

BLINKFIRE'S 2025 GUIDE TO THE **FIFA CLUB WORLD CUP**





The 2025 **FIFA Club World Cup** will debut with a new 32-team format, aiming to become the premier global club competition. The tournament will be held every four years, bringing together the top teams from all six football confederations: AFC, CAF, Concacaf, CONMEBOL, OFC, and UEFA.

This guide shares **key insights** about the participating clubs. While these teams come from diverse sporting and geographic backgrounds, they share a common objective: maximizing their reach on social media and connecting with global audiences through digital content—especially during a tournament of this scale.

You'll also find **valuable information on the brands** supporting these clubs and how they're leveraging the tournament for visibility—ranging from technical sponsorship data to real examples of sponsor activations on social platforms.

GROUP A



SE Palmeiras



FC Porto



Al Ahly FC



Inter Miami CF

GROUP B



Paris Saint-Germain



Atlético de Madrid



Botafogo FR



Seattle Sounders FC

GROUP C



FC Bayern München



Auckland City FC



Boca Juniors



SL Benfica

GROUP D



Flamengo



ES Tunis



Chelsea FC



LAFC

GROUP E



River Plate



Urawa Red



CF Monterrey



FC Internazionale

GROUP F



Fluminense FC



Borussia Dortmund



Ulsan HD



Mamelodi Sundowns

GROUP G



Manchester City



Wydad AC



Al Ain FC



Juventus FC

GROUP H



Real Madrid



Al Hilal



CF Pachuca



Red Bull Salzburg

FOLLOWERS | **INSTAGRAM LEADS WITH 611 MILLION**

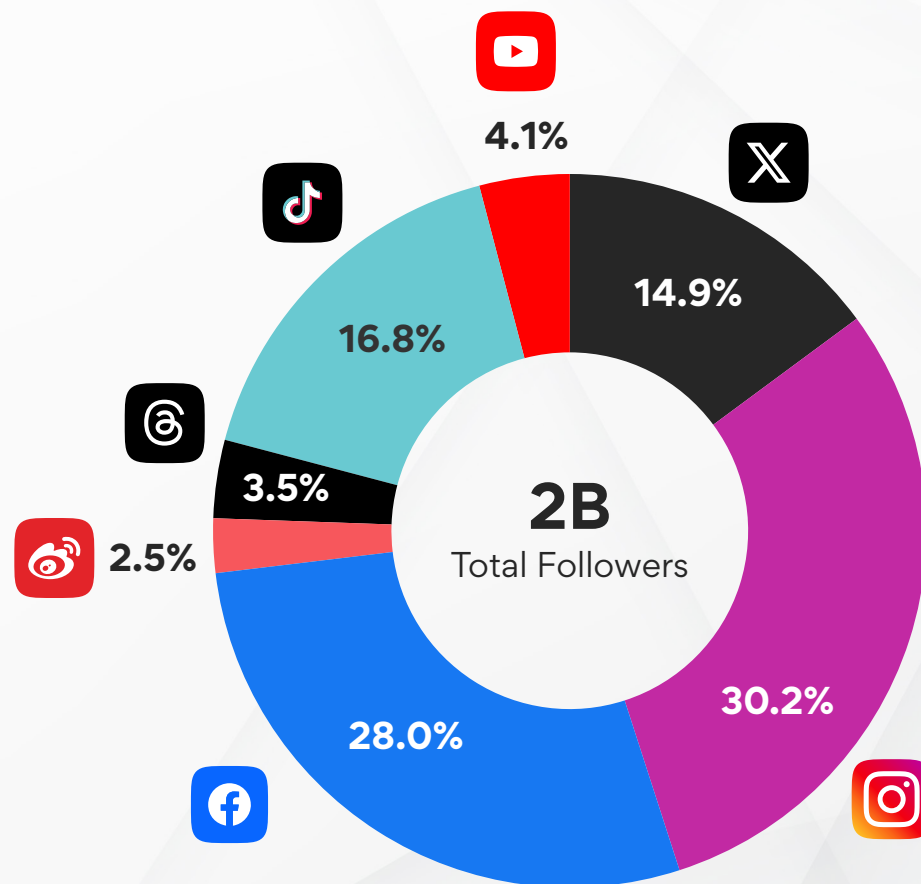
With teams representing every continent, each club's popular social media platform often reflects regional usage patterns. Still, the global trend is clear: **Instagram dominates**, with more than 611 million combined followers across all 32 clubs.

Real Madrid alone accounts for 175 million

Instagram followers.











Facebook ranks second and remains the preferred platform for fans of clubs like FC Bayern and Chelsea. **TikTok ranks third** overall. While only one team—FC Red Bull Salzburg—currently counts TikTok as its top platform by followers, many clubs are seeing faster growth there than on any other network, hinting at a potential shift.

FIFA Club World Cup Teams
Follower Distribution



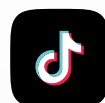
Based on data from Blinkfire from 5/31/2025 across FIFA Club World Cup teams' social media accounts

TOP 10 PLAYERS | INSTAGRAM

	NAME	MEDIA VALUE	ENGAGEMENT	AVG. ENGAGEMENT/ FOLLOWERS	FOLLOWERS
1	 Leo Messi	\$94.8M	156.9M	0.8%	505.1M
2	 Kylian Mbappé	\$40.7M	66.9M	2.1%	124.3M
3	 Sergio Ramos	\$34.5M	54.2M	1.5%	66.1M
4	 Vinícius Jr.	\$28.0M	46.0M	2.7%	53.1M
5	 Luis Suárez	\$10.6M	17.1M	1.0%	48.7M
6	 Antoine Griezmann	\$1.5M	2.5M	0.4%	40.6M
7	 Jude Bellingham	\$41.8M	68.6M	5.2%	39.8M
8	 Luka Modrić	\$14.0M	23.3M	3.4%	38.2M
9	 Erling Haaland	\$14.0M	23.1M	1.5%	38.0M
10	 Ángel di María	\$6.5M	10.8M	0.9%	27.0M

Based on data in Blinkfire from 1/1/2025-5/31/2025 for the FIFA Club World Cup players on Instagram.

GLOBAL RANKING



TOTAL ENGAGEMENT



Real Madrid

1.9B



Manchester City

503.5M



Paris Saint-Germain

328.7M



Flamengo

309.4M



Chelsea FC

297.9M

AVG. ENGAGEMENT PER POST



Real Madrid

93.0K



Inter Miami CF

54.0K



River Plate

39.6K



Chelsea FC

38.0K

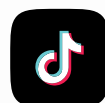


Flamengo

37.2K

Based on data in Blinkfire from 1/1/2025 - 5/31/2025 across FIFA Club World Cup teams owned and operated Facebook, Instagram, TikTok, X, and YouTube

GLOBAL RANKING



TOTAL VIDEO VIEWS



Real Madrid

10.7B



Manchester City

5.0B



Paris Saint-Germain

3.4B



FC Bayern München

3.2B



FC Internazionale

2.5B

AVG. VIDEO VIEWS PER POST



Real Madrid

1.7M



Inter Miami CF

1.6M



Manchester City

740.7K



Flamengo

715.3K

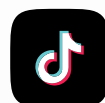


Chelsea FC

667.6K

Based on data in Blinkfire from 1/1/2025 - 5/31/2025 across FIFA Club World Cup teams owned and operated Facebook, Instagram, TikTok, X, and YouTube

GLOBAL RANKING



TOTAL VALUATION



Real Madrid

\$1.0B



Manchester City

\$252.2M



Flamengo

\$183.8M



Chelsea FC

\$151.6M



FC Bayern München

\$141.4M

AVG. VALUATION PER POST



Real Madrid

\$49.3K



Inter Miami CF

\$26.8K



River Plate

\$22.6K



Flamengo

\$22.1K

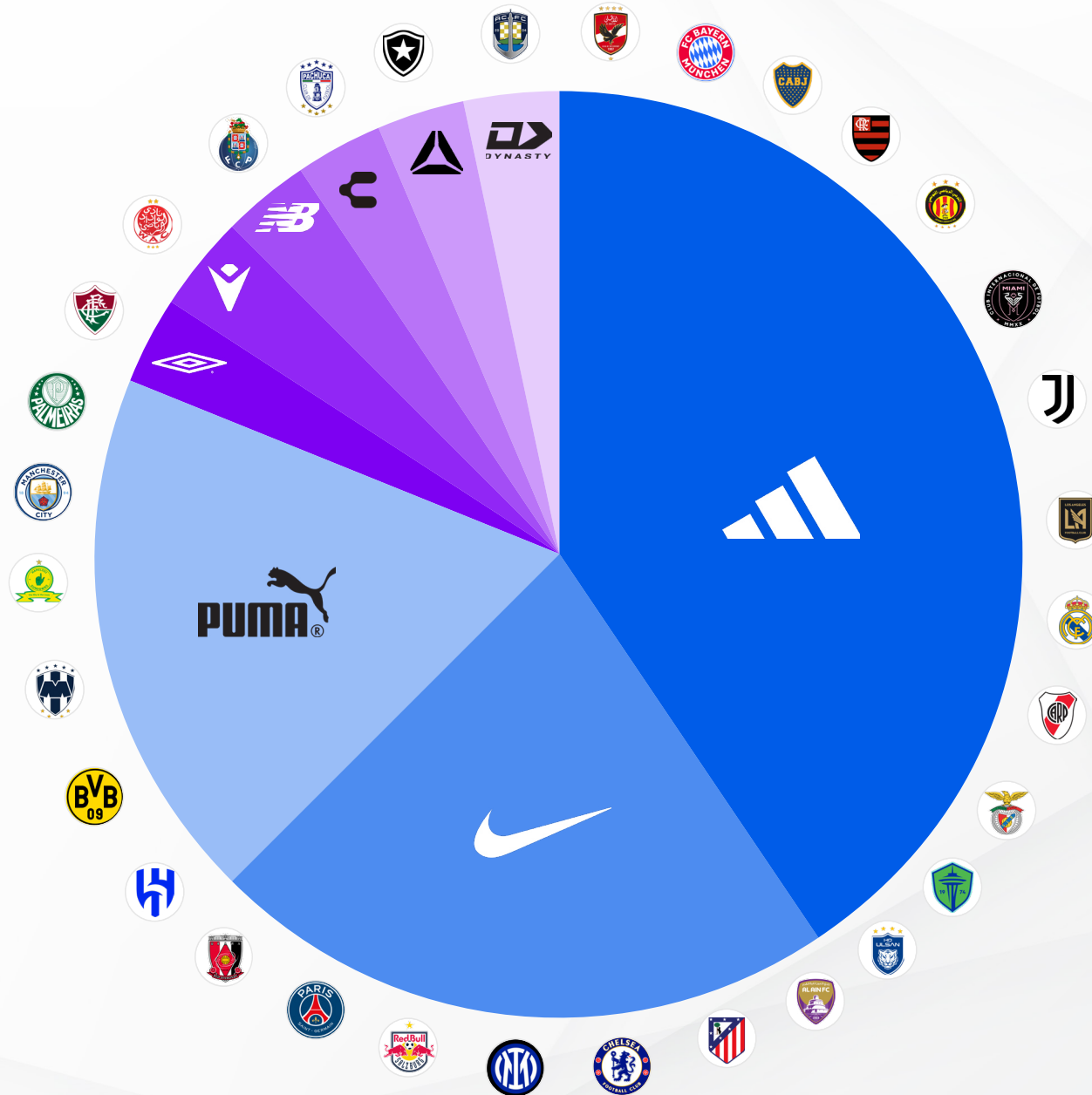


Boca Juniors

\$19.5K

Based on data in Blinkfire from 1/1/2025 - 5/31/2025 across FIFA Club World Cup teams owned and operated Facebook, Instagram, TikTok, X, and YouTube

TECHNICAL BRANDS



STRATEGIC GAME DAY POSTS

In a competition like the FIFA Club World Cup, where global attention intensifies and every match becomes an international showcase, certain **content series** stand out for their consistency and strategic value. We're talking about those recurring content series that follow the natural rhythm of a match: the starting lineup announcement, pre-game warm-ups, substitutions, behind-the-scenes dressing room moments. These posts are a staple of every matchday and, when executed effectively, provide valuable opportunities for sponsor visibility.

What makes these content series especially valuable is the combination of predictability and engagement. These are posts that clubs can **plan in advance and that tend to generate strong interaction** from fans.

That mix makes them an ideal vehicle for giving brands consistent exposure—right at the moments when conversation is peaking and all eyes are on the team.

The examples below showcase how teams competing in the FIFA Club World Cup that are using these types of content to integrate their sponsors in a coherent and effective way. These cases show how, through thoughtful execution, it's possible to **guarantee brand visibility** at key moments by combining strategy, timing, and creativity.

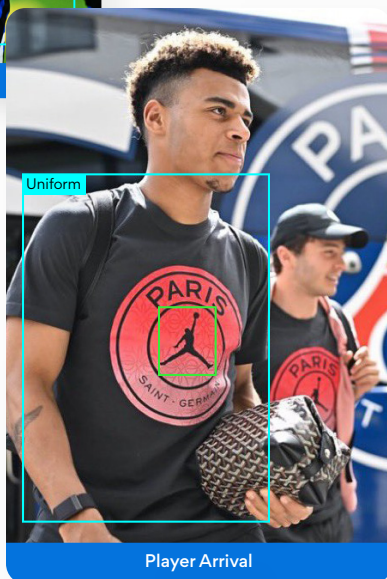
FC Bayern München



Real Madrid



STRATEGIC GAME DAY POSTS

 FC Internazionale PSG River Plate Al Hilal

Blinkfire is an AI-first company with a leading business intelligence & marketing analytics platform to evaluate sports, esports, media, and entertainment sponsorships across social media, digital, broadcast, and streaming. Using artificial intelligence, machine learning, and proprietary computer vision technology, Blinkfire measures media value and impact – allowing rights holders, players, influencers, agents, and brands to better engage their fans and sponsors across multiple platforms. Many of the world’s top teams and leagues rely on Blinkfire Analytics’ real-time, always-on platform for sports and entertainment sponsorship evaluation to quantify engagement and sponsorship dollars.

To learn more about Blinkfire, email at marketing@blinkfire.com or visit www.blinkfire.com.

