Football Festive Fixtures

The Data Behind the EPL's Most Demanding Period

Top Football Teams and Players of the Season

Great Britain and United States Audience Analysis

EXECUTIVE SUMMARY

This report highlights the most prominent football clubs and players of the season across Great Britain (GB) and the United States (US). While there is strong overlap between the two markets—particularly among elite Premier League clubs and globally recognized players—distinct differences emerge in player preference, reflecting variations in media exposure, league narratives, and audience engagement patterns.

Top Teams and Players

Top Teams of the Season (GB)

The following clubs represent the strongest-performing and most followed teams among Great Britain audiences this season:

| Liverpool | Manchester United | Arsenal | Tottenham Hotspur | Newcastle United |

These teams reflect a combination of historic success, recent competitive performance, and sustained domestic fan engagement.

Top Players of the Season (GB)

Player interest in Great Britain skews toward established Premier League stars and domestic standouts:

| Mohamed Salah | James Maddison | Erling Haaland | Jack Grealish | John McGinn |

The inclusion of Maddison, Grealish, and McGinn highlights the continued importance of homegrown and league-centric players in shaping UK football conversations.

UNITED STATES
Top Teams and Players

Top Teams of the Season (US)

US audiences demonstrate strong alignment with globally marketed Premier League brands:

Liverpool	Manchester United	Chelsea	Arsenal	Tottenham Hotspur

Chelsea's presence in the US top five—despite not appearing in the GB ranking—suggests the influence of international broadcast exposure and historical brand equity in the American market.

Top Players of the Season (US)

Player interest in Great Britain skews toward established Premier League stars and domestic standouts:

Mohamed Salah	Erling Haaland	Bruno Fernandes	Bryan Mbeumo	Kiernan Dewsbury-Hall

Compared to GB, the US list includes a broader mix of headline stars and emerging or breakout players, reflecting a more narrative-driven engagement style.

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Key Market Comparisons and Insights

Shared Leaders
Liverpool and Manchester United rank among the top teams in both markets, underscoring their global reach and sustained relevance.

Star Power Matters
Mohamed Salah and Erling Haaland are the only players to appear in both markets' top-player lists, underscoring their exceptional cross-market appeal, despite Salah generating almost as many headlines off the pitch as on it.

Local vs Global Preferences
■ GB audiences show stronger affinity for domestic and culturally embedded players.
■ US audiences lean toward globally visible stars and standout performers regardless of club stature.

Strategic Marketing Interpretation
Chelsea's elevated U.S. ranking highlights how international fandom is frequently anchored in long-term brand building, driven by historic achievements and consistent media presence, rather than by current league performance.

CONCLUSION

While Great Britain and the United States share core football loyalties, meaningful differences remain in how fans engage with teams and players. GB audiences prioritize league familiarity and national context, while US audiences gravitate toward globally marketed clubs and high-profile individuals. These distinctions are critical for media strategy, sponsorship alignment, and international fan growth initiatives.

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