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Sports-NL.com

SportsNL at a glance

Changing the game together

Vision

By 2030, the Netherlands will be globally recognised as a trade partner for inclusive, sustainable, and innovative sports experiences.

Mission

We aim to harness the power of sport and physical activity for international trade, diplomacy, knowledge and innovation exchange, and social programs.

How?

SportsNL fosters diverse connections across businesses, government bodies, sports and social groups, and knowledge hubs. We achieve this through long-term public-private partnerships, essential

for our mission. Our strategic approach includes a wide array of activities such as seminars, market research, and Dutch pavilions at key conferences and events.

SportsNL partners



Government of the Netherlands



VNO-NCW



SPORTS: THE GAME

8.8 million people in the Netherlands participate in sport and physical activity, **47%** of which make use of public facilities like parks and forests



53% of Dutch people exercise each week

As of 1 January 2023, the Netherlands ranked **8th** in Olympic disciplines and 9th in Paralympic disciplines on the international medal tally. NOC*NSF serves as the umbrella organisation for **77** national sports federations.

The Netherlands has over **28,000** sports clubs. Additionally, **20%** of the Dutch population volunteers in sports clubs.

The Dutch sports industry contributes 1,1% of the country's GDP.



The annual circulation of funds in the Dutch sports industry amounts to **7.6 billion euros**.

Dutch individuals spend **3.6 billion euros** on sports and fitness services, equivalent to **€212 per person** annually.



1,5% of the Dutch workforce derives their income from the sports sector.

The Netherlands is home to **40,000** sports providers and **22,000** sports facilities.

SPORTS: THE BUSINESS

The Netherlands is home to **6,600** entrepreneurial sports providers, including fitness centres, swim classes, and dance exercise studios.



55% of Dutch adults follow professional sports through social media or television.

Sports partnerships with professional sports generate approximately **390 million euros**.



Dutch Team Liquid ranks as the third most valuable esports company, with a total worth of **310 million dollars**.

Pon Holdings is the world's largest bike producer, generating a revenue of **2,5 billion euros**



Ten Cate is the global market leader in artificial grass for sports.

Dutch architects VerhoevenCS are responsible for building the Aquatics Centre for the Paris Olympics 2024.

Signify, a Dutch company, holds the position of the **worldwide market leader in stadium lighting**.

