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Padel "breaks through" also on social media: over 50 million accounts worldwide

Padel-mania crossing far and wide the five continents no longer makes the news. That it also does so on social media level, however, testifies even more how the spread and popularity of the discipline knows no boundaries. According to a study on some 200 nations on the planet developed by the Mr. Padel Paddle Observatory (considering Facebook and Instagram data, which span a population, both male and female, between the ages of 13 and 65) there are **more than 52 million** Instagram and Facebook accounts on the five continents that follow padel, **41 percent** of which are women.

Leading actor is **Europe** with about **28.5 million followers**, followed by **America** with **18.4 million**, Asia (3.7), Africa (1.2) and Oceania with almost 700 thousand accounts. In the 'Old Continent' there are the top two countries in the world in this special ranking: Spain with about 11.4 million and Italy (4.4), followed by Sweden with 2.9 million, France with 1.5 and Denmark with 1.2. Lagging further behind, but with a clear upward trend, are Germany and the United Kingdom (0.9).

In **America**, the **leading nation** is, predictably, **Argentina** with **3.3 million** followers, chased by Chile with 3.1 and tied with **Mexico** and the **United States** with 2.5 million fans each.

Regarding the **Asian continent**, considered the one with potentially the largest margins of growth, India (0.8), Japan (0.4) and the United Arab Emirates (0.3) lead the pack.

Lagging further behind is **Africa**, with nearly half of the padel lovers concentrated in **Egypt**; although nations such as **South Africa** (180,000 social fans) and Morocco (160,000) are beginning to emerge.

Fans in Oceania are, of course, mostly found in Australia (500 thousand) and they are growing.

When relating followers to population numbers, the **top nation** is **Sweden** with one follower for every 3.6 inhabitants; the Scandinavian country precedes Spain (4.1), Andorra and Denmark in this ranking.

About the International Padel Federation (FIP)

About the International Padel Federation (FIP) The International Padel Federation (FIP) is the world governing body of padel, whose goal is to promote all forms of padel worldwide with: 90 Countries, 64 National Federations, + 25 million active players and 500,000 Federated Players. The sport was created in Acapulco, Mexico, by Enrique Corcuera in 1969. It was 32 years later that the FIP was established in Madrid by the legal representatives of the Argentine Padel Association, the Spanish Padel Association and the Uruguayan Padel Association, by means of Public deeds signed before the Notary Mr. Javier Gaspar Alfaro, with the protocol number 2486. We want to bring the worldwide Padel family together into one community, and make Padel a sport that is recognised and played in all the countries of the World. www.padelfip.com

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