

The Rise Of Woman in Sports

4 MIN READ



In the world of live sports, one trend is making waves and proving to be a game changer: the meteoric rise of women's sports. Gone are the days when women's games were relegated to secondary status; today, they are breaking records, drawing massive audiences, and capturing the spotlight in a way that's impossible to ignore. From outperforming men's viewership in college basketball to innovating at Wrigley Field, women's sports are on an unstoppable ascent and are big business.

Women's sports had been on a steady rise in recent years, but many point to the emergence of Caitlin Clark as the start of something much bigger. The collegiate and now WNBA all-star player has not only rewritten the record books but also shattered preconceived notions about women's sports. Clark's prowess on the court has propelled her and women's basketball into mainstream news headlines.

The signs became quite clear that something big was happening back in the summer of 2023, when her then **University of Iowa team staged an outdoor preseason game in their football stadium, attracting a record-breaking crowd of 55,646 fans.** This trend continued until the end of the season when her spectacular performances continued to see record viewership numbers in the 2024 women's tournament, averaging 2.2 million viewers—an astonishing 121% increase from the previous year. For the first time, major NCAA women's matchups outperformed men's events, culminating in a national championship game that drew a staggering 18.9 million viewers.

The ripple effect has reached the WNBA, where record-setting performances and heightened media attention reflect a burgeoning interest in women's basketball. In the summer of 2024, when Caitlin Clark's team, the Indiana Fever, faced the Chicago Sky at Wintrust Arena in Chicago, a new record was set for the highest-priced tickets ever sold in WNBA history.

Courtside seats were initially priced at an astonishing \$5,000, while even the lowest-priced ticket, an obstructed view, cost \$125. Deloitte projects that revenues for women's sports will soar by 300% compared to 2021, with North America and Europe at the forefront of this expansion. The forecasted figures—\$696 million in commercial revenue, \$340 million in broadcast, and \$240 million in matchday revenues—underscore a seismic shift in the sports landscape.

FOOTBALL FEVER

The trend is equally pronounced across the Atlantic with football (American soccer). The attendance numbers for the Women's Super League in the UK have mirrored the impressive statistics seen in American basketball. The league's average attendance increased by 31%, with Arsenal leading the way. Back in North America, the Kansas City Current of the National Women's Soccer League achieved a significant milestone in December by selling out their 2024 season tickets for the regular season at CPKC Stadium, the world's first purpose-built venue for a women's professional soccer team. The Women's World Cup in Australia and New Zealand in 2023 attracted a record-level turnout of 1.98 million, highlighting the growing global appetite for women's football.



THE FRIENDLY CONFINES WELCOME WOMEN'S SOCCER

Chicago's Wrigley Field, traditionally a bastion for baseball, hosted its first women's sporting event in 80 years. The soccer match between the Chicago Red Stars and Bay FC set a new National Women's Soccer League attendance record with 35,038 fans. Such events are not just about attendance; they are about shifting perceptions and elevating women's sports to a level of prestige previously reserved for their male counterparts.

A Real Spike in Attendance in Nebraska

Even other sports and leagues that may seem less popular are bringing out record numbers. Last summer, the University of Nebraska's football stadium hosted 92,000 fans for a women's collegiate volleyball match, setting a global record for the largest attendance at a women's sporting event.

Rushing to the Rink

Additionally, tickets for the Premier Women's Hockey League (PWHL) matchup between Toronto and Montreal at the Bell Centre on April 20 sold out in less than 20 minutes. With a capacity of 21,105, the Bell Centre will host a game that is set to break the attendance record for women's hockey.

In SUM

The rise of women's sports is more than just a trend—it's a revolution. It signifies a profound cultural shift, where female athletes are commanding the respect, viewership, and commercial opportunities they deserve. As the numbers continue to rise and the records keep falling, it's clear that the future of sports is not just female—it's fiercely female.