FIFA World Cup Qatar’22 Monitor

This monitor highlights the key online discussions and drivers of excitement around the World Cup, which are collected via crawling social data using Ipsos’ Synthesio tool. As the countdown toward the FIFA World Cup’22 advances, the spotlight shined on the national team kits, whereby fans all over the world ranked their favorite and most disappointing ones. Moreover, speculations and curiosity around the first-ever winter World Cup were circulating, highlighting both concerns and thrill.

EXCITEMENT BAROMETER

The barometer considers the volume of fan mentions, engagement levels, and overall sentiment. In a span of two weeks, fans’ excitement shows a jump of 87 points vs the last two weeks of August.

WINNER PREDICTIONS

Top 5 Winner Predictions
- Argentina #1
- Brazil #2
- England #3
- Portugal #4
- France #5

MOST DISCUSSED TOPICS

The highest volume of online mentions across multiple social platforms
- Jerseys & Kits
- Winter World Cup
- World Cup Moments & Goals

MOST ENGAGING TOPICS

The highest number of likes, shares, retweets, comments, and emojis
- Jerseys & Kits
- World Cup Moments & Goals
- World Cup Countdown

KIT REACTIONS

Authentic online reactions of fans to kits were analyzed to determine their ranking on global fans’ opinions.

“Adidas has the kit game on lock”
- Irish Football Fan on Twitter

“Adidas wins the best kits of the World Cup Award”
- English Football Fan on Twitter

Most Loved Designs
- Japan: 34%
  - Germany: 28%

Most Split Reactions
- Netherlands: 10%
  - Ghana: 14%

Most Disappointing Designs
- England: 6%
  - USA: 5%

Source: Synthesio, 01 Aug 2022 – 19 Sep 2022, public mentions around the world related to the excitement around the FIFA World Cup, English only. Synthesio, an Ipsos company, is a global leader in Al-enabled Consumer Intelligence. Our hybrid offering provides companies, brands, and agencies with the most complete, accurate, and predictive picture of their markets and buyers. Our AICI platform, powered by the most advanced natural language understanding and AI algorithms, supports the broadest set of online and offline data sources and fully leverages Ipsos’ award-winning analytical frameworks.

Kit Images Source: footballfashion.org, footyheadlines.com, footysoccerpro.co
Winter World Cup

As the various leagues progress, speculation on the impact of having the World Cup within the league calendars is growing. Moreover, the announcement of Saudi Arabia, Egypt, and Greece bidding to host the World Cup in 2030 reignited conversations about having a World Cup in the Winter. On that note, what are global fans’ latest perceptions on having the first ever Winter World Cup?

EXCITEMENT

Players at their Peak
Fans are excited to have a World Cup where players would be at their peak performance as opposed to playing during the summer break. These fans are imagining that this World Cup will feature some of the highest levels of play to come out in a World Cup.

Messi & Ronaldo’s Final Shot
Many fans are excited to see Cristiano Ronaldo and Lionel Messi compete in what many believe to be their last World Cup. Knowing that this is one title that the GOATs of their time have yet to win, fans are expecting to see a level of dedication of play from these two players that is unprecedented. The level of cheer for these two are high.

Fewer Barriers to Hosting the World Cup
Football fans are excited that other countries, where logistics don’t align with the historical schedule of the World Cup, can host as well, most notably Australia. Fans believe that everyone deserves a chance to bid for the event, as football is loved by many all around the world. What’s more, fans living in such areas are thrilled to enjoy the World Cup in more suitable weather and/or time zones.

Little Extra Magic During Christmas
Fans celebrating Christmas find the timing opportune, despite the cold & snowy weather. With their loved ones all on holiday, fans are hoping that watching the World Cup will be a larger family event than in previous years and should add some extra fun & flavor to the holidays.

Mental Break from Winter Worries
For many fans around the world, winter is a season full of worry; more expenses to provide a warm home & food for their families. The World Cup comes as something they are looking forward to, as the event will be a nice break from their financial woes that are amplified in winter.

CONCERNS

Player Fatigue & Injuries
Given the number of matches players will have to play in between the league season, people are concerned about the level of stress this will have on players’ wellbeing. The main concern is for Pogba, who decided to forego knee surgery to play in the 2022 World Cup.

Players will Prioritize the League or Flag
Some fans are concerned that players won’t play to the best of their ability to avoid fatigue & injuries for the rest of the league season; leading to a lackluster World Cup. Other football fans believe that players will focus on winning the World Cup for their country. These fans are worried that the second part of the league season will be uninspiring.

Disadvantages for World Cup Finalists
As national teams advance, some players will be competing for a longer time during the World Cup compared to players in national teams that will be knocked out early. Hence, fans are wondering if the league teams of these players will be at a disadvantage due to fatigue levels.

Missing Players due to Fixtures
Fans speculate that some players may be missing in the first World Cup matches, especially teams that are playing in the first matches of the World Cup. These concerns have risen with her Majesty Queen Elizabeth II’s death postponing matches to a later date in the UK.

Longing for Summer Moments
Many fans are lamenting the fact that they won’t be able to enjoy the World Cup in their usual summer-filled way; garden viewing, outdoor parties and drinks under the sun. Fans are hoping that venues will have setups to still be able to watch the World Cup outdoors.

Regardless of whether fans are more concerned or favorable toward a ‘Winter World Cup’, one thing for certain is that fans are curious and waiting to see how a November-December World Cup will unfold…

“I can’t wait for the World Cup; this season is weird as well because the WC hasn’t been in November. Gonna be a fun time.”
- Global Football Fan on Reddit