

What Will The Beautiful Game Really Do To Spending?



In 2026, the summer of soccer will take over televisions across North America.

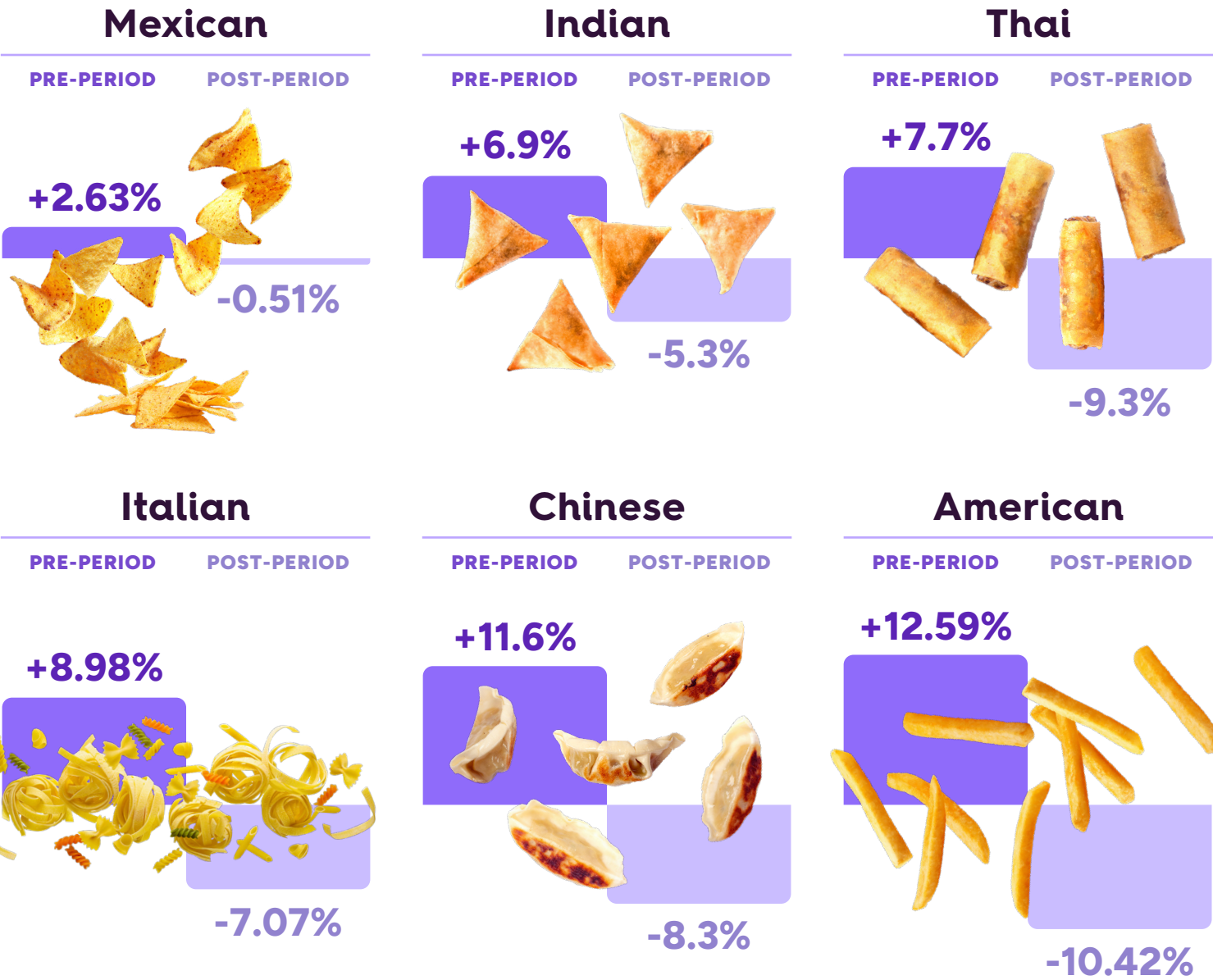
The assumption is that everything else — snacks, drinks, dining habits — will follow a familiar game-day routine. To see what might happen when the tournament arrives, we looked sideways instead of backward — at the global sporting events and major tournaments that already reshape what we buy. But the receipts suggest those routines don't stay predictable for long.

Here's how America really spends during tournament season.

#1. Global sporting events turn dinner into a world tour – with a burger stop



International competitions are supposed to expand horizons. Different countries, different cultures, different cuisines.



Period-over-period change, dining trips to popular restaurant chains during the 2024 Paris summer games, 6-month static panel

The culinary world tour includes a cheeseburger.

During the 2024 Paris summer games, dining trips increased across international cuisines. But **American restaurants saw the biggest bump**, proving that global curiosity still leaves room for hometown pride.

#2. That salty snack spread comes with a contingency plan

Big sporting events are famous for indulgent food spreads — extra cheese, extra spice, and very few regrets in the moment. But the human digestive system has limits.

HEARTBURN &
ANTACID PRODUCT
SALES

+8.05%



**2025 College
Basketball's Big
Tournament**

HEARTBURN &
ANTACID PRODUCT
SALES

+2.89%



**2025 Pro
Baseball
Championship**

HEARTBURN &
ANTACID PRODUCT
SALES

+1.29%



**2025 Pro
Hockey
Championship**

Week-over-week change, units, 6-month static panel

Game-day planning includes a digestive strategy.

When major sporting events roll around, **sales of heartburn and indigestion products climb**. Somewhere in America, a shopping basket currently contains jalapeño poppers, queso, and a bottle of antacids ready to work overtime.

#3. Every sport comes with its own snack playbook

Game-day snacks feel automatic. Chips in bowls, dips at the ready, and nobody questioning why certain foods are always on the table.



South American soccer championship

6/20/24-7/14/24 compared to pre-period

BEAN DIP

+19%

FRENCH
ONION DIP

+22%

SEEDS

+27%



College basketball's big tournament

3/17/24-4/8/24 compared to pre-period

WHEAT
CRACKERS

+17%

CANDY

+33%

CANNED &
WHIPPED CREAM

+38%



Football's biggest Sunday

2/9/25 compared to pre-period

CHEESE DIP

+61%

FRENCH
ONION DIP

+61%

RANCH DIP

+76%



% change, units, 6-month static panel

The snack roster depends on the matchup.

The spread **changes with the game** — sometimes it's the sport, sometimes it's seasonal trends, and sometimes they overlap.

#4. The summer of soccer could turn TV buying into a team sport

Outside of the holiday season, big-screen upgrades are rare. Most of the year, televisions aren't an impulse buy — unless there are four games on at once.



TV units sold, observing college basketball's big tournament, 2025

104,156



JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

Tournament season sparks a screen spree.

The college basketball championship coincides with **the highest TV purchases outside the holidays**. Bars are either upgrading their setups, or someone nearby committed hard to immersive viewing. If March looks like this, the summer of soccer could get even more ambitious.

#5. Soccer viewing comes with a fully stocked bar cart

Soccer watch parties usually bring to mind jerseys, chips, and a case of beer. But some fans are approaching kickoff with more than a six-pack.



Top-paired alcohol and mixer categories

2024's South American soccer championship



RUM + CREAM OF COCONUT



TEQUILA + MARGARITA MIX



VODKA + BLOODY MARY MIX



VODKA + GINGER BEER

Tiny umbrellas are invited to the watch party.

Top-paired spirits and mixers suggest fans are sipping piña coladas, margaritas, bloody marys, and moscow mules. Translation: at least one person watched the game **while hunting for the blender lid.**



About Fetch Finds

Fetch Finds is a consumer insights series from Fetch. Users snap 13M+ receipts every day, contributing to visibility into \$212B GMV. These receipts power our insights, which are rooted in real transactions — not projections or approximations. Using a static panel, this report focuses on shopping around major sporting events, including tournaments and final games for football, hockey, basketball, baseball, and more.