BLINKFIRE'S 2025 GUIDE TO THE

FIFA CLUB WORLD CUP

Blinkfire™



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

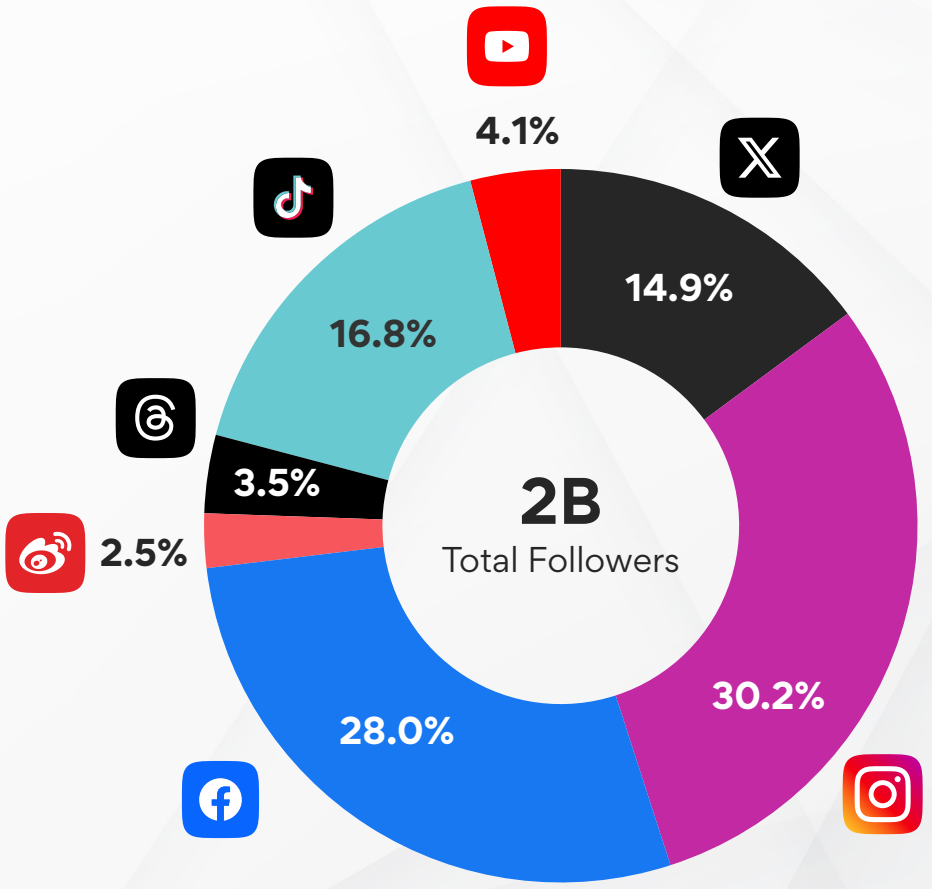
- Real Madrid
- Al Hilal
- CF Pachuca
- Red Bull Salzburg

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

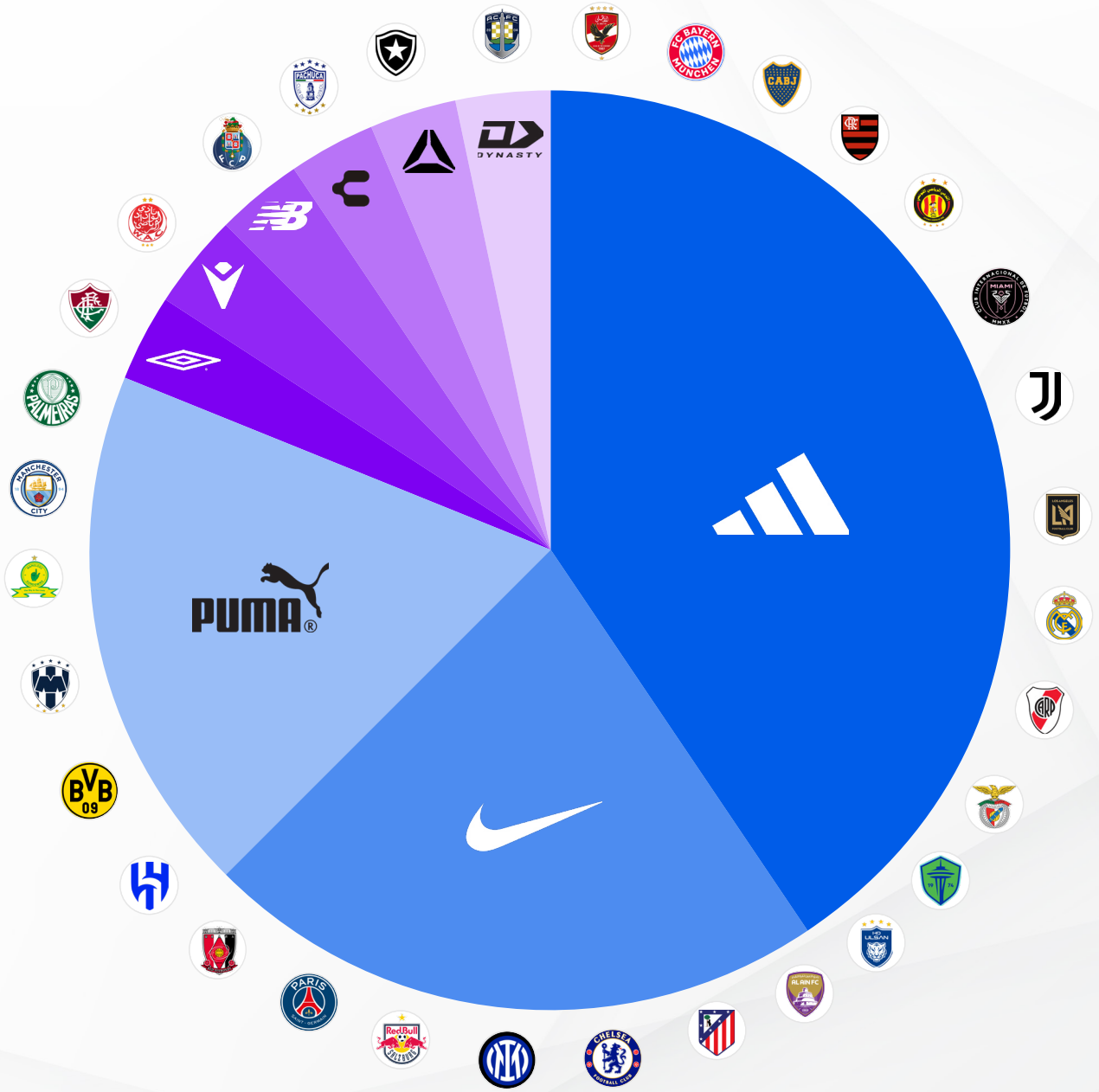
	Real Madrid	**$1.0B**
	Manchester City	**$252.2M**
	Flamengo	**$183.8M**
	Chelsea FC	**$151.6M**
	FC Bayern München	**$141.4M**

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

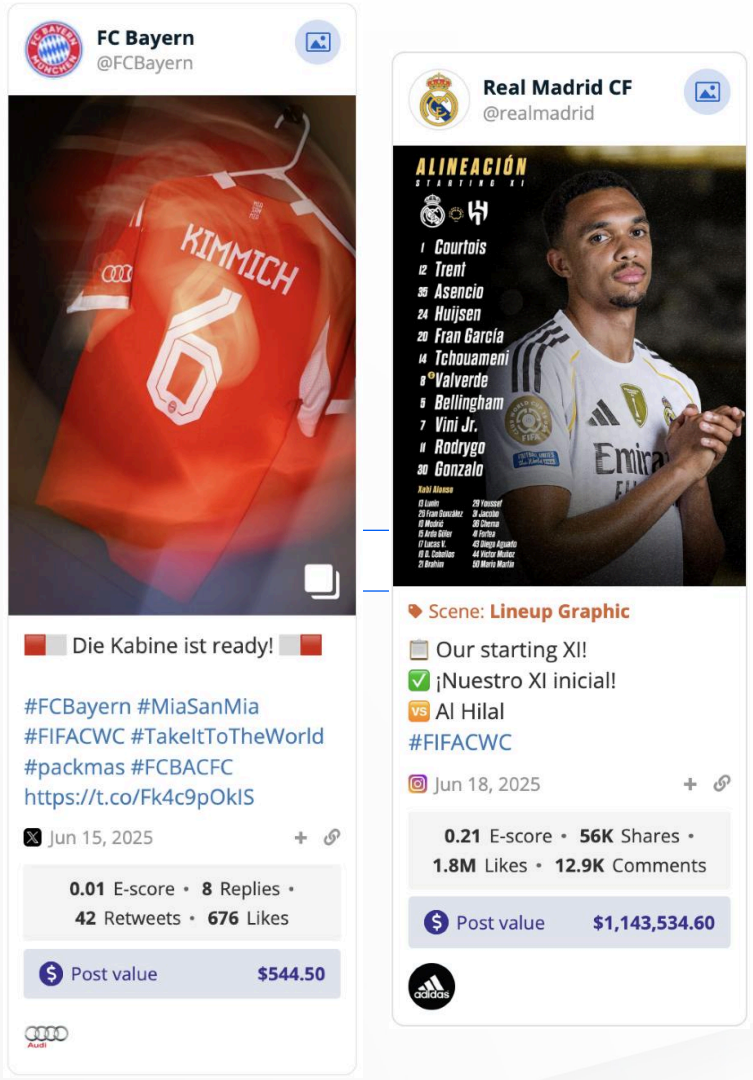


STRATEGIC GAME DAY POSTS

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.



STRATEGIC GAME DAY POSTS

FC Internazionale
@inter



Bringing the heat before we light it up 🔥

@fifaclubworldcup | June 14 - July 13 | Every Game | Free | DAZN.com | @daznfootball @dazn_it

#ForzaInter ...

Jun 30, 2025

0.07 E-score • **210** Shares • **88.4K** Likes • **353** Comments

Post value **$53,353.20**

PSG
@PSG_English



Scene: **Player Arrival**

The players have arrived! 😤👊

#PSGFCB I #FIFACWC
https://t.co/c8sL3VIE99

Jul 5, 2025

0.03 E-score • **14** Replies • **57** Retweets • **2K** Likes

Post value **$1,581.75**

River Plate
@RiverPlate



Scene: **Dressing Room**

Vestuario listo en Seattle 🤍❤️🤍

#FIFACWC | #RiverMundial
https://t.co/oJ1c0LXTF5

Jun 17, 2025

0.06 E-score • **39** Replies • **200** Retweets • **3.5K** Likes

Post value **$2,787.75**

Al Hilal SFC
@Alhilal_EN



105 ⏰

🟢 ALGHANNAM
🔴 LEONARDO
https://t.co/fqS2NcVoqx

Jun 30, 2025

0.07 E-score • **14** Replies • **115** Retweets • **545** Likes

Post value **$505.50**

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**.

