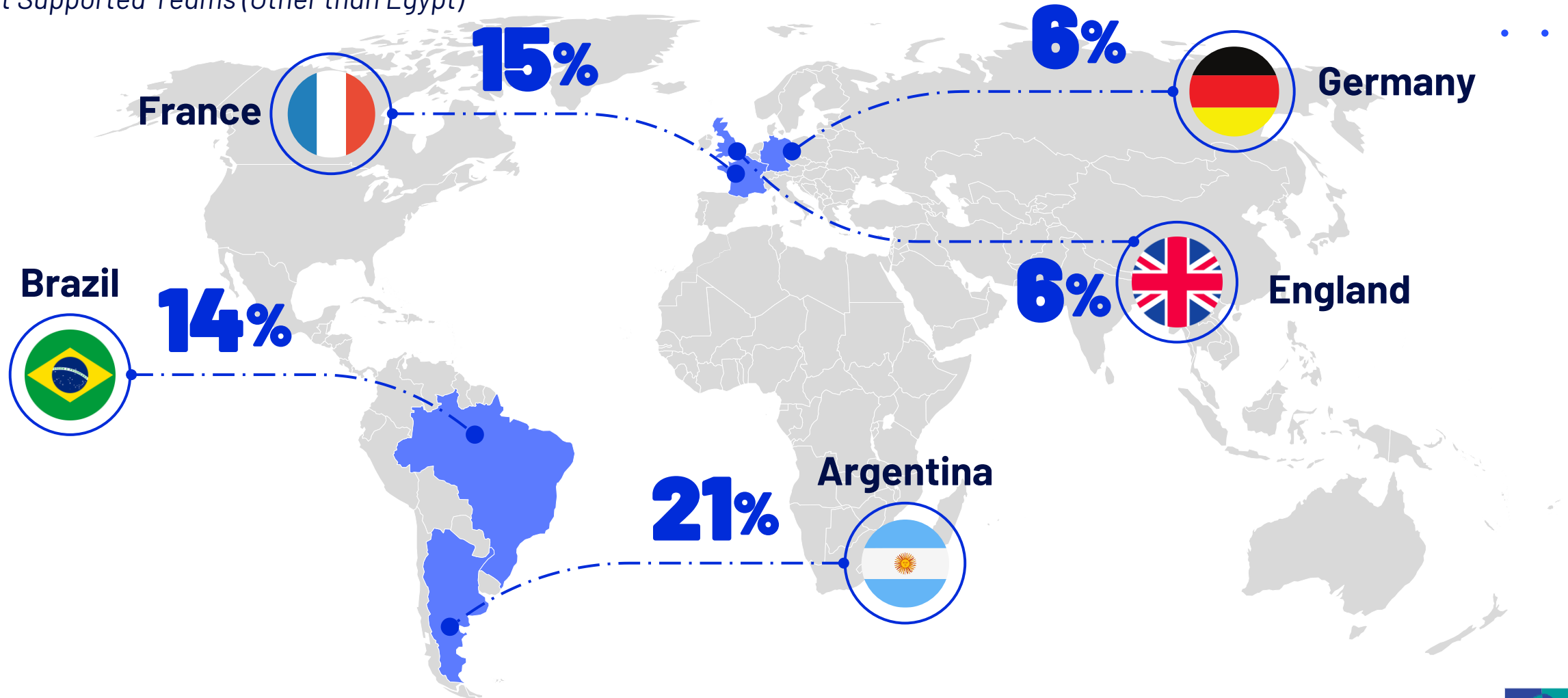


**Will participate in match prediction competitions between family, friends and colleagues**



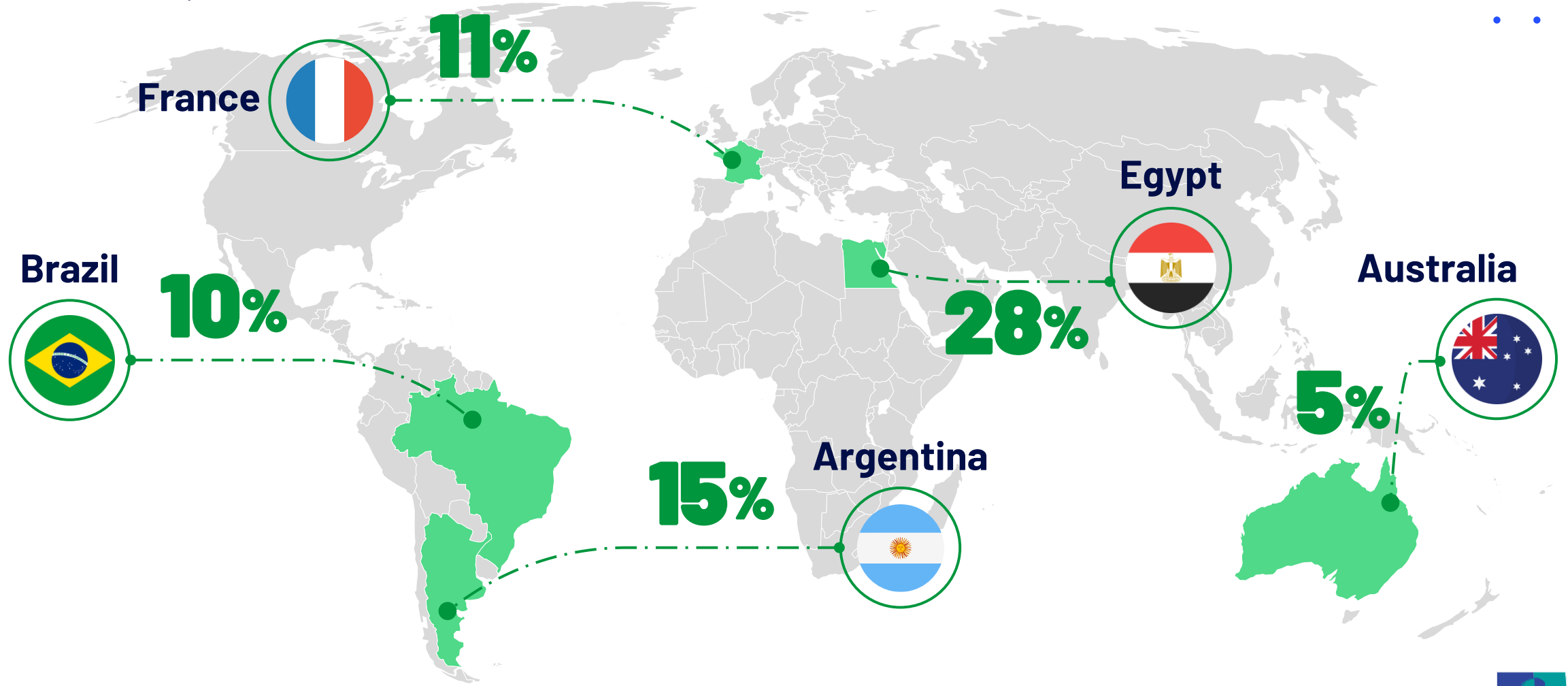
# Beyond Egypt, Argentina is the team fans are most likely to support

Most Supported Teams (Other than Egypt)



Secondary support may be global, but the excitement and pride among Egyptians have fueled a belief that the trophy is coming home

Predicted World Cup Winner



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# Mohamed Salah ranks first when it comes to people's predicted golden ball winner

*Predicted Golden Ball Winner*

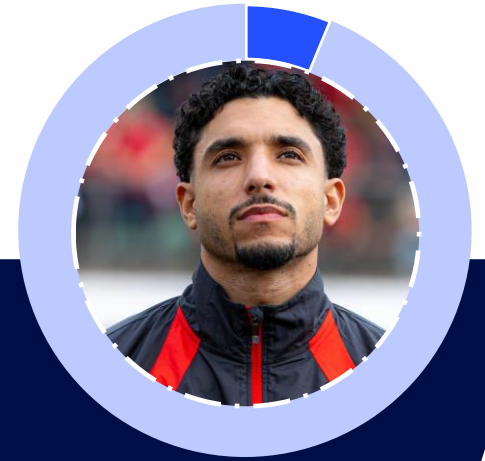
**25%**

**15%**

**9%**

**5%**

**5%**



**Mohamed  
Salah**

**Cristiano  
Ronaldo**

**Lionel Messi**

**Lamine  
Yamal**

**Omar  
Marmoush**



# INFORMATION SOURCES & ENGAGEMENT

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# Most expect to stay updated on World Cup scores on a daily basis

Planned frequency of checking scores

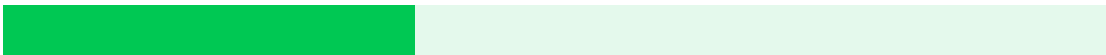
**50%**

Check scores daily



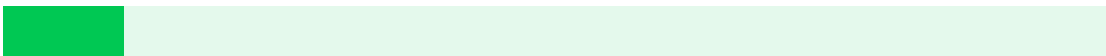
**37%**

Check scores weekly



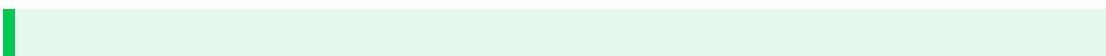
**12%**

Check scores for key matches only



**1%**

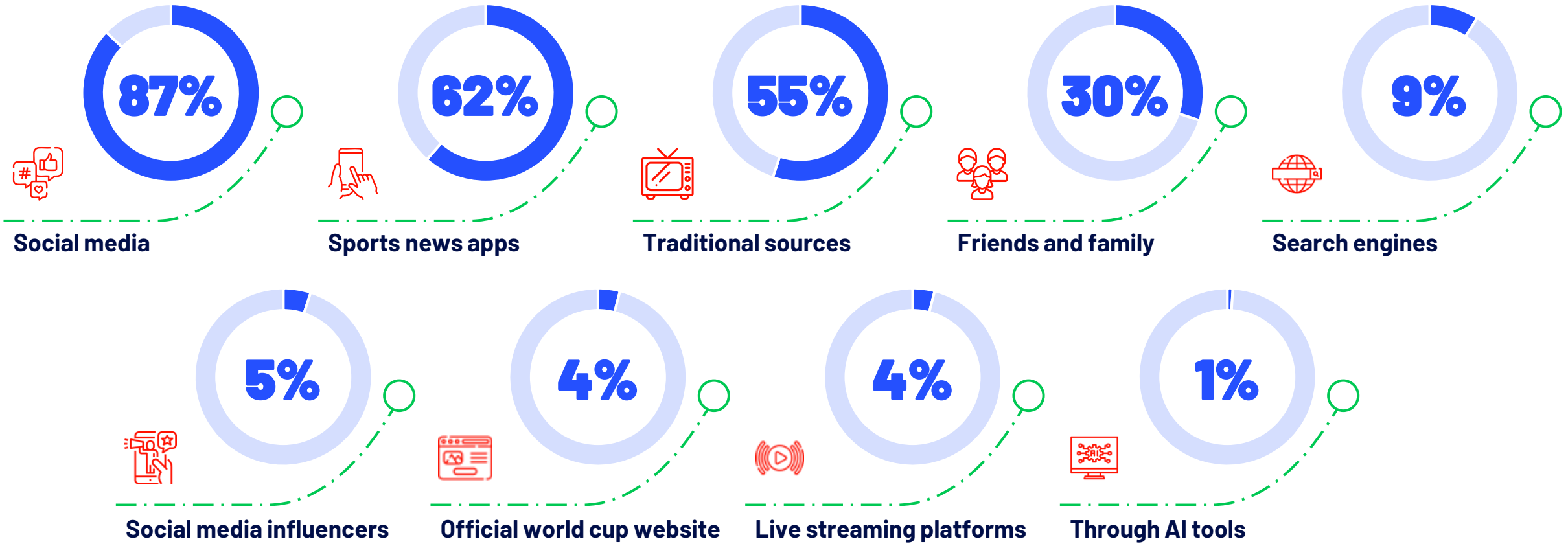
Will not check scores at all



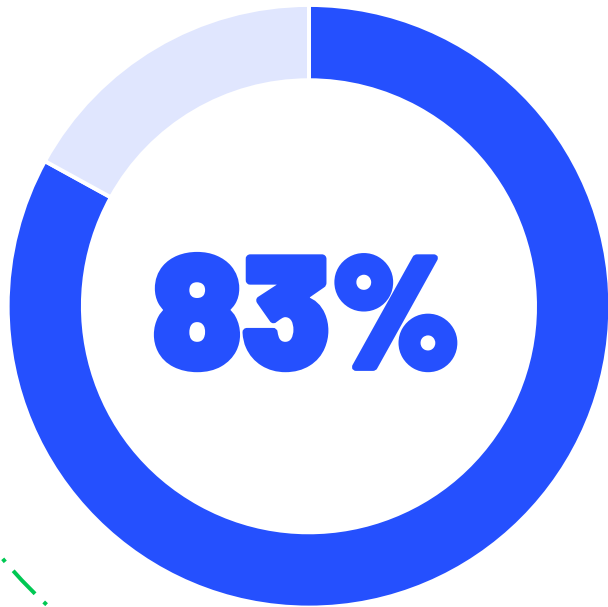


# Most plan to rely on social media for updates, with sports apps and traditional sources also playing key roles

Sources People Plan to Use for Scores & Information



As social media takes the lead for information, fans are also expected to engage more with World Cup content



Are likely to engage more on social media around World Cup content





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# WORLD CUP SPONSORSHIPS

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# Awareness towards World Cup sponsors

% Aware each brand is sponsoring the 2026 World Cup - Top 8 brands



*Coca-Cola*

**58%**



**41%**

Hisense

**35%**



**31%**



**23%**



HYUNDAI

**22%**

VISA

**20%**

Lenovo

**13%**





# Brands Most Associated with the FIFA World Cup regardless of sponsorship

% Each brand is associated with the 2026 World Cup - Top 8 brands



*Coca-Cola*

**41%**



**31%**



**25%**



**21%**



**15%**



HYUNDAI

**12%**



**12%**



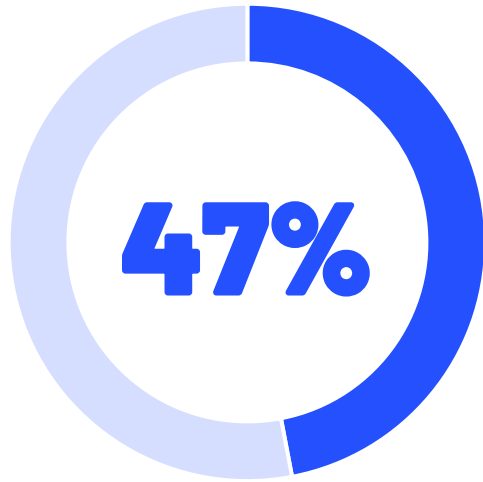
**10%**



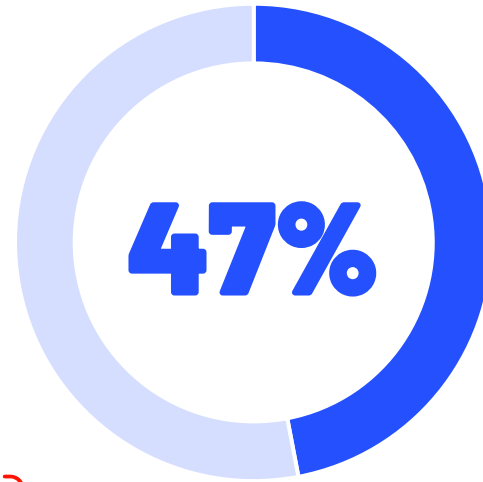


# Many see World Cup sponsorship as a catalyst for stronger brand affinity, higher purchase intent, and greater social media engagement

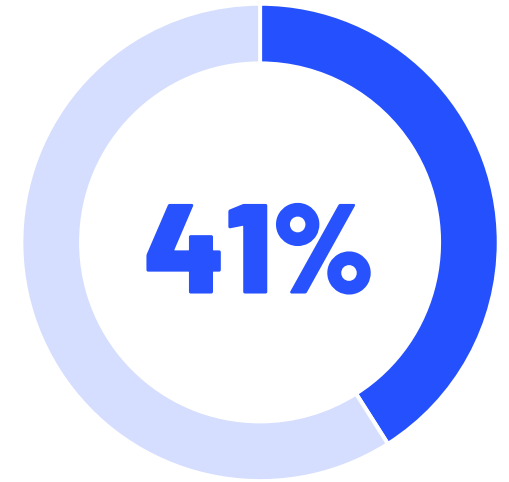
Attitudes Toward World Cup Sponsor Brands



**Feel brands that sponsor the World Cup are more premium and high quality**



**Are more likely to interact with brands on social media when they sponsor major events like the World Cup**



**Are more likely to purchase or use brands that sponsor major sporting events like the World Cup**



# THE WORLD CUP PERSONAS

▶ ○ ○ ○

# The diverse World Cup personas: Each with distinct attitudes and behaviors toward the tournament

**23%**

**The Casual  
Observer**



**21%**

**The Opportunist  
Supporter**



**21%**

**The Social  
Viewer**



**17%**

**The Die-Hard  
Fanatic**



**17%**

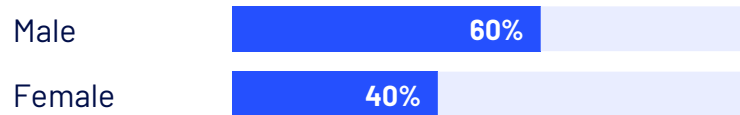
**The Tactician**



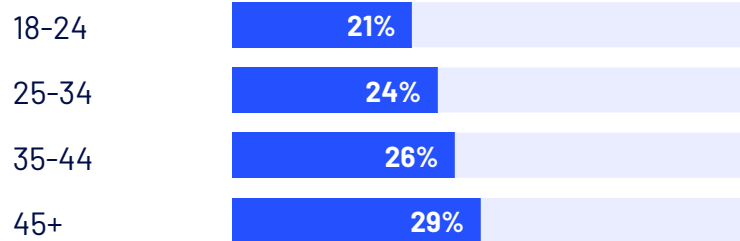
# Who is The Casual Observer? (23%)

A person who engages with the World Cup mainly as a form of occasional entertainment, showing interest in the outcomes without feeling the need to closely follow the matches.

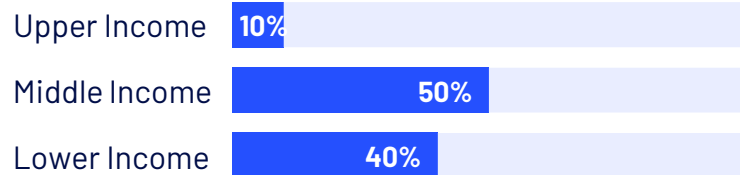
## By Gender



## By Age



## By Income Level



# 25%

Watch the World Cup only when there is nothing else to do or when others are watching

# 18%

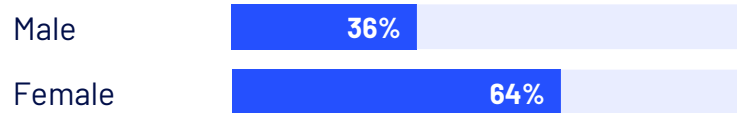
Are satisfied knowing the final score without watching the match



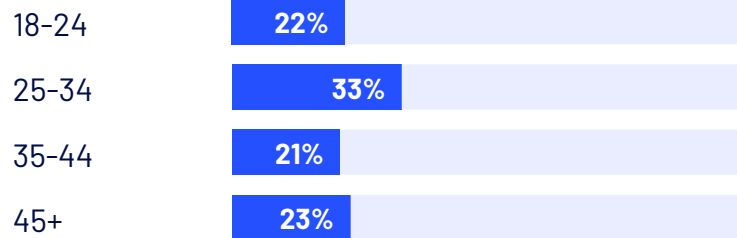
## Who is The Opportunist Supporter? (21%)

A person who is drawn to successful and popular teams during the World Cup, often shifting support toward those generating excitement, momentum, and widespread attention.

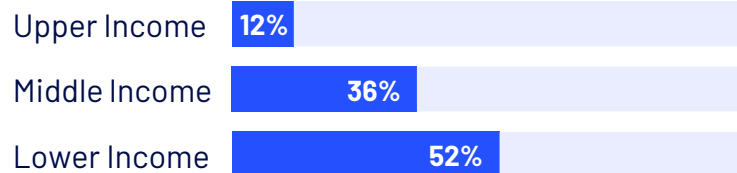
### By Gender



### By Age



### By Income Level



# 54%

Enjoy supporting popular or trending teams, even when those teams are not their usual favorites

# 49%

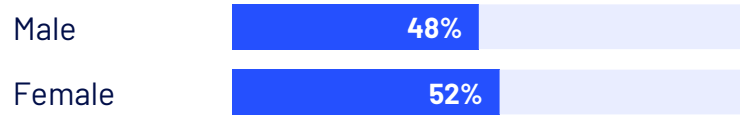
Tend to support teams that are performing well or winning during the tournament



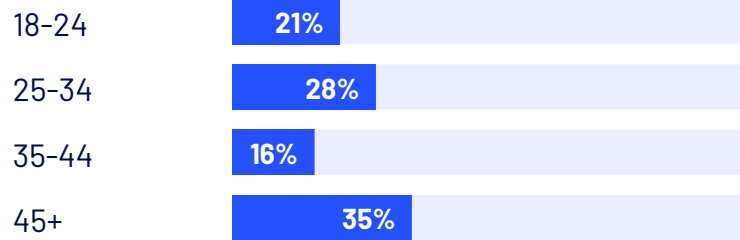
# Who is The Social Viewer? (21%)

A person who sees the World Cup primarily as a social occasion, valuing the sense of connection, community, and shared experiences it creates more than the matches themselves.

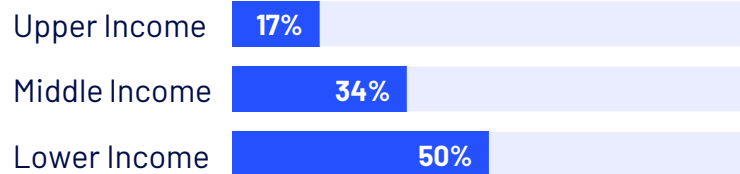
## By Gender



## By Age



## By Income Level



# 64%

Think that the social atmosphere of the World Cup matters more than the actual matches

# 56%

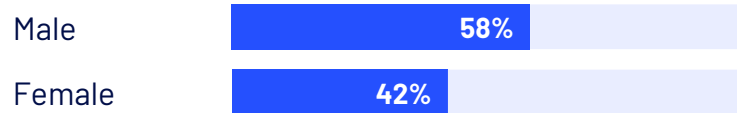
Enjoy the World Cup mainly because it brings people together



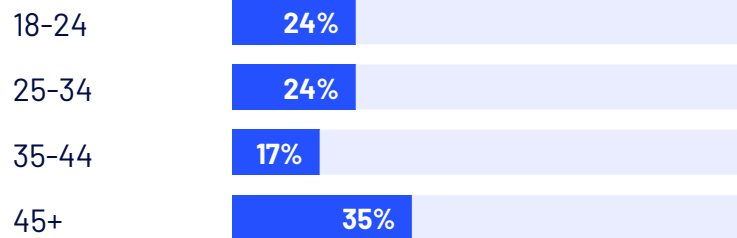
## Who is The Die-Hard Fanatic? (17%)

A person whose emotions and daily focus are deeply tied to the World Cup, with their favorite team's performance shaping their overall tournament experience.

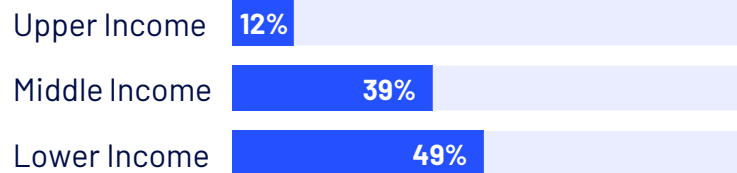
### By Gender



### By Age



### By Income Level



# 77%

Have a mood that is influenced by the performance of their favorite team during the World Cup

# 63%

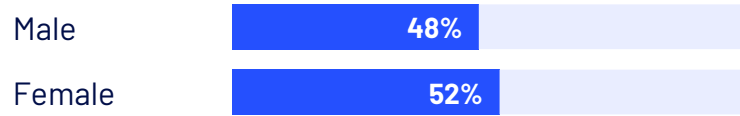
Think that during the World Cup everything else takes a back seat to football



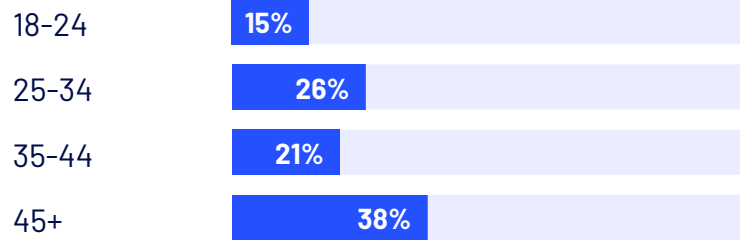
# Who is The Tactician? (17%)

A person who approaches the World Cup with an interest in the technical and strategic aspects of football, following tactics, performance metrics, and expert insights.

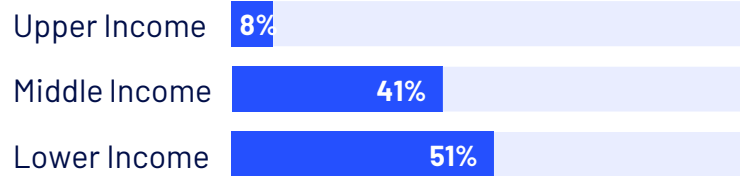
## By Gender



## By Age



## By Income Level

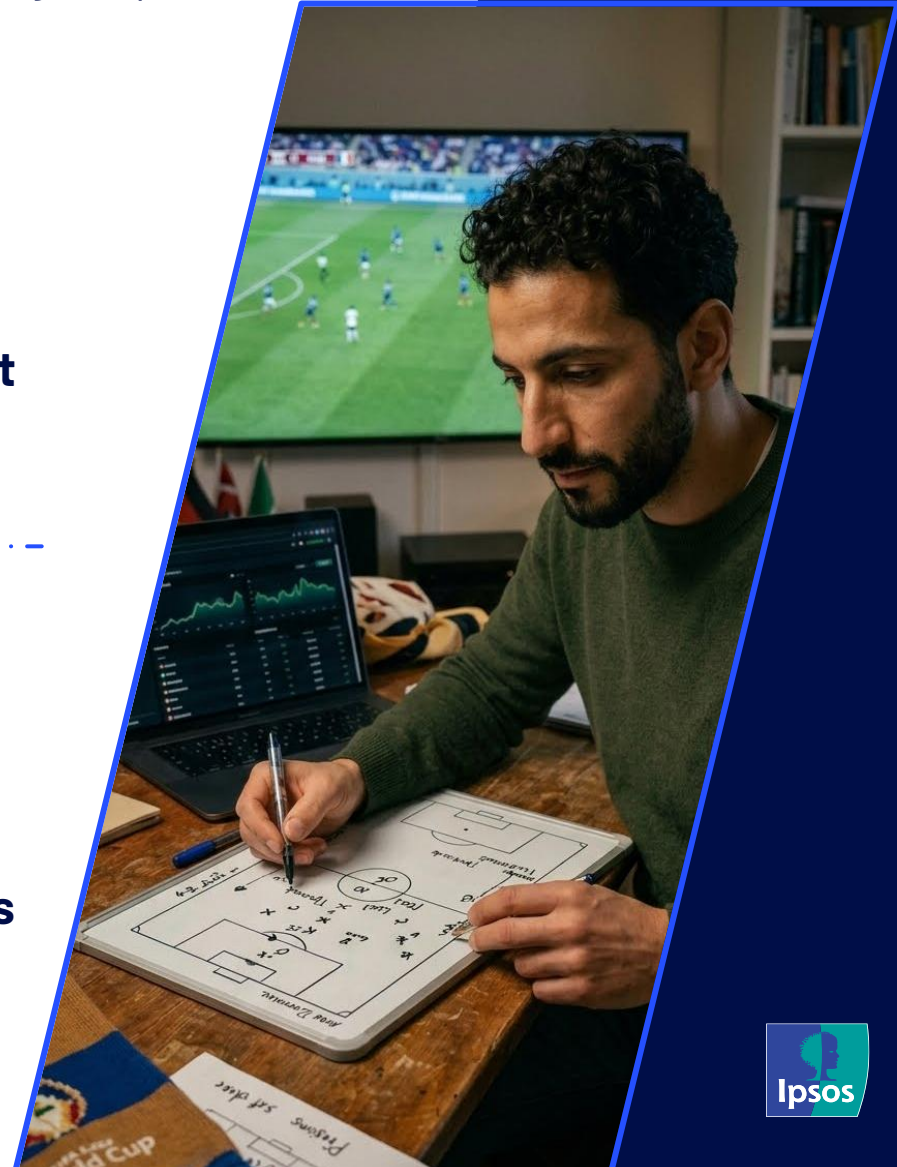


# 75%

Follow football news and expert opinions year-round

# 49%

Enjoy analyzing tactics, formations and player statistics during matches



# Methodology

## Sample size

— X  
500 respondents

## Sample criteria

— X  
General public: representative of the population across gender, age (18+), region and SECs

## Methodology

— X  
The survey was conducted via computer aided personal interviews

## Geographical coverage

— X  
Conducted in Egypt  
with a nationwide coverage

X X X  
X X X  
X X X  
X X X  
X X X  
X X X  
X X



# FOR MORE INFORMATION



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