

ECONOMIC IMPACT AND SOCIAL UTILITY OF PARIS SAINT-GERMAIN

PSG: A CLUB AT THE HEART
OF ITS REGION

NOVEMBER 2024



CONTEXT AND OBJECTIVES

Published in June 2021, the study "**Economic impact and social utility of Paris Saint-Germain**" was carried out in the context of the Covid-19 health crisis and covered the 2018/2019 season, the last full and economically standard season before the outbreak of the pandemic.

Three years after its publication, Paris Saint-Germain asked for an update of the study. This request was motivated by the desire to integrate the local economic impact of the club's development between 2019 and 2024.

This period was marked by **an economic upturn** following the health crisis, but also by the deployment of an **ambitious sporting project**, the completion of **structuring investments** by the club (symbolised by the delivery of the Poissy Campus) and by a strengthening of the **international development activities** of the Paris Saint-Germain brand.

This new study integrates all of these elements and makes it possible to assess the true economic impact and social utility of Paris Saint-Germain in the Paris Region (Île-de-France*).

This study aims to:

Assess the economic impact of Paris Saint-Germain in the Paris Region, i.e. the club's contribution to the creation of value in the territory.

Analyse and highlight the social and civic projects and initiatives undertaken by the club, which position it as a responsible and committed regional actor.

* For the purpose of this study the reference territory (Île-de-France) will be referred to as the Paris Region.

01

A growing club

€805.9m

Club's turnover excluding transfers

02

A value-creating club

€243m

Economic impact on the Paris Region for the 2023/2024 season

03

A responsible and committed club

320,000 young people

In the Paris Region supported by PSG for Communities since 2000, including 15,000 in 2023/2024

01

An ambitious and innovative club

PARIS SAINT-GERMAIN: UNDERGOING STRONG GROWTH AND EXTENSIVE ECONOMIC DIVERSIFICATION

€805.9m

Since the arrival of QSI in 2011, the economy of Paris Saint-Germain has been completely transformed resulting in a significant ten-fold increase. **Paris Saint-Germain has the highest revenue growth of the top 20 clubs in Europe between 2011 and 2024.**

61%

the share of commercial and matchday revenues in the club's turnover (excluding transfers)

By 2023/2024, commercial revenues from sponsorship and merchandising (40%) and matchday revenues (21%) will account for 61% of the club's non-transfer revenues, compared with 49% in 2010/2011. By developing its brand (valued at €1.208 billion according to Brand Finance), **Paris Saint-Germain has significantly diversified its business model, making it less dependent on external resources**, particularly audiovisual rights. These now account for just 22% of the club's revenue (compared with 47% in 2010/2011).

+17.9%

Paris Saint-Germain's revenues have increased by a factor of 8.5, from €95m in 2010/2011 to €805.9m in 2023/2024, **representing an average annual growth rate of 17.9%.**

x7

Paris Saint-Germain's **matchday revenues** have increased seven-fold since 2011

x25.6

Paris Saint-Germain's **sponsorship and merchandising revenues** have soared by a factor of 25.6 since 2011

RANKED THIRD IN EUROPE'S TOP REVENUE-GENERATING CLUBS (DELOITTE, 2024)

3rd

7th

7th

RANKED SEVENTH AMONG THE WORLD'S MOST VALUABLE FOOTBALL CLUBS (FORBES, 2024)

WORLDWIDE RANKING OF THE MOST VALUABLE FOOTBALL BRANDS (BRAND FINANCE, 2024)

€4.24bn

Paris Saint-Germain's financial valuation.

While many reports had previously indicated that Paris Saint-Germain's valuation has risen significantly since QSI's arrival in 2011, **the acquisition of a stake by Arctos in December 2023 confirmed this trend, with a current valuation of €4.24 billion.**

02

A value-creating club

PARIS SAINT-GERMAIN: A CATALYST FOR THE PARIS REGION ECONOMY

ECONOMIC IMPACT

€243m

By Paris Saint-Germain
in the Paris Region in
2023/2024

€194.4m €48.6m

direct economic impact

indirect and induced economic
impact

DEFINITION

The economic impact of a professional sports club is defined **as the additional wealth generated by its activities in a given territory and over a given period**. It is measured in a counterfactual way by comparing two states of the local economy: one, theoretical, without the club and the other, real, with the club.

Evaluating a club's economic impact involves measuring **its ability to attract income from funding/spectators from outside its area and to ensure that it is spent locally**.

+33%

The economic impact of Paris Saint-Germain on its region is **33% higher than in 2021**. This increase is mainly due to the significant investments (capital expenditure) made by Paris Saint-Germain during the season. This demonstrates that, despite its internationalisation, Paris Saint-Germain retains **very strong local roots** and helps to **support the activity of many economic actors in the Paris Region**.



2,379 FTE jobs created
annually *

746 directly employed
291 indirectly employed
1,342 indirectly (induced) employed

* Direct employment within the club, indirect employment with service providers and induced employment within the Paris Region economy.

800

Service providers
and suppliers

PSG MAKES A SIGNIFICANT CONTRIBUTION TO FRANCE'S PUBLIC FINANCES



€2.9bn **

in social and fiscal contributions have been paid by the club and its players to the State and local authorities since 2011, including €371 million in 2023/2024. **This amount has increased by 61% since the last study published in June 2021.**

** The club's contributions to the budget of social organisations (employers' social security contributions) and to the State and local authority budgets (corporation tax, local taxes) and taxes paid by players.

03

A responsible club

PARIS SAINT-GERMAIN: A CLUB HIGHLY COMMITTED TO SOCIAL RESPONSIBILITY



FOR COMMUNITIES

24 years

PSG has been involved in social projects for **24 years**. The **PSG Foundation was created in 2000**. To strengthen its capacity for action, the club created an Endowment Fund in 2013. **The two entities are now combined within PSG FOR COMMUNITIES.**

€3.1m

PSG for Communities **allocated a budget of more than €3m** in 2023/2024, **which has risen significantly in recent years**, in particular by **63% in 1 year alone**.

+8%

between 2018/2019
and 2023/2024

3 priorities

Education

Youth

Empowerment

4 FLAGSHIP PROGRAMMES SUPPORTED BY PARTNERS IN THE PARIS REGION

Cantines solidaires
Canteen for All

Onze de légende
Eleven Legends

Ecole Rouge & Bleu
Red & Blue School

Allez les Filles !
Go Girls!



300,000

young people supported since 2000
including **15,000 in 2023/2024**

450

projects each year



CENTRE DE DROIT
ET D'ÉCONOMIE
DU SPORT

WHO ARE WE?

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Through the profile of our members and our numerous missions to support actors in the sports movement, we have a complementary and multidisciplinary team, used to working with the federal world and with significant experience in the production of studies and the analysis of sports policies.

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STUDY CARRIED OUT BY CDES

CONTACTS:

CHRISTOPHE LEPETIT
LEPETIT@CDES.FR

FLORENT BERGMANN
BERGMANN@CDES.FR

THIBAUT DUSSUD
DUSSUD@CDES.FR