

THE EUROPEAN FOOTBALL PLAYER *REPORT*

A data-driven digital analysis focused on football

EDITION N.15 // MAY 2022





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 club football, volleyball and basketball. You can find all the information at the end of this Report.

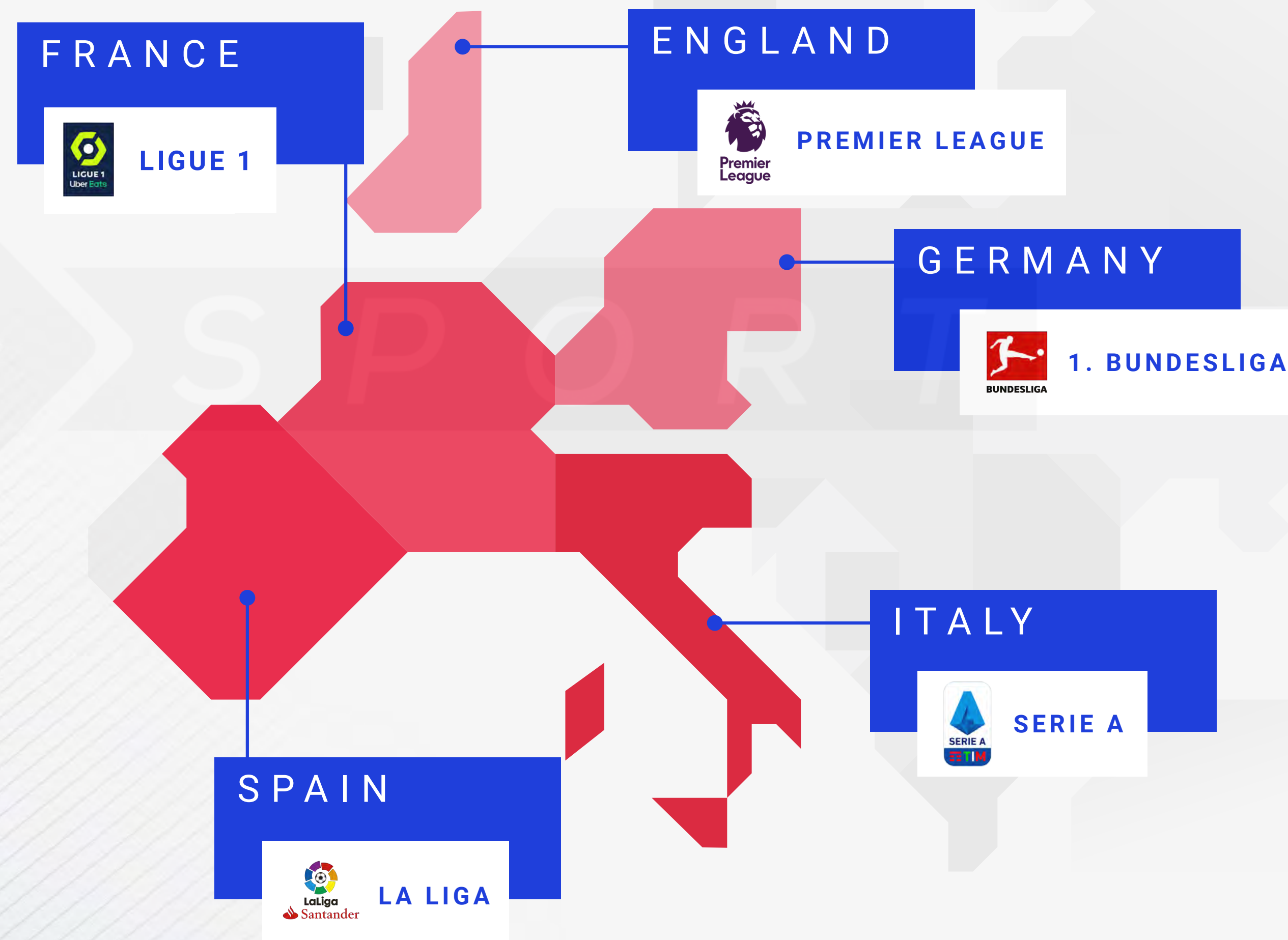
If you have some special requests, you want to give us some suggestions to improve our work or if you don't find your league in the report and you desire a customised analysis, just drop us an email at sport@iquii.com.



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 April 04, 2022 to May 30, 2022]

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RK	CLUBS	PLAYERS		0 • 149.0 M • 298.0 M • 447.0 M •	% VAR*
01		CRISTIANO RONALDO	<div><div></div></div>	446.3 M	= +5.67
02		LIONEL MESSI	<div><div></div></div>	331.2 M	= +4.43
03		NEYMAR	<div><div></div></div>	174.6 M	= +1.32
04		KYLIAN MBAPPÉ	<div><div></div></div>	71.2 M	= +3.01
05		MARCELO	<div><div></div></div>	55.7 M	= +4.99
06		PAUL POGBA	<div><div></div></div>	54.0 M	▲ +1 +2.15
07		KARIM BENZEMA	<div><div></div></div>	53.9 M	▲ +3 +13.3
08		ZLATAN IBRAHIMOVIC	<div><div></div></div>	53.8 M	▼ -2 +1.62
09		SERGIO RAMOS	<div><div></div></div>	51.4 M	▼ -1 +3.25
10		MOHAMED SALAH	<div><div></div></div>	50.9 M	▼ -1 +3.55
11		GARETH BALE	<div><div></div></div>	47.1 M	= +1.61
12		PAULO DYBALA	<div><div></div></div>	46.9 M	= +2.12
13		LUIS SUÁREZ	<div><div></div></div>	43.6 M	= +1.16
14		DANI ALVES	<div><div></div></div>	36.4 M	= +1.79
15		ANTOINE GRIEZMANN	<div><div></div></div>	36.1 M	= +1.38
16		TONI KROOS	<div><div></div></div>	33.4 M	= +4.55
17		EDEN HAZARD	<div><div></div></div>	26.8 M	= +0.19
18		ROBERT LEWANDOWSKI	<div><div></div></div>	26.2 M	= +4.53
19		PHILIPPE COUTINHO	<div><div></div></div>	24.7 M	= +0.50
20		ISCO	<div><div></div></div>	24.2 M	= +3.67



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

*[from April 04, 2022 to May 30, 2022]

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RK	CLUBS	PLAYERS				
01		CRISTIANO RONALDO		446.3 M	=	+5.67
02		PAUL POGBA		54.0 M	=	+2.15
03		MOHAMED SALAH		50.9 M	=	+3.55
04		PHILIPPE COUTINHO		24.7 M	=	+0.50
05		THIAGO SILVA		19.3 M	=	+1.89
06		RAPHAËL VARANE		18.8 M	=	+2.05
07		KEVIN DE BRUYNE		17.8 M	=	+5.95
08		GABRIEL JESUS		17.1 M	=	+3.23
09		N'GOLO KANTÉ		13.6 M	▲ +1	+3.50
10		ROBERTO FIRMINO		13.5 M	▼ -1	+1.99
11		DAVID DE GEA		13.3 M	=	+2.75
12		MARCUS RASHFORD		12.7 M	=	+0.07
13		HARRY KANE		12.6 M	=	+2.44
14		VIRGIL VAN DIJK		12.1 M	=	+4.53
15		SADIO MANÉ		11.0 M	=	+5.38
16		JESSE LINGARD		9.6 M	▲ +1	+1.49
17		EDINSON CAVANI		9.6 M	▼ -1	+0.50
18		RAHEEM STERLING		9.3 M	=	+1.97
19		THIAGO		9.3 M	▲ +2	+8.62
20		RIYAD MAHREZ		8.9 M	=	+4.02



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

RK	CLUBS	PLAYERS				% VAR*
01		LIONEL MESSI	<div><div></div></div>	331.2 M	=	+4.43
02		NEYMAR	<div><div></div></div>	174.6 M	=	+1.32
03		KYLIAN MBAPPÉ	<div><div></div></div>	71.2 M	=	+3.01
04		SERGIO RAMOS	<div><div></div></div>	51.4 M	=	+3.25
05		ÁNGEL DI MARÍA	<div><div></div></div>	17.1 M	=	+4.46
06		KEYLOR NAVAS	<div><div></div></div>	15.0 M	=	+4.11
07		CESC FÀBREGAS	<div><div></div></div>	13.3 M	=	+1.99
08		ACHRAF HAKIMI	<div><div></div></div>	9.7 M	=	+8.20
09		JÉRÔME BOATENG	<div><div></div></div>	8.1 M	=	+2.70
10		MAURO ICARDI	<div><div></div></div>	7.9 M	=	+0.19
11		MARCO VERRATTI	<div><div></div></div>	7.5 M	=	+3.42
12		GEORGINIO WIJNALDUM	<div><div></div></div>	6.0 M	=	+0.30
13		LUCAS PAQUETÁ	<div><div></div></div>	5.6 M	=	+5.39
14		JULIAN DRAXLER	<div><div></div></div>	4.8 M	=	+2.53
15		MARQUINHOS	<div><div></div></div>	4.6 M	▲ +1	+4.39
16		ANDER HERRERA	<div><div></div></div>	4.6 M	▼ -1	+2.50
17		GIANLUIGI DONNARUMMA	<div><div></div></div>	4.4 M	=	+1.44
18		LEANDRO PAREDES	<div><div></div></div>	4.3 M	=	+1.45
19		PRESNEL KIMPEMBE	<div><div></div></div>	4.3 M	=	+5.22
20		XAVI SIMONS	<div><div></div></div>	4.2 M	=	+3.45

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

RK	CLUBS	PLAYERS	0 • 9.0 M • 18.0 M • 27.0 M •	% VAR*
01		ROBERT LEWANDOWSKI	26.2 M	= +4.53
02		ERLING HAALAND	15.9 M	= +6.40
03		MANUEL NEUER	11.6 M	= +0.50
04		MARCO REUS	11.5 M	= +3.53
05		THOMAS MÜLLER	10.8 M	= +3.53
06		LEROY SANÉ	6.8 M	= +1.74
07		JOSHUA KIMMICH	5.5 M	= +3.78
08		ALPHONSO DAVIES	4.8 M	▲ +1 +4.77
09		SARDAR AZMOUN	4.7 M	▼ -1 +3.05
10		MATS HUMMELS	4.0 M	= +4.01
11		KEVIN-PRINCE BOATENG	3.1 M	= +1.97
12		EMRE CAN	3.0 M	= +2.31
13		RAMY BENSEBAINI	2.9 M	= +3.56
14		SERGE GNABRY	2.6 M	= +0.68
15		REINIER	2.5 M	= +2.98
16		LEON GORETZKA	2.2 M	= +1.32
17		JUDE BELLINGHAM	2.1 M	▲ +2 +4.93
18		KINGSLEY COMAN	2.1 M	▼ -1 +1.32
19		BENJAMIN PAVARD	2.0 M	▼ -1 -0.35
20		LUCAS HERNÁNDEZ	1.9 M	= +1.17

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

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RK	CLUBS	PLAYERS				
01		ZLATAN IBRAHIMOVIC	<div><div></div></div>	53.8 M	=	+1.62
02		PAULO DYBALA	<div><div></div></div>	46.9 M	=	+2.12
03		ARTURO VIDAL	<div><div></div></div>	17.1 M	=	+2.23
04		ÁLVARO MORATA	<div><div></div></div>	16.9 M	=	+4.06
05		ALEXIS SÁNCHEZ	<div><div></div></div>	13.8 M	=	+3.01
06		JUAN CUADRADO	<div><div></div></div>	11.4 M	=	+3.31
07		PEDRO	<div><div></div></div>	6.9 M	=	+2.69
08		FRANCK RIBÉRY	<div><div></div></div>	6.7 M	=	+3.00
09		LEONARDO BONUCCI	<div><div></div></div>	5.7 M	=	+1.84
10		MATTHIJS DE LIGT	<div><div></div></div>	5.5 M	=	+0.98
11		LAUTARO MARTÍNEZ	<div><div></div></div>	5.2 M	▲ +1	+3.47
12		ARTHUR	<div><div></div></div>	5.2 M	▼ -1	+0.88
13		GIORGIO CHIELLINI	<div><div></div></div>	5.2 M	=	+3.01
14		STEPHAN EL SHAARAWY	<div><div></div></div>	4.9 M	=	+3.61
15		DAVID OSPINA	<div><div></div></div>	4.9 M	=	+2.63
16		FEDERICO CHIESA	<div><div></div></div>	3.8 M	=	+1.21
17		GARY MEDEL	<div><div></div></div>	3.7 M	=	+2.03
18		WOJCIECH SZCZESNY	<div><div></div></div>	3.1 M	=	+2.54
19		THEO HERNANDEZ	<div><div></div></div>	3.0 M	=	+3.80
20		ISMAEL BENNACER	<div><div></div></div>	2.9 M	=	+3.00



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

*[from April 04, 2022 to May 30, 2022]

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RK	CLUBS	PLAYERS	0 • 19.0 M • 38.0 M • 57.0 M •	% VAR*
01		MARCELO	55.7 M	= +4.99
02		KARIM BENZEMA	53.9 M	= +13.3
03		GARETH BALE	47.1 M	= +1.61
04		LUIS SUÁREZ	43.6 M	= +1.16
05		DANI ALVES	36.4 M	= +1.79
06		ANTOINE GRIEZMANN	36.1 M	= +1.38
07		TONI KROOS	33.4 M	= +4.55
08		EDEN HAZARD	26.8 M	= +0.19
09		ISCO	24.2 M	= +3.67
10		LUKA MODRIC	23.6 M	= +8.70
11		GERARD PIQUÉ	20.0 M	= +0.77
12		VINÍCIUS JÚNIOR	19.3 M	▲ +1 +21.3
13		IVAN RAKITIC	17.4 M	▼ -1 +1.26
14		CASEMIRO	15.1 M	▲ +2 +7.44
15		MEMPHIS DEPAY	14.7 M	▼ -1 +3.28
16		JORDI ALBA	14.3 M	▼ -1 +1.65
17		MARCO ASENSIO	14.2 M	= +4.43
18		LUCAS VÁZQUEZ	13.9 M	▲ +1 +8.51
19		MARC-ANDRÉ TER STEGEN	13.5 M	▼ -1 +1.59
20		AUBAMEYANG	12.6 M	= +4.60

OUR REPORTS

#TEFCReport



#TVLReport



#TEFPReport



#TBLReport





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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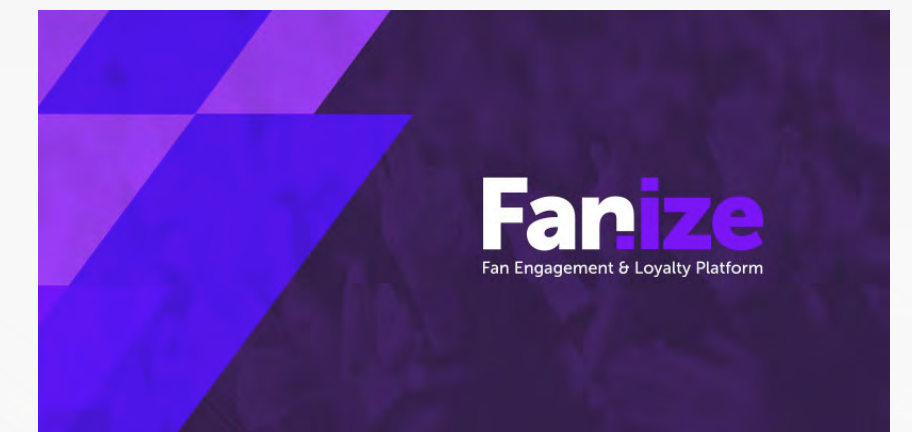


EXPERIENCE PLATFORM

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

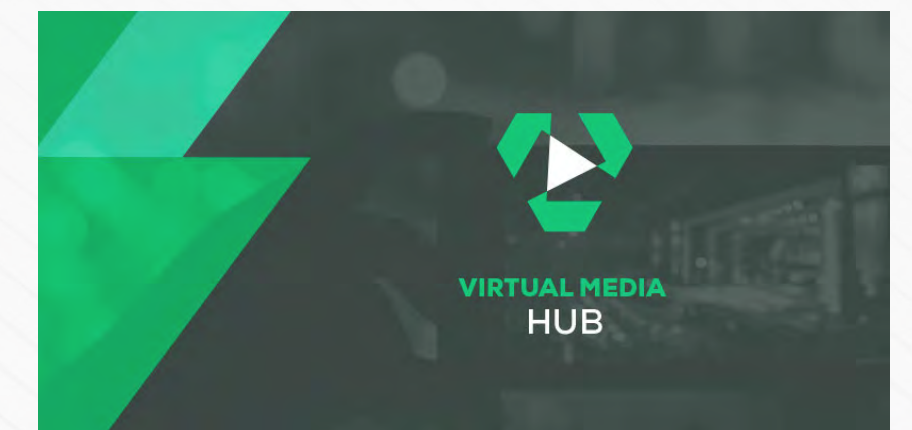
Fanize

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



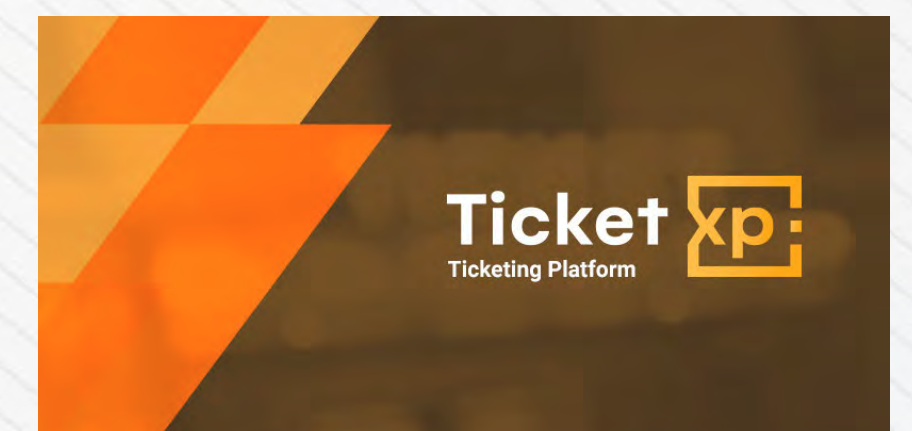
SportXP

Discover our Fan Engagement and Membership programs platform

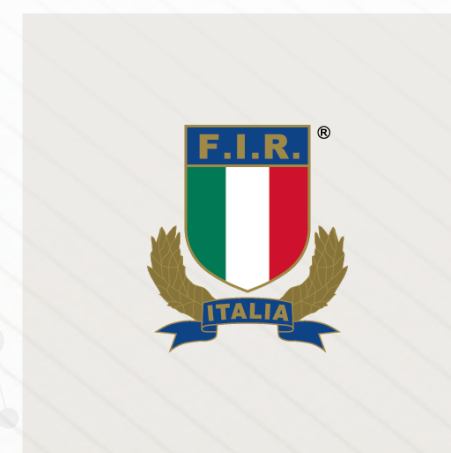


TicketXP

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 football players competing in Premier League, Ligue 1, Bundesliga, Serie A and LaLiga, as at 30 May 2022. Logos and all rights are reserved to their respective owners.

The collection of the data refers to the period 04 April - 30 May 2022. This is the last issue of the 2021/2022 season.

The data refers to the Instagram accounts. Logos and all rights are reserved to their respective owners.

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