

FIFA WORLD CUP 2026™

GUIDE



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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.



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

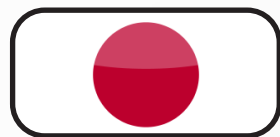


Ecuador

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

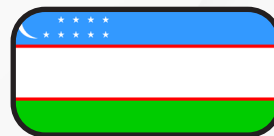
Group K



Portugal



DR Congo



Uzbekistan



Colombia

Group L



England



Croatia

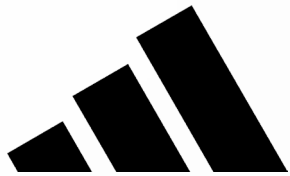


Ghana



Panama

KIT SUPPLIERS



14

Adidas



12

Nike



11

Puma

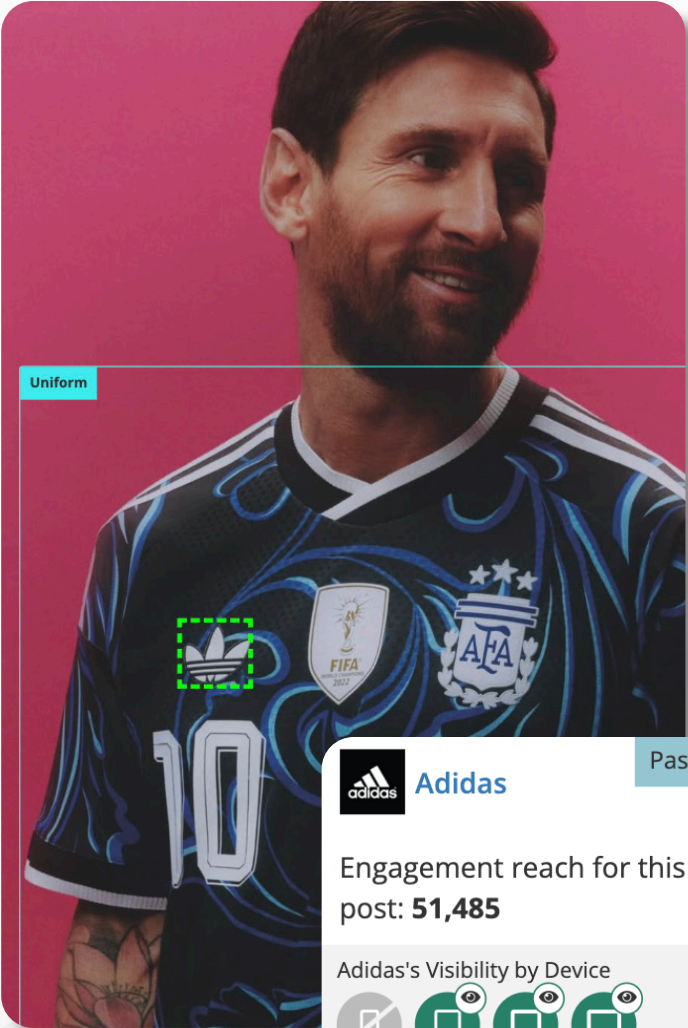
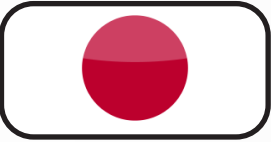


11

Other

48 TEAMS ● 12 MANUFACTURERS

KIT SUPPLIERS | ADIDAS



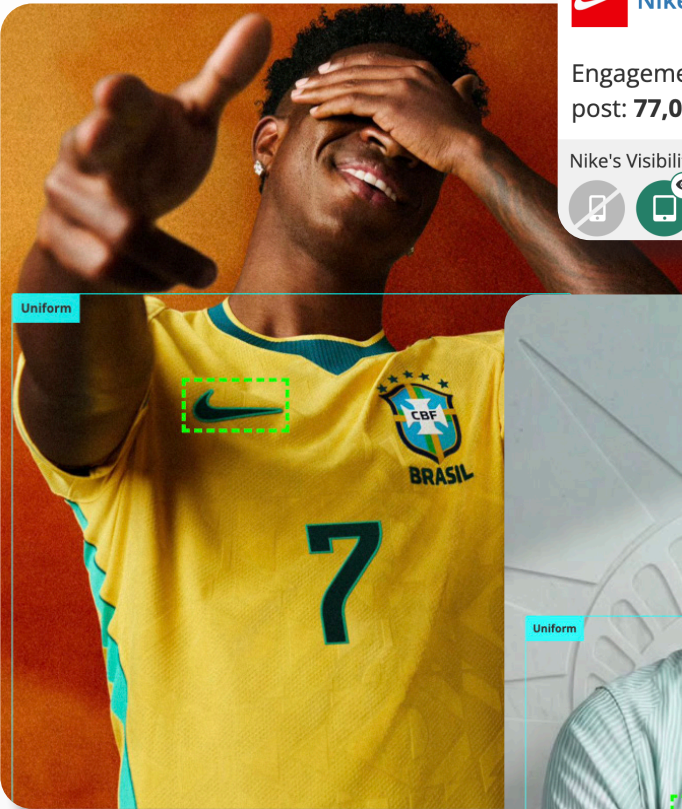
Uniform

adidas Adidas Passive

Engagement reach for this post: **51,485**

Adidas's Visibility by Device

KIT SUPPLIERS | NIKE



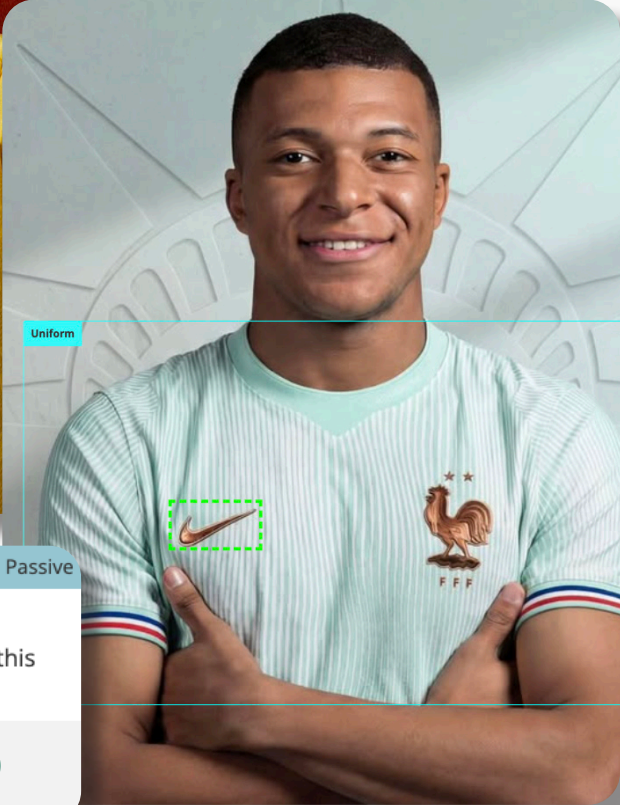
Uniform



Nike Passive

Engagement reach for this post: **77,061**

Nike's Visibility by Device



Uniform

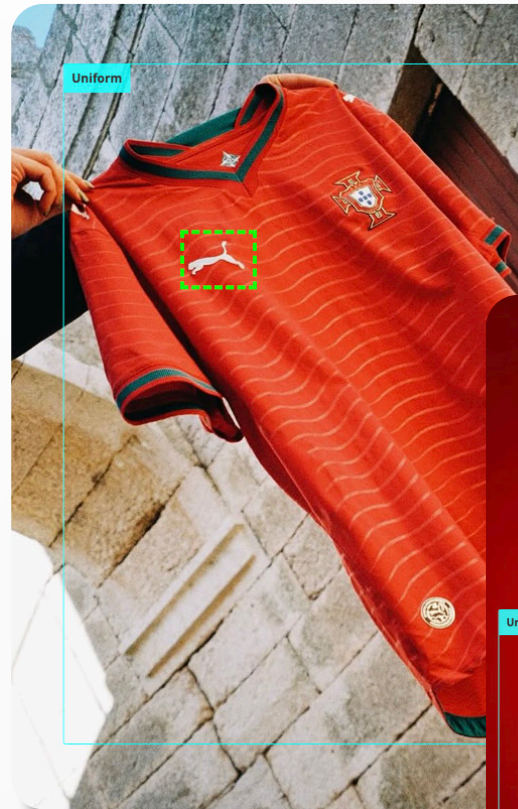


Nike Passive

Engagement reach for this post: **126,767**

Nike's Visibility by Device

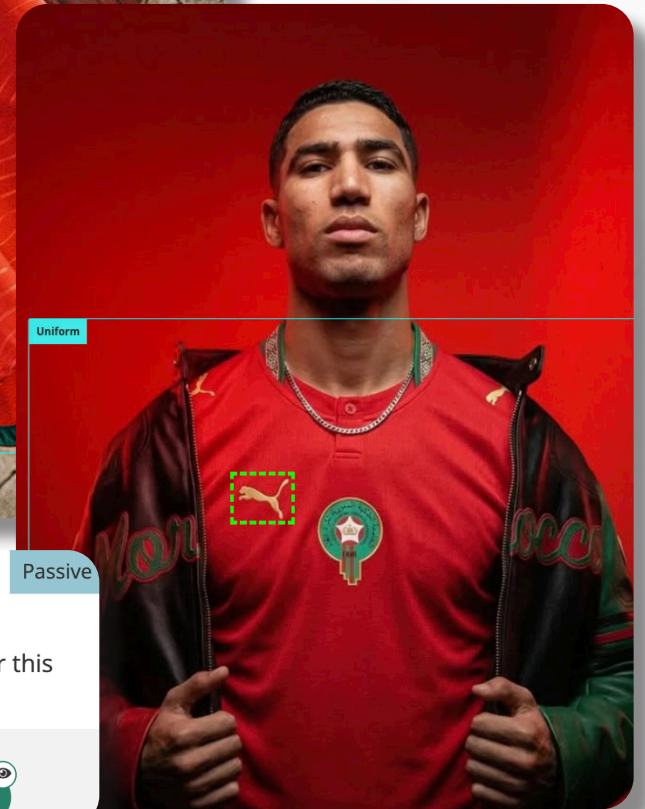
KIT SUPPLIERS | PUMA



Puma Passive

Engagement reach for this post: **4,771**

Puma's Visibility by Device



Puma Passive

Engagement reach for this post: **710**

Puma's Visibility by Device

KIT SUPPLIERS | OTHER

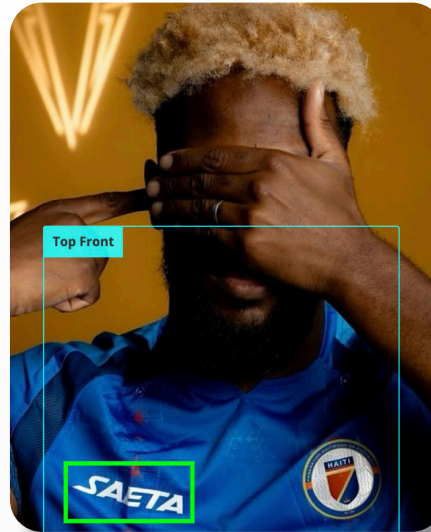
KELME® 



KELME® 



ماجد



SAETA.



JAKO



**capelli®
SPORT**



SABER



marathon



OFFICIAL FIFA WORLD CUP SPONSORS

Tier 1 - Partners



Tier 2 - Sponsors



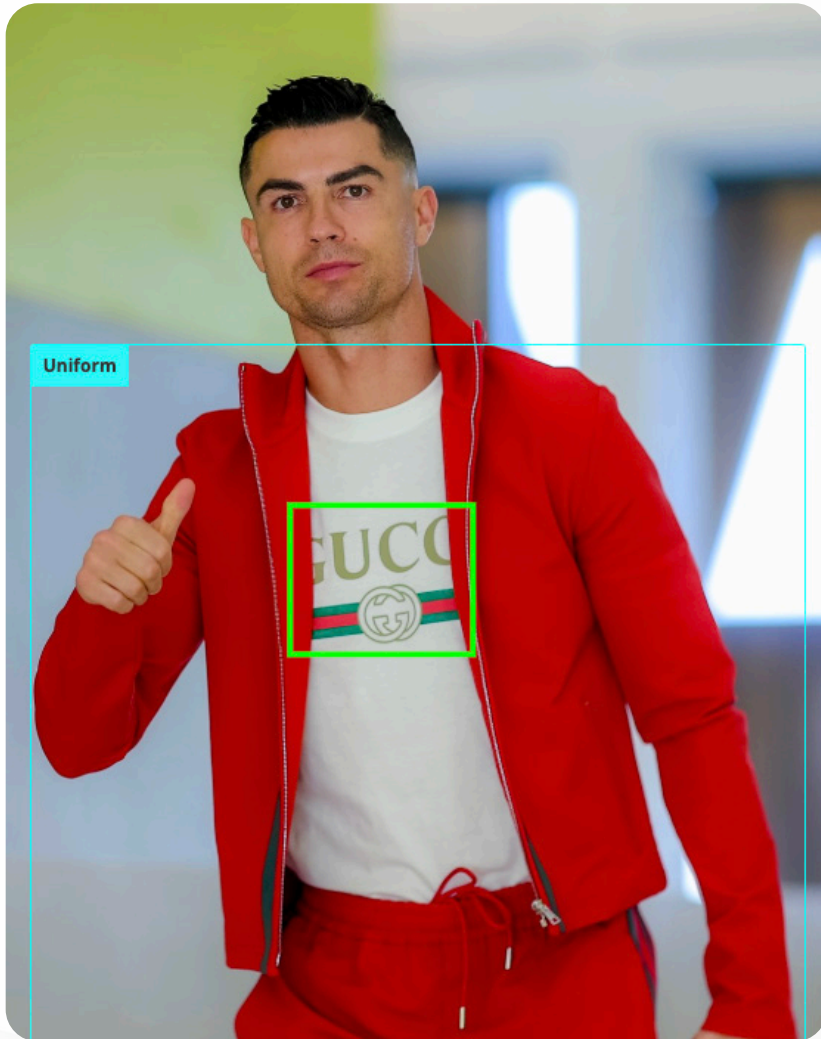
Tier 3 - Supporters



Tier 4 - Suppliers



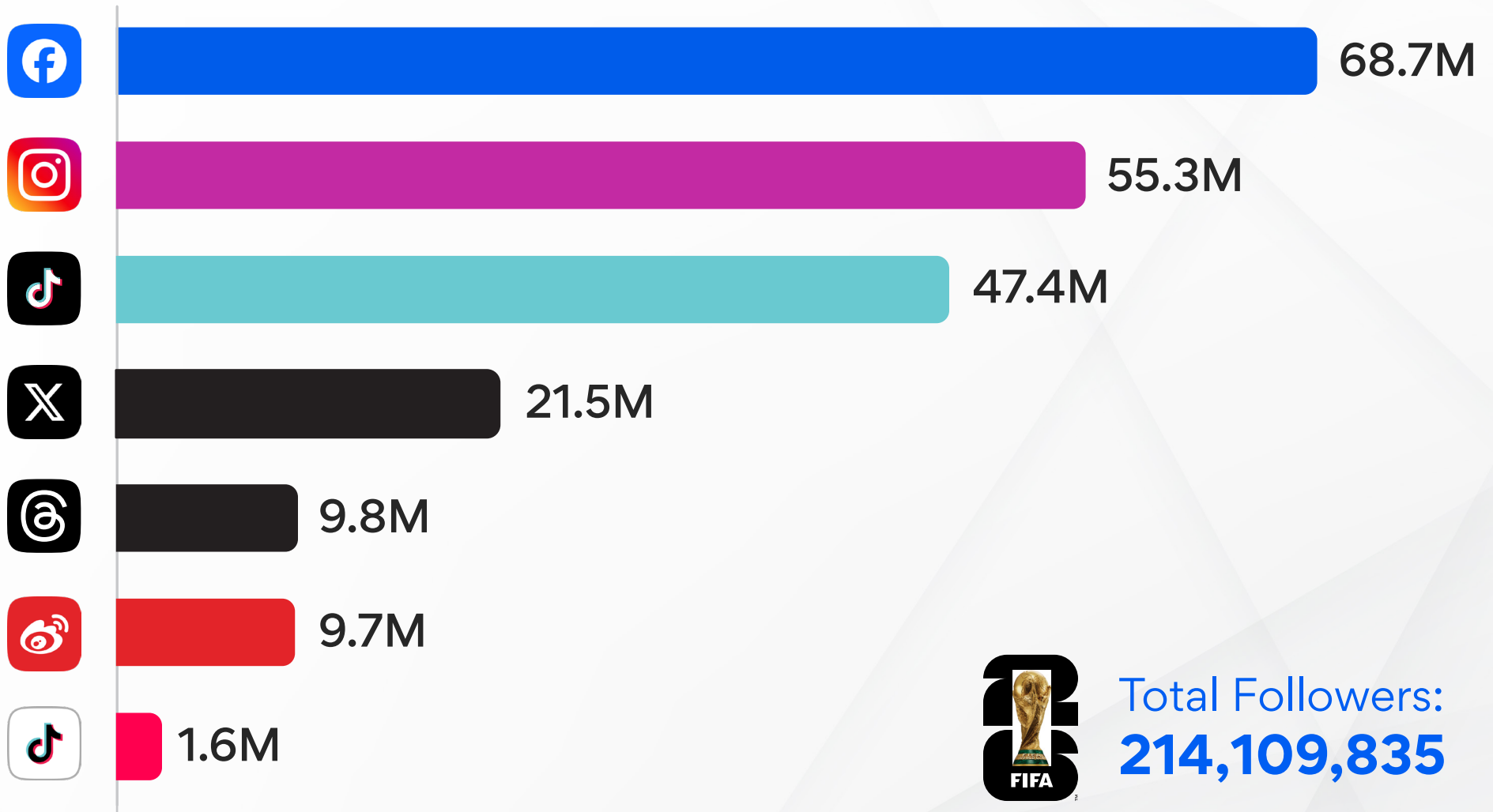
TOP 10 PLAYERS | TOTAL FOLLOWERS



	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

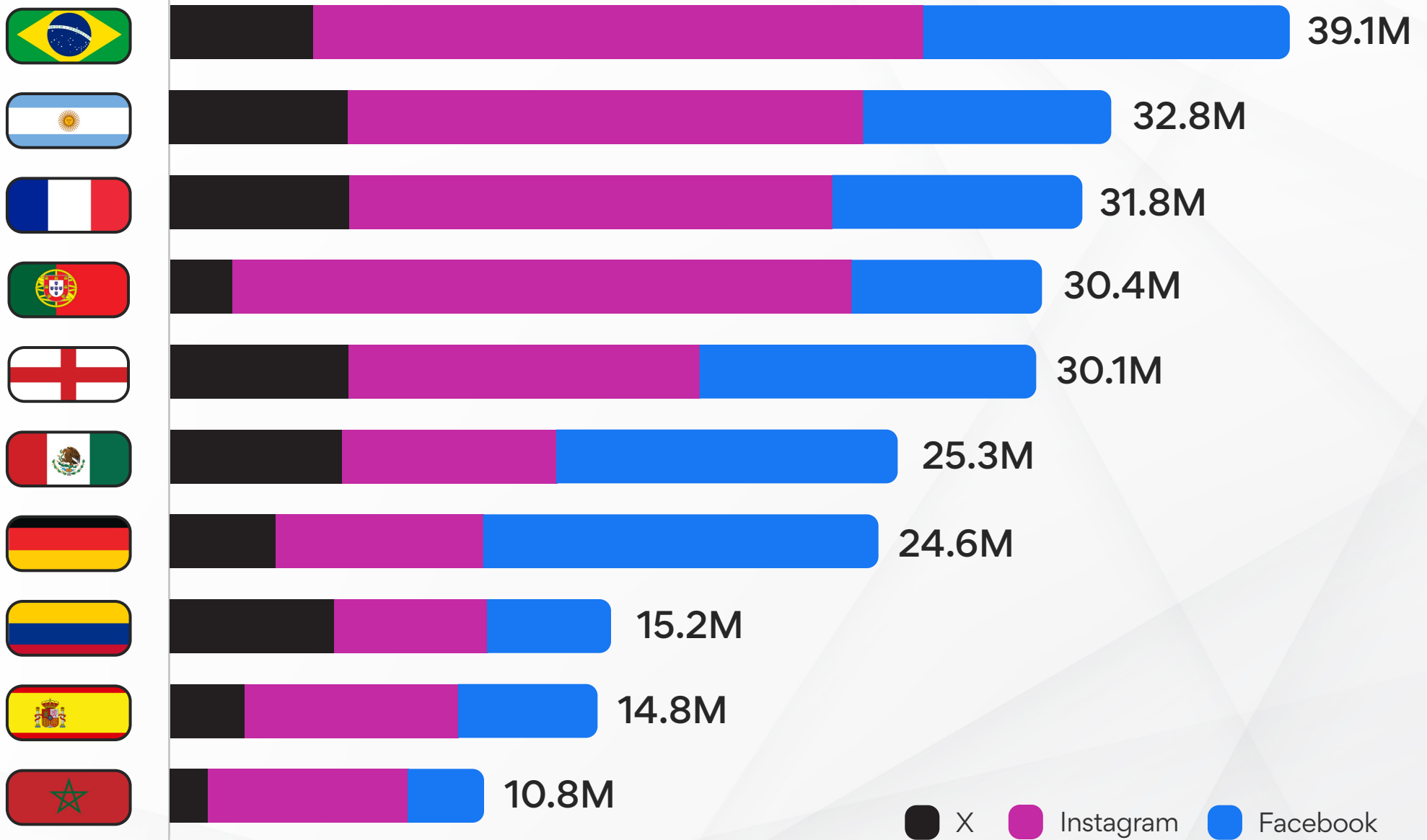
Based on player data tracked in Blinkfire from 5/29/2026

FIFA WORLD CUP | FOLLOWER ECOSYSTEM



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



	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.

