*Press release, June 12, 2024,*

# SPORT AND COUNTERFEITING: €850 MILLION IN LOSSES IN EUROPE!

**The Union des Fabricants (Unifab)**, an association for the promotion and defense of intellectual property rights - which brings together more than 200 companies from all sectors of activity**, welcomes the publication of the EUIPO Observatory, which highlights, through a vast European campaign, "Fair Play", the impact of counterfeiting in the sports sector.**

At a time when sporting events are being organized at breakneck speed, and when France will host these international events, it is more than urgent to raise public awareness on a massive scale of the effects and consequences that fake products have on the economy, the environment, and on everyone's health and safety.

Indeed, **12% of European citizens have accessed content from illegal online sources,** notably through streaming, to watch sport, **including 27% of young people aged 15 to 24.** It is important to stress that **across all member states, counterfeit sports goods cost manufacturers €850 million per year and represent an 11% loss of revenue.**

**10% of the young European population aged 15 to 24 has already knowingly bought a fake sports product.** Doing so knowingly is not the case for everyone, since **37% of 15-18-year-olds in France have already bought a counterfeit believing the product was authentic, according to an IFOP survey conducted with INPI.**

**European police authorities have, moreover, discovered and seized 8 million counterfeit sports items with an estimated retail value of €90 million.**

These figures correlate with **the results of customs seizures within the borders of the Hexagon, since of the 20.48 million fake products held in 2023 by the public authorities, the games, toys and sports articles sector takes first place on the podium with 8.6 million counterfeits stopped.**

*"More than 10 million additional visitors are expected in France during this period placed under the aegis of sport! This tourist surge is a boon for counterfeiters, who will flood the market with fake products of all kinds, which represent a real danger to everyone's health and safety. The same proportion is expected remotely, with millions of television viewers in Europe - 12% of whom admitted accessing content from illegal sources. Among 15-24-year-olds, more than a quarter (27%) admit to watching sports channels illegally online.*
*We can never say it often enough: counterfeiting affects all sectors of activity and complies with no standard in force for safe use"* says Christian Peugeot, President of Unifab.

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