

## Daily Insights

# Did you know? Nine fun facts about the World Cup

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**According to BofA Global Research, 6 billion people are projected to engage with FIFA World Cup 2026™**  
Infographic illustrating nine key facts about the World Cup



Source: BofA Global Research

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This week, FIFA World Cup 2026™ kicked off, marking the largest sporting event ever staged. With 48 teams and 104 matches across 16 host cities, the tournament is projected to engage more than 6 billion people – around three quarters of the world’s population. Attendance is expected to reach 6.5 million fans, nearly doubling the previous record, according to BofA Global Research.

Against this backdrop, we wrap up the week by sharing nine fun facts about the tournament. For example, did you know it’s expected to boost global GDP by \$41 billion? Or that the trophy’s value has increased 3,000% since 1974 due to higher gold prices?

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