



RELEASE

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Sustainable growth continues in 2023-24: Record revenues from Bundesliga and Bundesliga 2 secures more jobs than ever before

- Professional football generates €5.87 billion in revenue and pays 1.66 billion euros in taxes and duties
- Bundesliga 2 clubs break the €1 billion revenue barrier for the first time
- Almost 62,000 employees in both leagues mark the highest figure in the history of German professional football
- The interactive and fully digital DFL Economic Report 23-24 is now available

German professional football has once again maintained its growth trajectory, setting record figures for revenues, taxes and duties, jobs and spectator numbers. For the first time, the Bundesliga 2 surpassed the €1 billion revenue mark. At €5.87 billion, the total revenue of the two leagues is 12 per cent higher than the previous record from the 2022-23 season, when it was €5.24 billion. At the same time, €1.66 billion in taxes and levies duties was paid into the public purse. Particularly noteworthy: 62,000 people were employed through the clubs over the course of the 2023-24 season, more than ever before. The previous highest figure – 56,000 from the 2018-19 pre-coronavirus season – was exceeded by more than 10 per cent. These figures are taken from the DFL Economic Report 23-24, which today (Tuesday) was published in digital form for the first time, and analyses cumulative key figures on the financial development of the Bundesliga and Bundesliga 2 from last season.

Positive trends are also emerging in terms of economic stability. For example, following the coronavirus crisis, which has had an existential impact on the industry, all 18 Bundesliga clubs, and 14 of the 18 second division clubs, have positive equity. The personnel cost ratio fell to a low of 34 per cent while total revenue increased. Nevertheless, profitability from the operating business is not a matter of course, even in German professional football. Nine Bundesliga clubs and eight Bundesliga 2 clubs were in the black in 2023-24.

Further increase in audience figures and rational management

The continued rise in spectator interest once again contributed to the strong sales figures. More than 20.7 million tickets sold in the 2023-24 season represents a new record, which is expected to rise again at the end of the current 2024-25 season.

Hans-Joachim Watzke, Speaker of the DFL Deutsche Fußball Liga Executive Committee and Chairman of the DFL Supervisory Board: "With its key figures for the 2023-24 season, German professional football is sending positive economic signals against the general trend. Furthermore, and beyond the economic dimension, football has a positive impact on society. Our stadiums are places where people from all walks of life can come together and share emotions and unforgettable moments."

DFL CEO Marc Lenz: "Our clubs finance themselves from a balanced revenue mix and were able to both reduce the proportion of personnel costs for the squads and generate transfer surpluses. With a renewed revenue growth and a rational use of funds, the clubs are strengthening their financial position. We must also introduce healthy financial management in Europe - so that European football is fit for the future and healthy leagues and clubs remain competitive."

DFL CEO Steffen Merkel: "After the 2023-24 season, we have a strong overall balance sheet in the books that sends a clear message: German professional football makes a significant positive contribution to life in Germany, not only emotionally but also economically. Central marketing is an important basis for economic stability. On average, almost every third euro generated by the clubs comes from this. It must therefore be our common goal to further strengthen our centralised marketing approach - the awarding of national media rights from 2025-26 is only a first, albeit enormously important, step in this direction."

- Click here to go directly to the DFL Economic Report 23-24

DFL Economic Report 23-24 comprehensively digitised and interactive

For the first time, the DFL Economic Report 23-24 summarises German professional football's key economic indicators in a fully digital and interactive manner. Users are guided through all relevant key figures on a multimedia platform. In addition, comparisons of the key figures dating back to the 2013-14 season can be made independently, and individual PDFs can be compiled. The site also offers a review of the 2023-24 season from a sporting perspective, reports on sustainability and social commitment in professional football, as well as a quiz.

- Click here to read the news article on dfl.de

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