

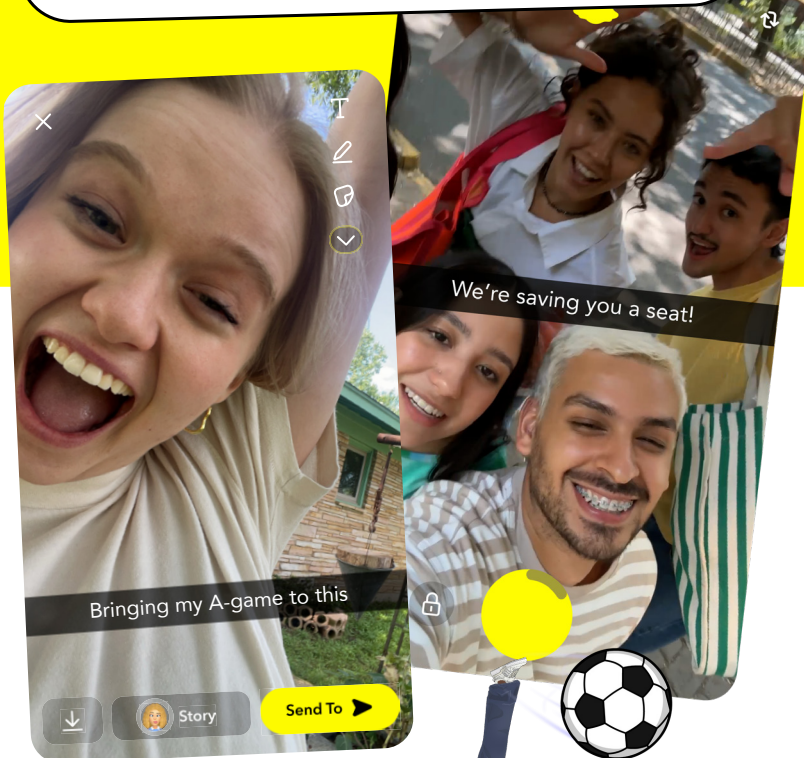


THE WORLD CUP ON SNAPCHAT: DON'T DROP THE BALL IN 2026



For daily Snapchatters in the UK, sport is a universal language and fandom is its own culture. That's why the World Cup is more than just a tournament – it's a global conversation. Brands that join the conversation on Snapchat won't get left behind. Game on.

FROM THE PITCH TO THE PLATFORM



As the biggest sporting event on the planet, the World Cup is watched by billions but experienced uniquely by everyone. From personal traditions to public celebrations, the tournament is about identity, shared memories and global connection – so is Snapchat.

THE WORLD CUP: LIVE ON SNAPCHAT



In 2026, people won't simply watch the World Cup – they'll live it on Snapchat. As players go head-to-head on the pitch, football fans will take to the platform to share authentic moments with friends, family and famous faces around the globe.

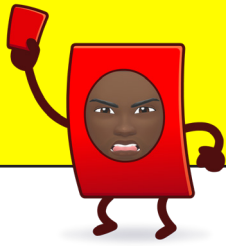
FLOODLIGHT ON THE FANDOM

Among daily Snapchatters:

89% are interested in the 2026 World Cup.

57% are more likely to consider and purchase brands that support the World Cup.

63% are more likely to remember brands that sponsor or support major sporting events.



STATE OF PLAY



Among daily Snapchatters:

72%

say they like watching the tournament with family and friends.

62%

prefer Snapchat for consuming athlete and creator content during the World Cup.

74%

like following hype and excitement around major football events.

THE WORLD CUP IN A SNAP

Snapchat not only enables spectatorship, but elevates it.

From Snaps to Augmented Reality, it makes connecting with other people during a global moment like the World Cup even more exciting for daily Snapchatters.

54%

like using Snapchat while watching the World Cup.

58%

say using the different Snapchat features such as AR makes the world cup more fun.

56%

agree Snapchat filters and lenses allow me to express my fandom creatively.



FROM THE KICKOFF TO FINAL WHISTLE, YOUR AUDIENCE WILL BE LIVE AND LOUD ON SNAPCHAT DURING THE 2026 WORLD CUP.



They want to connect with players, hear from creators and see your brand show up. There's everything to play for, so make sure your team is match-ready.