

THE EUROPEAN FOOTBALL PLAYER *REPORT*

A data-driven digital analysis focused on football

EDITION N.09 // OCTOBER 2021





STRATEGY

We constantly study the market and anticipate its trends designing tailored digital marketing strategies based on your needs, building an omnichannel and integrated communication plan to fuel the fan engagement and finally enhance the value of brand.



TECHNOLOGY

We develop web and mobile Sport Platforms able to revolutionize the whole fan experience, also creating new innovative membership schemes to boost the user profiling and the FRM (fan relationship management), as well as the direct and indirect data monetization activities.

IQUII Sport is the Sport Intelligence Unit by IQUII born in August 2017.

We daily assist clubs, associations and players to make the most of their online presence, providing them with the best solutions to win the match also off the pitch to assure the fanbase a 24/7 memorable experience.



DATA

We analyse the Sport Industry with a strong data-driven approach, producing studies, infographics and monthly reports arounds competitions and major events to fully understand the modern digital dynamics of the business of sport, useful for all the stakeholders of the field.



"The European Football Player" Report is the monthly tool by IQUII Sport to monitor the Instagram performances of the football players in the European landscape!

In our #TEFPReport you will find the analyses of the TOP 20 most followed players in Premier League, Ligue 1, Bundesliga, Serie A and LaLiga, as well as the European TOP 20 to give you a complete picture of the best performing players on Instagram, the most used channel to engage fans worldwide nowadays.

You can share the most interesting charts of this Report using the official hashtag #TEFPReport, and tagging us at @IQUIISport. In addition to #TEFPReport, we produce monthly tools analysing football clubs (men's and women's), football sponsors, volleyball and basketball. You can find all the information at the end of this Report.

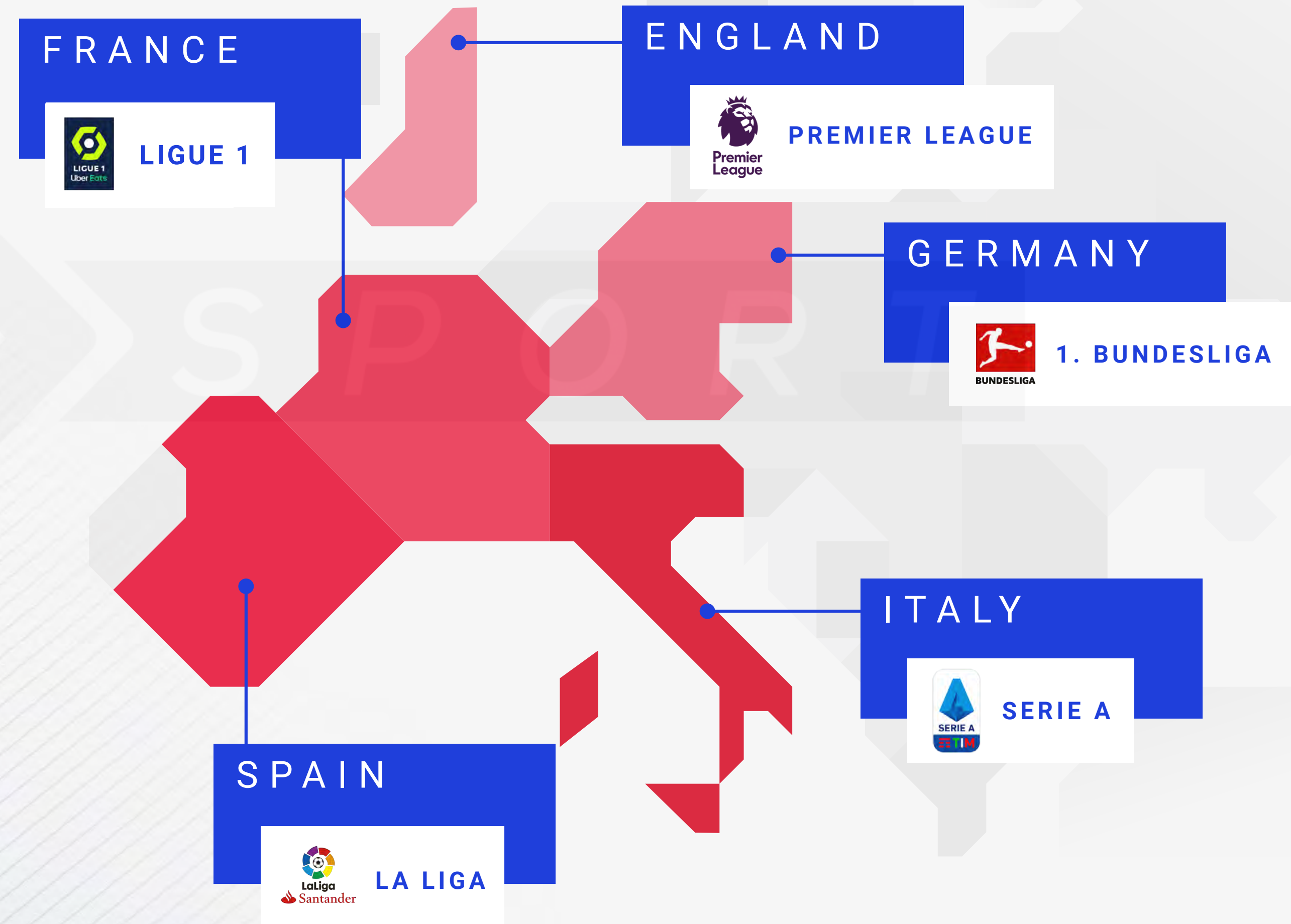
If you have some special requests, you want to give us some suggestions to improve our work or if you don't find your league in the report and you desire a customised analysis, just drop us an email at sport@iquii.com.



Countries included in the players' analysis

EUROPE

-  ENGLAND
-  FRANCE
-  GERMANY
-  ITALY
-  SPAIN



PLAYERS Instagram



Ranking of the TOP 20 most followed Football Players on Instagram, playing in Europe (first divisions in England, France, Germany, Italy and Spain).

*[from September 10, 2021 to October 13, 2021]

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RK	CLUBS	PLAYERS					
01		CRISTIANO RONALDO	<div><div></div></div>	355.4 M	=	+4.29	
02		LIONEL MESSI	<div><div></div></div>	274.2 M	=	+4.29	
03		NEYMAR	<div><div></div></div>	162.9 M	=	+1.49	
04		KYLIAN MBAPPÉ	<div><div></div></div>	59.8 M	=	+3.14	
05		ZLATAN IBRAHIMOVIC	<div><div></div></div>	50.3 M	=	+1.65	
06		MARCELO	<div><div></div></div>	49.4 M	=	+1.02	
07		PAUL POGBA	<div><div></div></div>	49.1 M	▲ +1	+2.92	
08		SERGIO RAMOS	<div><div></div></div>	48.2 M	▼ -1	+0.64	
09		GARETH BALE	<div><div></div></div>	45.2 M	=	+0.98	
10		MOHAMED SALAH	<div><div></div></div>	44.4 M	▲ +1	+1.35	
11		PAULO DYBALA	<div><div></div></div>	44.3 M	▼ -1	+1.13	
12		KARIM BENZEMA	<div><div></div></div>	42.6 M	▲ +1	+2.03	
13		LUIS SUÁREZ	<div><div></div></div>	42.1 M	▼ -1	+0.63	
14		ANTOINE GRIEZMANN	<div><div></div></div>	34.8 M	=	+1.00	
15		TONI KROOS	<div><div></div></div>	29.6 M	=	+1.51	
16		EDEN HAZARD	<div><div></div></div>	27.0 M	=	-0.40	
17		PHILIPPE COUTINHO	<div><div></div></div>	23.3 M	=	+0.16	
18		ISCO	<div><div></div></div>	22.0 M	=	+1.75	
19		ROBERT LEWANDOWSKI	<div><div></div></div>	21.5 M	=	+2.82	
20		SERGIO AGÜERO	<div><div></div></div>	20.1 M	▲ +1	+1.17	



Ranking of the TOP 20 most followed Premier League Football Players on Instagram.

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RK	CLUBS	PLAYERS				
01		CRISTIANO RONALDO	<div><div></div></div>	355.4 M	=	+4.29
02		PAUL POGBA	<div><div></div></div>	49.1 M	=	+2.92
03		MOHAMED SALAH	<div><div></div></div>	44.4 M	=	+1.35
04		THIAGO SILVA	<div><div></div></div>	18.2 M	=	+0.72
05		RAPHAËL VARANE	<div><div></div></div>	17.3 M	=	+2.84
06		GABRIEL JESUS	<div><div></div></div>	15.6 M	=	+1.77
07		KEVIN DE BRUYNE	<div><div></div></div>	15.1 M	=	+1.44
08		ROBERTO FIRMINO	<div><div></div></div>	13.1 M	=	+0.02
09		N'GOLO KANTÉ	<div><div></div></div>	12.1 M	▲ +1	+3.13
10		MARCUS RASHFORD	<div><div></div></div>	12.0 M	▼ -1	+1.41
11		DAVID DE GEA	<div><div></div></div>	11.9 M	▲ +1	+3.10
12		HARRY KANE	<div><div></div></div>	11.8 M	▼ -1	+0.70
13		VIRGIL VAN DIJK	<div><div></div></div>	10.8 M	=	+1.41
14		AUBAMEYANG	<div><div></div></div>	10.2 M	=	+0.75
15		EDINSON CAVANI	<div><div></div></div>	9.0 M	=	+1.54
16		JESSE LINGARD	<div><div></div></div>	8.9 M	▲ +2	+6.83
17		RAHEEM STERLING	<div><div></div></div>	8.8 M	=	+1.42
18		SADIO MANÉ	<div><div></div></div>	8.7 M	▼ -2	+0.75
19		ROMELU LUKAKU	<div><div></div></div>	8.4 M	=	+3.44
20		THIAGO	<div><div></div></div>	7.9 M	=	+2.00



Ranking of the TOP 20 most followed Ligue 1 Football Players on Instagram.





















RK	CLUBS	PLAYERS				% VAR*
01		LIONEL MESSI	<div><div></div></div>	274.2 M	=	+4.29
02		NEYMAR	<div><div></div></div>	162.9 M	=	+1.49
03		KYLIAN MBAPPÉ	<div><div></div></div>	59.8 M	=	+3.14
04		SERGIO RAMOS	<div><div></div></div>	48.2 M	=	+0.64
05		ÁNGEL DI MARÍA	<div><div></div></div>	15.2 M	=	+2.30
06		KEYLOR NAVAS	<div><div></div></div>	13.1 M	=	+3.22
07		CESC FÀBREGAS	<div><div></div></div>	12.5 M	=	+1.47
08		JÉRÔME BOATENG	<div><div></div></div>	7.4 M	=	+1.58
09		MAURO ICARDI	<div><div></div></div>	6.7 M	=	+0.23
10		MARCO VERRATTI	<div><div></div></div>	6.5 M	=	+3.18
11		ACHRAF HAKIMI	<div><div></div></div>	6.3 M	=	+10.8
12		GEORGINIO WIJNALDUM	<div><div></div></div>	5.7 M	=	+2.28
13		JULIAN DRAXLER	<div><div></div></div>	4.4 M	=	+1.53
14		LUCAS PAQUETÁ	<div><div></div></div>	4.4 M	=	+4.81
15		ANDER HERRERA	<div><div></div></div>	4.2 M	=	+1.62
16		GIANLUIGI DONNARUMMA	<div><div></div></div>	4.0 M	=	+4.02
17		MARQUINHOS	<div><div></div></div>	3.9 M	=	+3.56
18		LEANDRO PAREDES	<div><div></div></div>	3.7 M	▲ +1	+6.71
19		XAVI SIMONS	<div><div></div></div>	3.7 M	▼ -1	+1.28
20		PRESNEL KIMPEMBE	<div><div></div></div>	3.6 M	=	+2.81

*[from September 10, 2021 to October 13, 2021]

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Ranking of the TOP 20 most followed 1.Bundesliga Football Players on Instagram.

RK	CLUBS	PLAYERS	0 ● 7.0 M ● 14.0 M ● 21.0 M ●	% VAR*
01		ROBERT LEWANDOWSKI	21.5 M	= +2.82
02		ERLING HAALAND	12.3 M	= +8.29
03		MANUEL NEUER	11.1 M	= +0.84
04		MARCO REUS	10.2 M	= +2.24
05		THOMAS MÜLLER	9.6 M	= +2.57
06		LEROY SANÉ	6.2 M	= +1.64
07		JOSHUA KIMMICH	4.7 M	= +3.07
08		ALPHONSO DAVIES	4.1 M	= +2.44
09		MATS HUMMELS	3.6 M	= +1.85
10		KEVIN-PRINCE BOATENG	3.0 M	= +0.01
11		EMRE CAN	2.8 M	= -0.16
12		SERGE GNABRY	2.5 M	= +1.63
13		REINIER	2.3 M	= +0.54
14		RAMY BENSEBAINI	2.2 M	= +1.74
15		LEON GORETZKA	2.1 M	▲ +1 +2.29
16		BENJAMIN PAVARD	2.1 M	▼ -1 +0.00
17		KINGSLEY COMAN	1.9 M	= +0.82
18		LUCAS HERNÁNDEZ	1.8 M	= +3.06
19		KEVIN TRAPP	1.7 M	= +1.20
20		JUDE BELLINGHAM	1.5 M	▲ +1 +15.1

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Ranking of the TOP 20 most followed Serie A Football Players on Instagram.









































RK	CLUBS	PLAYERS				% VAR*
01		ZLATAN IBRAHIMOVIC	<div><div></div></div>	50.3 M	=	+1.65
02		PAULO DYBALA	<div><div></div></div>	44.3 M	=	+1.13
03		ARTURO VIDAL	<div><div></div></div>	16.0 M	=	+1.35
04		ÁLVARO MORATA	<div><div></div></div>	14.7 M	=	+2.90
05		ALEXIS SÁNCHEZ	<div><div></div></div>	12.3 M	=	+2.27
06		JUAN CUADRADO	<div><div></div></div>	10.2 M	=	+2.52
07		PEDRO	<div><div></div></div>	6.4 M	=	+1.41
08		FRANCK RIBÉRY	<div><div></div></div>	6.2 M	=	+1.36
09		LEONARDO BONUCCI	<div><div></div></div>	5.5 M	▲ +1	+0.36
10		MATTHIJS DE LIGT	<div><div></div></div>	5.5 M	▼ -1	-0.05
11		ARTHUR	<div><div></div></div>	5.1 M	=	-0.24
12		GIORGIO CHIELLINI	<div><div></div></div>	4.9 M	▲ +5	+24.8
13		LAUTARO MARTÍNEZ	<div><div></div></div>	4.7 M	▼ -1	+2.17
14		DAVID OSPINA	<div><div></div></div>	4.5 M	▲ +2	+8.33
15		STEPHAN EL SHAARAWY	<div><div></div></div>	4.4 M	▼ -2	+2.17
16		AARON RAMSEY	<div><div></div></div>	4.3 M	▼ -2	+0.21
17		CHRISTIAN ERIKSEN	<div><div></div></div>	4.2 M	▼ -2	-1.06
18		GARY MEDEL	<div><div></div></div>	3.4 M	=	+0.66
19		FEDERICO CHIESA	<div><div></div></div>	3.3 M	=	+5.90
20		WOJCIECH SZCZESNY	<div><div></div></div>	2.9 M	=	+0.29

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Ranking of the TOP 20 most followed LaLiga Football Players on Instagram.

RK	CLUBS	PLAYERS				
01		 MARCELO	<div><div></div></div>	49.4 M	=	+1.02
02		 GARETH BALE	<div><div></div></div>	45.2 M	=	+0.98
03		 KARIM BENZEMA	<div><div></div></div>	42.6 M	▲ +1	+2.03
04		 LUIS SUÁREZ	<div><div></div></div>	42.1 M	▼ -1	+0.63
05		 ANTOINE GRIEZMANN	<div><div></div></div>	34.8 M	=	+1.00
06		 TONI KROOS	<div><div></div></div>	29.6 M	=	+1.51
07		 EDEN HAZARD	<div><div></div></div>	27.0 M	=	-0.40
08		 PHILIPPE COUTINHO	<div><div></div></div>	23.3 M	=	+0.16
09		 ISCO	<div><div></div></div>	22.0 M	=	+1.75
10		 SERGIO AGÜERO	<div><div></div></div>	20.1 M	▲ +1	+1.17
11		 LUKA MODRIĆ	<div><div></div></div>	20.1 M	▼ -1	+0.79
12		 GERARD PIQUÉ	<div><div></div></div>	19.5 M	=	+0.25
13		 IVAN RAKITIĆ	<div><div></div></div>	17.2 M	=	+0.08
14		 JORDI ALBA	<div><div></div></div>	13.6 M	=	+0.52
15		 CASEMIRO	<div><div></div></div>	13.2 M	=	+0.56
16		 MARCO ASENSIO	<div><div></div></div>	13.1 M	=	+0.23
17		 MARC-ANDRÉ TER STEGEN	<div><div></div></div>	13.1 M	=	+0.25
18		 MEMPHIS DEPAY	<div><div></div></div>	13.0 M	=	+3.04
19		 VINÍCIUS JÚNIOR	<div><div></div></div>	12.0 M	=	+2.89
20		 LUCAS VÁZQUEZ	<div><div></div></div>	11.5 M	=	+2.86

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OUR REPORTS

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Rethinking Sport Business is the Newsletter by Sport Thinking, our Brand Magazine.

Sport Thinking is the perfect place for all the stakeholders of the field to learn and to be constantly up to date with all the latest news and trends of the Sport Industry.

In our Brand Magazine you can find exclusive analyses, our in-depth commented reports, as well as engaging interviews to the professionals of the field. At the current moment Sport Thinking is in Italian only, but we are working to make it available in other languages.

With our Newsletter, you will receive a recap of our publications and much more, as we are preparing new content to make our Newsletter even more engaging and beneficial to all the stakeholders.

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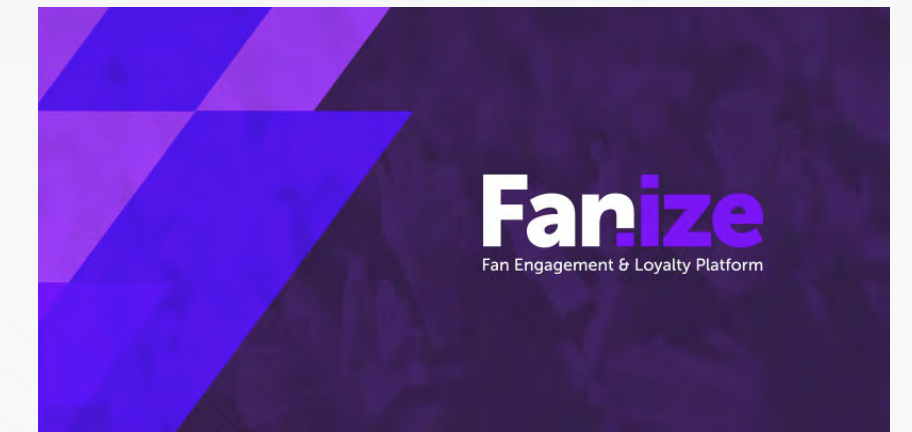


EXPERIENCE PLATFORM

Our end to end platform for integrated event management, live streaming, fan engagement and branded content.

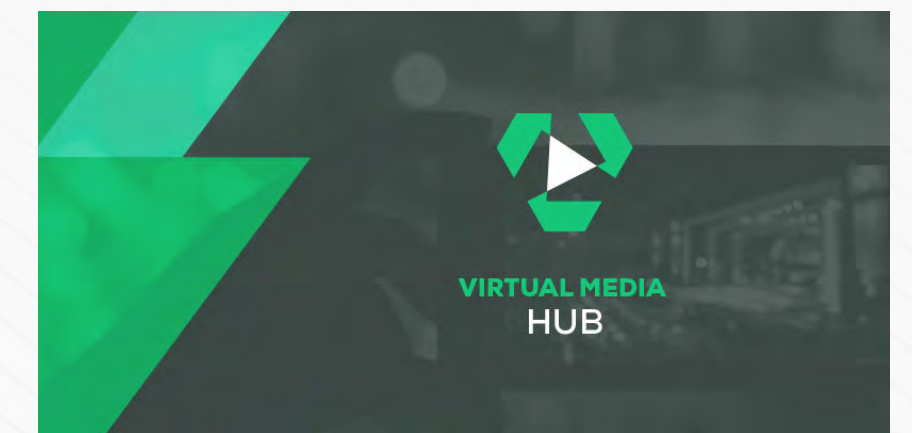
Fanize

Discover our gamification powered loyalty platform



Virtual Media Hub

Discover our OTT platform for exclusive content broadcasting and monetization



EventBuilder

Discover our fully integrated event management platform



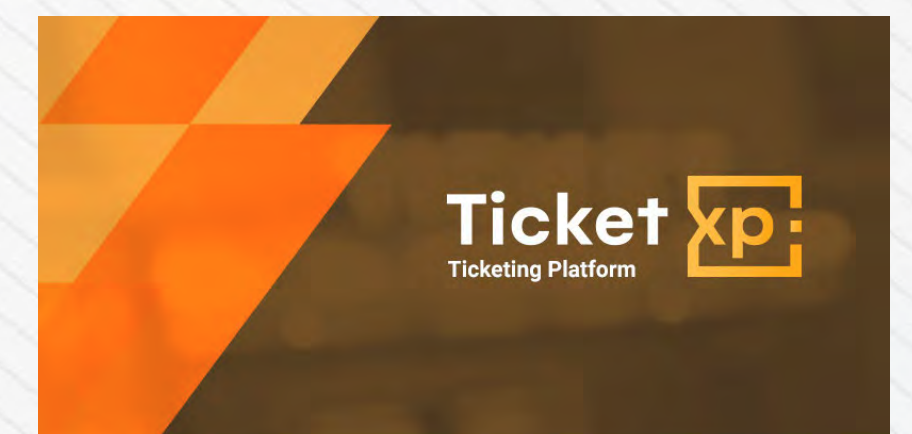
SportXP

Discover our Fan Engagement and Membership programs platform

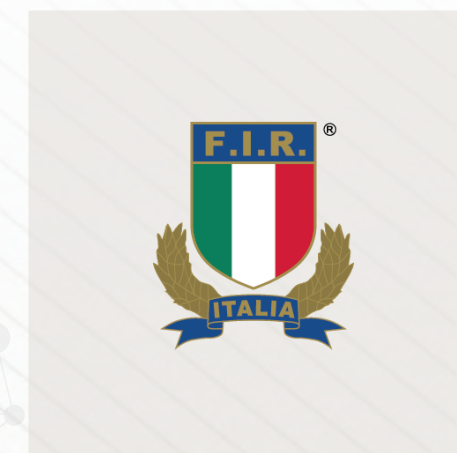
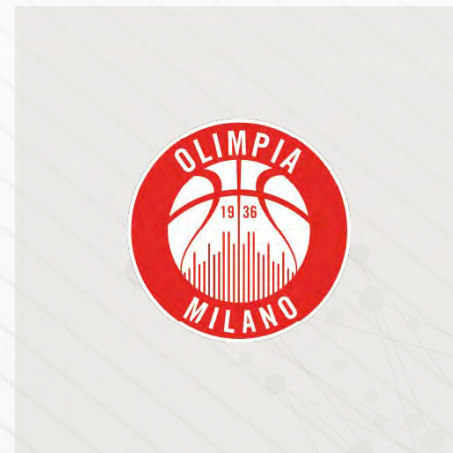


TicketXP

Discover our digital ticket system



OUR CLIENTS





IQUII is the Digital Consulting Company leading businesses working in Sports, Finance and Retail in their digital transformation path, offering a wide range of strategic, technologic and creative services and solutions.

Our story begins in 2011, when Fabio and Mirko Lalli founded IQUII to offer an innovative approach to IT security services. Since the foundation, IQUII has never settled and continued to grow. In 2012, the company focused on the development of new web, mobile and wearable technologies, and integrated Digital Marketing and consultancy services into its offering. That growth never stopped, and in 2016 IQUII becomes part of the Be-TSE holding, a listed group in the Italian stock market and now, with the offices in Rome, Milan and Bolzano, it counts more than 80 professionals on the Italian territory and a consultancy network abroad.

**We are
Digital Enablers**

Our mission is to create online and offline memorable experiences, activating an emotional and lasting relationship between the brand and the customer, discovering new trends and constantly studying and reinterpreting the market.

Data are collected through proprietary tools and concern European football players participating in the first national divisions in England, France, Germany, Italy and Spain.

Data refer to the period 10 September 2021 - 13 October 2021, and refer to the Instagram accounts. The report update will be done on a monthly basis.

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