
Economic importance of sport in Scotland 1998-2016

Summary

Putting sport first

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the national agency for sport

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The latest economic data show that sport continues to have a significant impact on the Scottish economy. Sport related industries maintained its contribution to the value of the Scottish economy at 2.1% of gross value added. This equates to an absolute increase in gross value added from £2.5 billion in 2014 to £2.7 billion in 2016.

Employment in sport and associated industries are estimated to account for 64,800 full time equivalent jobs in Scotland which is 2.7% of total employment in 2016. There has been a continuous rise in the share of sport-related employment, as a percentage of total employment since 1998. The fact that this is greater than the percentage share of sport within total Gross Value Added (GVA) indicates that sport is very effective in generating employment.

In 2016 commercial non-sport supported 44% of all sport related employment in Scotland. Sport related employment increased by almost 20,000 from 2010 to 2016, some of this has been boosted by short term legacy from construction projects related to the 2014 Commonwealth Games.

Consumer expenditure on sport related goods and services continued to grow, increasing in real terms by 22% from 2010 to 2016, and increasing its share of total Scottish consumer expenditure to 3.0% in 2016. Longer term trends show that sport related consumer expenditure increased by 88% in real terms from 1998 to 2016. These increases have been driven by increases in sport clothing and footwear, sports goods and sport TV.

Analysis of other sectors shows that the value of sport continues to grow. Its contribution to the Scottish economy in 2016 is higher than 'telecommunications' and 'accommodation', and has similar levels to 'food and beverage services'.

This summary is based on the 'Economic Importance of Sport in Scotland 1998-2016', written by the Sport Industry Research Centre at Sheffield Hallam University for **sportscotland**. The full report is available online at <https://sportscotland.org.uk/about-us/our-publications/archive/economy>

Table 1: Key economic indicators

	2010	2012	2014	2016
Gross value added for sport (£million)	1,838	2,128	2,538	2,749
Percentage of Scottish total	1.9%	2.0%	2.1%	2.1%
Sport related employment (thousands)	46.3	52.3	57.5	64.8
Percentage of Scottish total	2.2%	2.5%	2.6%	2.7%
Consumer expenditure on sport (£million)	1,898	2,120	2,493	2,669
Percentage of Scottish total	2.5%	2.6%	2.8%	3.0%