

# THE EUROPEAN FOOTBALL PLAYER *REPORT*

A data-driven digital analysis focused on football

EDITION N.11 // DECEMBER 2021







**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.**



## 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.



## 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 club football (men and women), 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](mailto:sport@iquii.com).

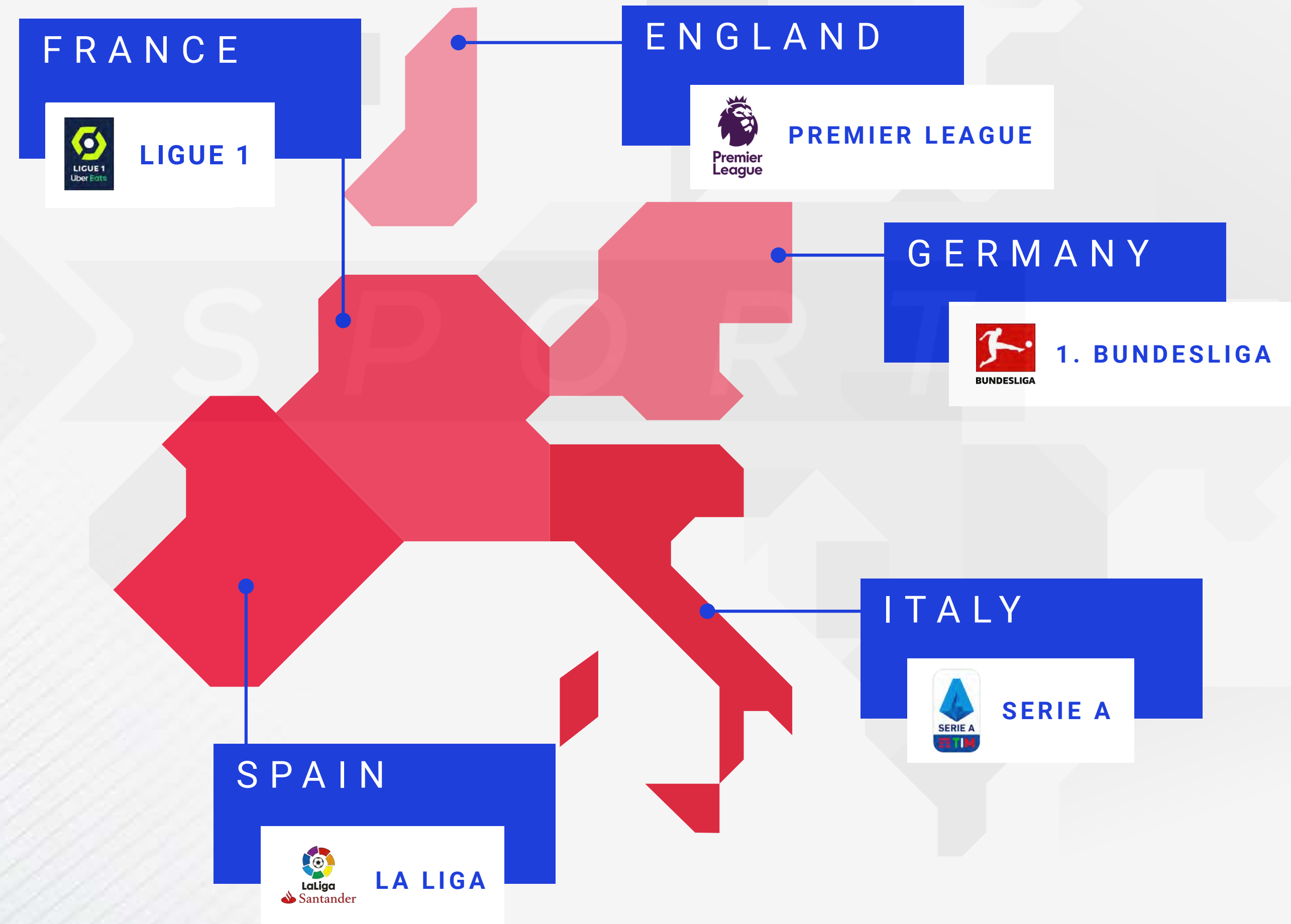




# Countries included in the players' analysis

## 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 November 03, 2021 to December 10, 2021]

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RK	CLUBS	PLAYERS					
01		 CRISTIANO RONALDO	<div><div></div></div>	375.2 M	=	+3.44	
02		 LIONEL MESSI	<div><div></div></div>	288.4 M	=	+3.26	
03		 NEYMAR	<div><div></div></div>	166.6 M	=	+1.40	
04		 KYLIAN MBAPPÉ	<div><div></div></div>	62.7 M	=	+3.03	
05		 ZLATAN IBRAHIMOVIC	<div><div></div></div>	51.7 M	=	+1.58	
06		 MARCELO	<div><div></div></div>	50.7 M	=	+1.80	
07		 PAUL POGBA	<div><div></div></div>	50.6 M	=	+1.68	
08		 SERGIO RAMOS	<div><div></div></div>	48.8 M	=	+0.93	
09		 MOHAMED SALAH	<div><div></div></div>	46.3 M	▲ +1	+2.06	
10		 GARETH BALE	<div><div></div></div>	45.6 M	▼ -1	+0.57	
11		 PAULO DYBALA	<div><div></div></div>	44.9 M	=	+0.79	
12		 KARIM BENZEMA	<div><div></div></div>	43.7 M	=	+1.75	
13		 LUIS SUÁREZ	<div><div></div></div>	42.6 M	=	+0.89	
14		 ANTOINE GRIEZMANN	<div><div></div></div>	35.2 M	=	+0.52	
15		 TONI KROOS	<div><div></div></div>	30.3 M	=	+1.62	
16		 EDEN HAZARD	<div><div></div></div>	26.8 M	=	-0.34	
17		 PHILIPPE COUTINHO	<div><div></div></div>	23.4 M	=	+0.36	
18		 ROBERT LEWANDOWSKI	<div><div></div></div>	22.8 M	▲ +1	+4.74	
19		 ISCO	<div><div></div></div>	22.4 M	▼ -1	+1.00	
20		 LUKA MODRIC	<div><div></div></div>	20.5 M	=	+1.46	





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

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RK	CLUBS	PLAYERS				% VAR*
01		CRISTIANO RONALDO		375.2 M	=	+3.44
02		PAUL POGBA		50.6 M	=	+1.68
03		MOHAMED SALAH		46.3 M	=	+2.06
04		THIAGO SILVA		18.4 M	=	+0.99
05		RAPHAËL VARANE		17.7 M	=	+1.14
06		GABRIEL JESUS		15.9 M	=	+1.42
07		KEVIN DE BRUYNE		15.5 M	=	+1.61
08		ROBERTO FIRMINO		13.1 M	=	+0.08
09		N'GOLO KANTÉ		12.5 M	=	+1.59
10		MARCUS RASHFORD		12.4 M	=	+1.87
11		DAVID DE GEA		12.3 M	=	+2.05
12		HARRY KANE		11.9 M	=	+1.13
13		VIRGIL VAN DIJK		11.1 M	=	+1.85
14		AUBAMEYANG		10.3 M	=	+0.47
15		EDINSON CAVANI		9.2 M	=	+1.01
16		JESSE LINGARD		9.1 M	=	+0.73
17		RAHEEM STERLING		8.9 M	=	+1.03
18		SADIO MANÉ		8.9 M	=	+1.14
19		ROMELU LUKAKU		8.5 M	=	+1.69
20		THIAGO		8.1 M	=	+1.98





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

RK	CLUBS	PLAYERS				
01		LIONEL MESSI		288.4 M	=	+3.26
02		NEYMAR		166.6 M	=	+1.40
03		KYLIAN MBAPPÉ		62.7 M	=	+3.03
04		SERGIO RAMOS		48.8 M	=	+0.93
05		ÁNGEL DI MARÍA		15.6 M	=	+1.41
06		KEYLOR NAVAS		13.5 M	=	+1.90
07		CESC FÀBREGAS		12.6 M	=	+0.86
08		MAURO ICARDI		7.8 M	=	+1.09
09		JÉRÔME BOATENG		7.6 M	=	+0.98
10		ACHRAF HAKIMI		6.9 M	▲ +1	+5.07
11		MARCO VERRATTI		6.7 M	▼ -1	+1.67
12		GEORGINIO WIJNALDUM		5.9 M	=	+1.95
13		LUCAS PAQUETÁ		4.7 M	=	+4.28
14		JULIAN DRAXLER		4.5 M	=	+0.86
15		ANDER HERRERA		4.3 M	=	+0.94
16		GIANLUIGI DONNARUMMA		4.2 M	=	+4.17
17		MARQUINHOS		4.1 M	=	+2.94
18		LEANDRO PAREDES		3.9 M	=	+2.10
19		XAVI SIMONS		3.7 M	=	+1.20
20		PRESNEL KIMPEMBE		3.7 M	=	+1.29


















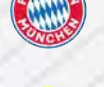
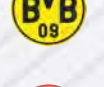

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Ranking of the TOP 20 most followed 1.Bundesliga Football Players on Instagram.

RK	CLUBS	PLAYERS	0 • 8.0 M • 16.0 M • 24.0 M •	% VAR*
01		ROBERT LEWANDOWSKI	22.8 M	= +4.74
02		ERLING HAALAND	13.4 M	= +4.45
03		MANUEL NEUER	11.3 M	= +1.32
04		MARCO REUS	10.5 M	= +1.74
05		THOMAS MÜLLER	9.9 M	= +2.15
06		LEROY SANÉ	6.4 M	= +2.03
07		JOSHUA KIMMICH	4.9 M	= +2.16
08		ALPHONSO DAVIES	4.3 M	= +2.25
09		MATS HUMMELS	3.7 M	= +1.74
10		KEVIN-PRINCE BOATENG	3.0 M	= +0.23
11		EMRE CAN	2.8 M	= +0.36
12		SERGE GNABRY	2.5 M	= +0.95
13		REINIER	2.4 M	= +1.17
14		RAMY BENSEBAINI	2.3 M	= +4.58
15		LEON GORETZKA	2.1 M	= +1.80
16		BENJAMIN PAVARD	2.0 M	= -0.11
17		KINGSLEY COMAN	2.0 M	= +3.07
18		LUCAS HERNÁNDEZ	1.9 M	= +1.15
19		JUDE BELLINGHAM	1.7 M	▲ +1 +8.00
20		KEVIN TRAPP	1.7 M	▼ -1 -0.71





























































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

RK	CLUBS	PLAYERS				
01		 ZLATAN IBRAHIMOVIC		51.7 M	=	+1.58
02		 PAULO DYBALA		44.9 M	=	+0.79
03		 ARTURO VIDAL		16.3 M	=	+1.03
04		 ÁLVARO MORATA		15.2 M	=	+1.83
05		 ALEXIS SÁNCHEZ		12.6 M	=	+1.58
06		 JUAN CUADRADO		10.5 M	=	+1.66
07		 PEDRO		6.5 M	=	+0.90
08		 FRANCK RIBÉRY		6.3 M	=	+0.92
09		 LEONARDO BONUCCI		5.5 M	=	+0.56
10		 MATTHIJS DE LIGT		5.4 M	=	-0.04
11		 ARTHUR		5.1 M	=	-0.07
12		 GIORGIO CHIELLINI		4.9 M	=	+0.65
13		 LAUTARO MARTÍNEZ		4.8 M	=	+0.94
14		 DAVID OSPINA		4.6 M	=	+1.22
15		 STEPHAN EL SHAARAWY		4.5 M	=	+1.38
16		 AARON RAMSEY		4.4 M	=	+0.33
17		 GARY MEDEL		3.5 M	=	+1.71
18		 FEDERICO CHIESA		3.5 M	=	+2.74
19		 WOJCIECH SZCZESNY		2.9 M	=	+0.67
20		 THEO HERNÁNDEZ		2.8 M	=	+1.50






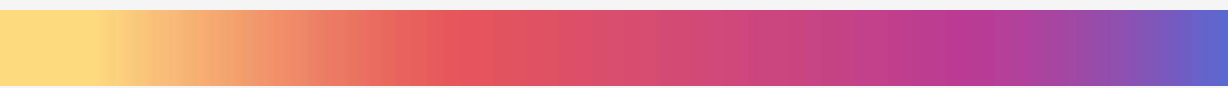






















































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Ranking of the TOP 20 most followed LaLiga Football Players on Instagram.

RK	CLUBS	PLAYERS				
01		 MARCELO		50.7 M	=	+1.80
02		 GARETH BALE		45.6 M	=	+0.57
03		 KARIM BENZEMA		43.7 M	=	+1.75
04		 LUIS SUÁREZ		42.6 M	=	+0.89
05		 ANTOINE GRIEZMANN		35.2 M	=	+0.52
06		 TONI KROOS		30.3 M	=	+1.62
07		 EDEN HAZARD		26.8 M	=	-0.34
08		 PHILIPPE COUTINHO		23.4 M	=	+0.36
09		 ISCO		22.4 M	=	+1.00
10		 LUKA MODRIĆ		20.5 M	=	+1.46
11		 GERARD PIQUÉ		19.6 M	=	+0.16
12		 IVAN RAKITIĆ		17.1 M	=	+0.03
13		 JORDI ALBA		13.8 M	=	+0.78
14		 CASEMIRO		13.4 M	=	+0.82
15		 MEMPHIS DEPAY		13.4 M	▲ +1	+1.74
16		 MARCO ASENSIO		13.2 M	▼ -1	+0.49
17		 VINÍCIUS JÚNIOR		13.1 M	▲ +1	+6.09
18		 MARC-ANDRÉ TER STEGEN		13.1 M	▼ -1	+0.15
19		 LUCAS VÁZQUEZ		11.9 M	=	+2.19
20		 OUSMANE DEMBÉLÉ		9.8 M	=	+1.17

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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



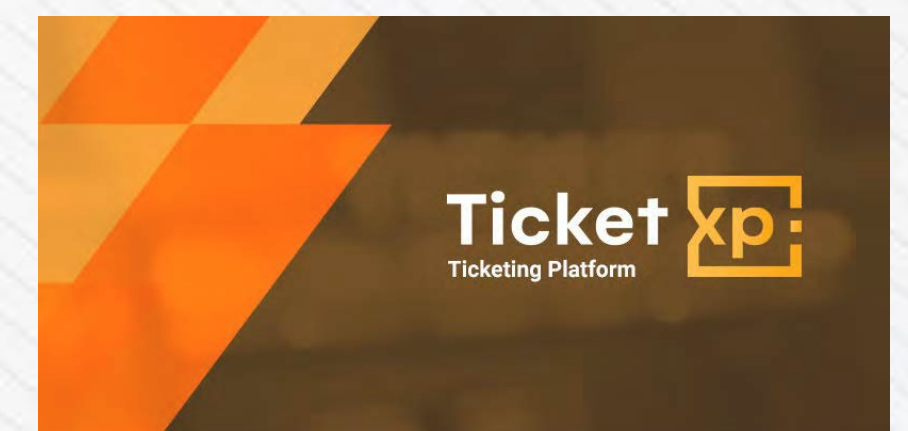
## SportXP

Discover our Fan Engagement and Membership programs platform



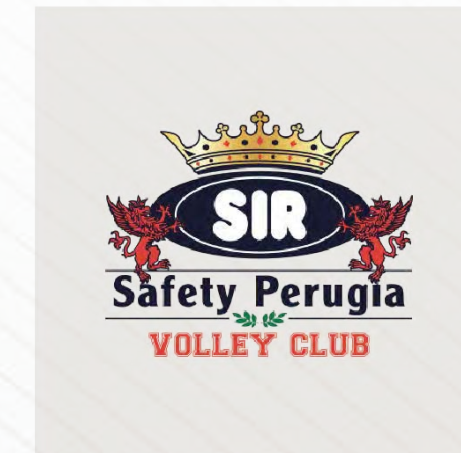
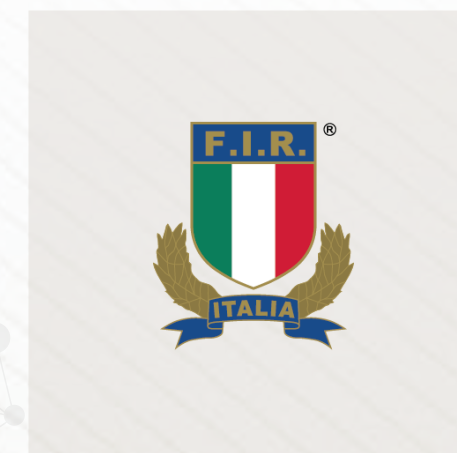
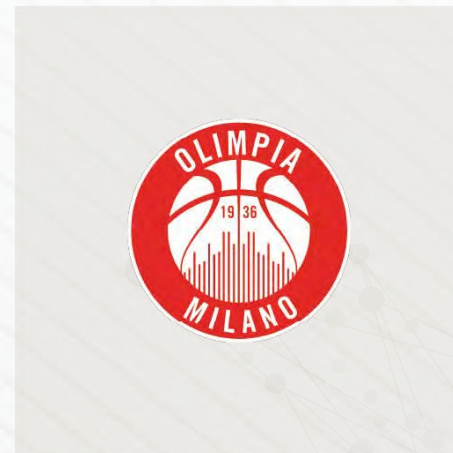
## TicketXP

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.

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**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 football players in Premier League, Ligue 1, Bundesliga, Serie A and LaLiga. Logos and all rights are reserved to their respective owners.

The data refer to the period from 03 November 2021 to 10 December 2021, and refer to the Instagram accounts. Logos and all rights are reserved to their respective owners.

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