# FIFA WORLD CUP 2026™

## GUIDE




Blinkfire™

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The FIFA World Cup 2026™ brings together global star players and a level of fan frenzy that only the beautiful game can produce. To help you navigate this massive spectacle, we compiled the ultimate FIFA World Cup guide, a data-driven playbook for the world's most watched tournament.

Whether you're looking to understand the tournament groups, track which kit suppliers dominate the pitch, or analyze the high-stakes world of sponsorships, this report has every angle covered. Explore player and team social media rankings and audience data, plus see how premier brands are using the world stage to generate elite-tier digital value.



# DATA & METHODOLOGY OVERVIEW

This report is powered by Blinkfire's proprietary social media, digital, streaming, broadcast, TV earned media, and in-stadium sponsorship intelligence platform, which tracks and measures performance across sports, entertainment and culture at a global scale.

## Data Sources

Insights in this report are based on data collected from official owned social media channels of the FIFA World Cup, participants, and players.

## Platform Coverage

Data includes activity across major social platforms, including Instagram, Facebook, TikTok, YouTube, X, and Threads.

## Time Period

Unless otherwise noted, analysis reflects activity from January 1, 2026 to May 29, 2026.

## Metrics & Valuation

Blinkfire measures performance and valuation using metrics such as followers, engagement, views, and impressions (estimated).

## TOURNAMENT GROUPS

### Group A


Mexico


South Africa


South Korea


Czechia

### Group B


Canada


Bosnia


Qatar


Switzerland

### Group C


Brazil


Morocco


Haiti


Scotland

### Group D


United States


Paraguay


Australia


Türkiye

## TOURNAMENT GROUPS

### Group E



Germany



Curaçao



Ivory Coast

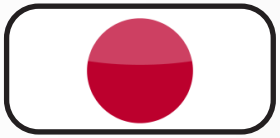


Ecuador

### Group F



Netherlands



Japan



Sweden



Tunisia

### Group G



Belgium



Egypt



Iran



New Zealand

### Group H



Spain



Cabo Verde



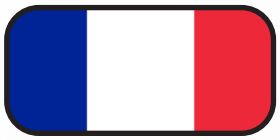
Saudi Arabia



Uruguay

## TOURNAMENT GROUPS

### Group I



France



Senegal



Iraq



Norway

### Group J



Argentina



Algeria



Austria



Jordan

### Group K



Portugal



DR Congo



Uzbekistan



Colombia

### Group L



England



Croatia



Ghana



Panama

## KIT SUPPLIERS



14

Adidas



12

Nike



11

Puma



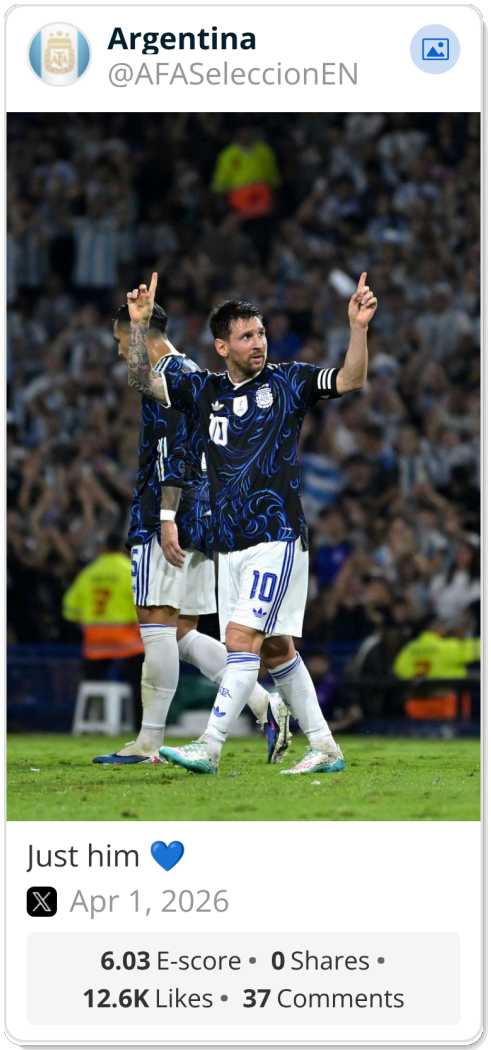

11

Other

**48 TEAMS ● 12 MANUFACTURERS**

## KIT SUPPLIERS | ADIDAS





## KIT SUPPLIERS | NIKE



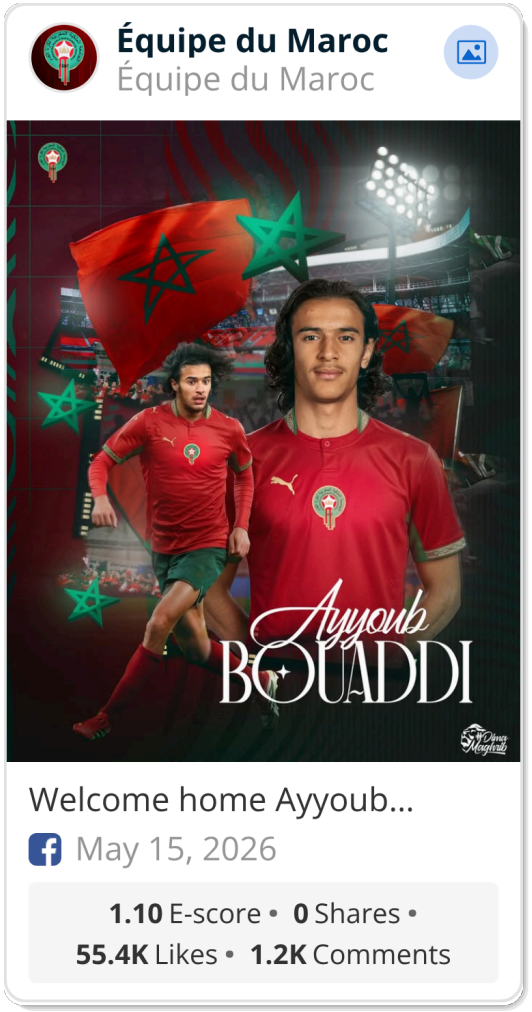





## KIT SUPPLIERS | PUMA





## KIT SUPPLIERS | OTHER

KELME



KELME



umbro



Reebok



Kappa



ماجد











SAETA.



JAKO



capelli SPORT



SABER



marathon

# OFFICIAL FIFA WORLD CUP SPONSORS

## Tier 1 - Partners

ADI PREDICTSTREET
aramco
Coca-Cola
HYUNDAI MOTOR GROUP
Lenovo
VISA
QATAR AIRWAYS القطرية

## Tier 2 - Sponsors

Anheuser-Busch
BANK OF AMERICA
Lay's
Hisense
蒙牛
Unilever
verizon

## Tier 3 - Supporters

ROCK·IT CARGO EST. 1978
DIAGEO
airbnb
DOORDASH
Globant
THE HOME DEPOT
MARRIOTT BONVOY™

## Tier 4 - Suppliers

American Airlines

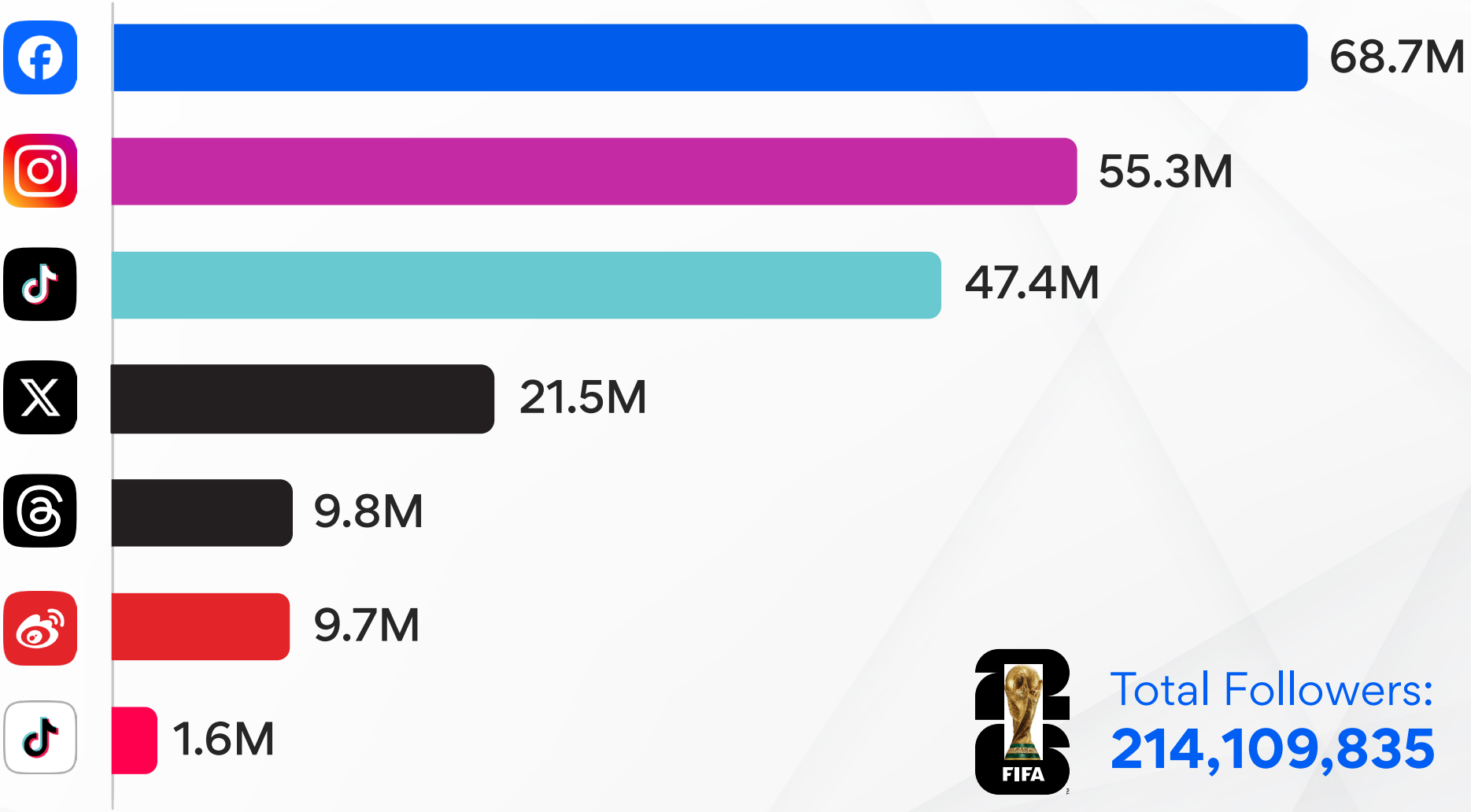
# TOP 10 PLAYERS | TOTAL FOLLOWERS




| | Country | Player | Total Followers |
|---|---|---|---|
| 1 | | Cristiano Ronaldo | 665.1M |
| 2 | | Leo Messi | 506.3M |
| 3 | | Neymar Junior | 233.5M |
| 4 | | Kylian Mbappé | 130.4M |
| 5 | | Mohamed Salah | 65.2M |
| 6 | | Vinícius Jr | 59.7M |
| 7 | | James Rodríguez | 50.1M |
| 8 | | Lamine Yamal | 43.0M |
| 9 | | Jude Bellingham | 41.2M |
| 10 | | Erling Haaland | 40.5M |

*Based on player data tracked in Blinkfire from 5/29/2026*

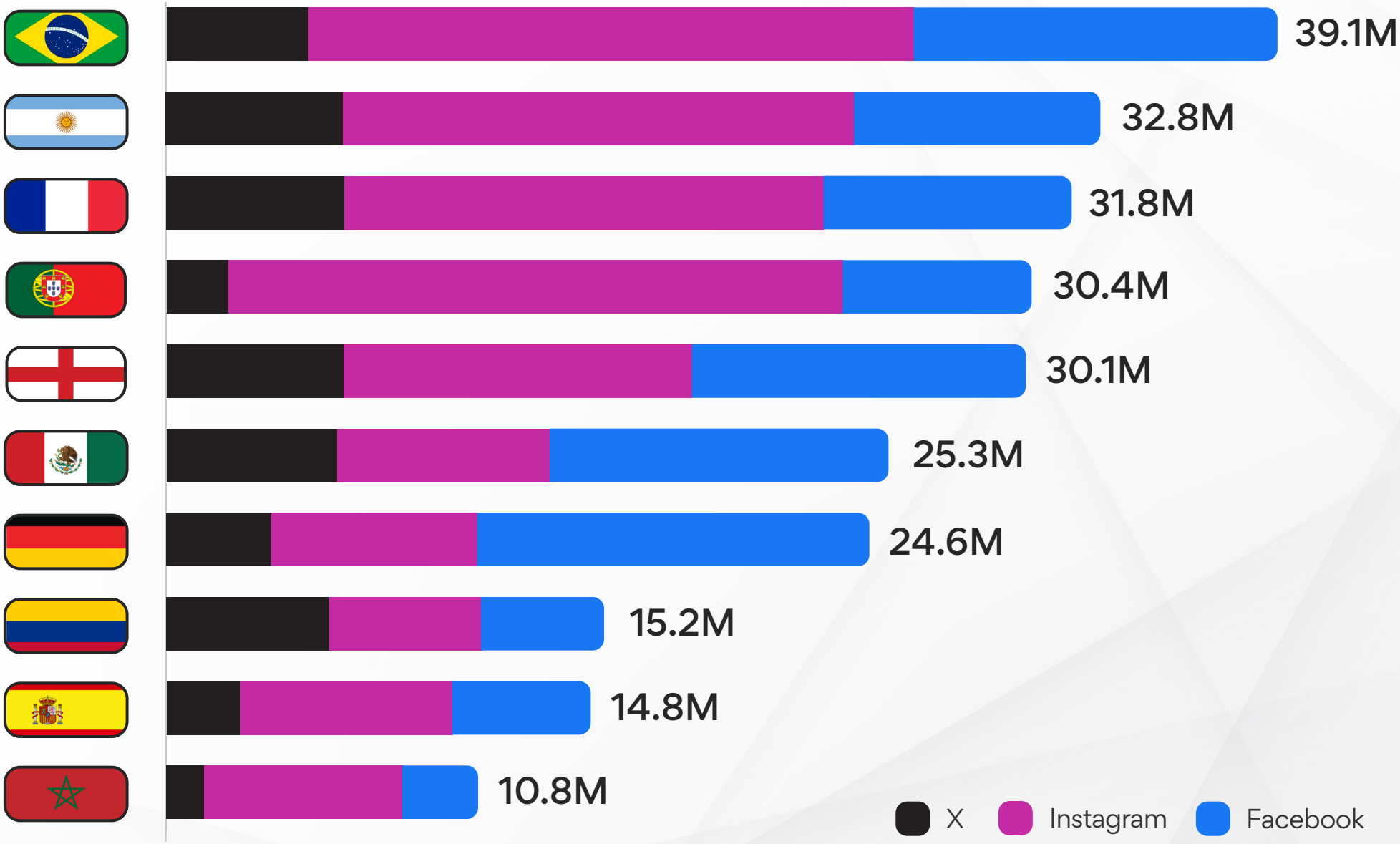
## FIFA WORLD CUP | **FOLLOWER ECOSYSTEM**




Total Followers:
**214,109,835**

*Based on data tracked in Blinkfire from 5/29/2026*

## TEAM RANKINGS | **TOTAL FOLLOWERS**




*Based on team data tracked in Blinkfire from 5/29/2026*

## TEAM RANKINGS | **FOLLOWERS**

### INSTAGRAM

| | TEAM | FOLLOWERS |
|---|---|---|
| 1 | **Portugal** | **21.8M** |
| 2 | Brazil | **21.3M** |
| 3 | Argentina | **18.0M** |
| 4 | France | **16.8M** |
| 5 | England | **12.4M** |

### FACEBOOK

| | TEAM | FOLLOWERS |
|---|---|---|
| 1 | **Germany** | **13.8M** |
| 2 | Brazil | **12.7M** |
| 3 | Mexico | **11.9M** |
| 4 | England | **11.7M** |
| 5 | France | **8.7M** |

*Based on team data tracked in Blinkfire from 5/29/2026*

## TEAM RANKINGS | **FOLLOWERS**

X

| | TEAM | FOLLOWERS |
|---|---|---|
| 1 | **France** | **6.2M** |
| 2 | Argentina | **6.2M** |
| 3 | England | **6.1M** |
| 4 | Mexico | **5.9M** |
| 5 | Colombia | **5.0M** |

*Based on team data tracked in Blinkfire from 5/29/2026*

Blinkfire is the leading AI-powered sponsorship intelligence platform that evaluates sports, media, and entertainment partnerships across social media, digital, in-stadium, broadcast, streaming, and TV earned media. 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**.