



granularity

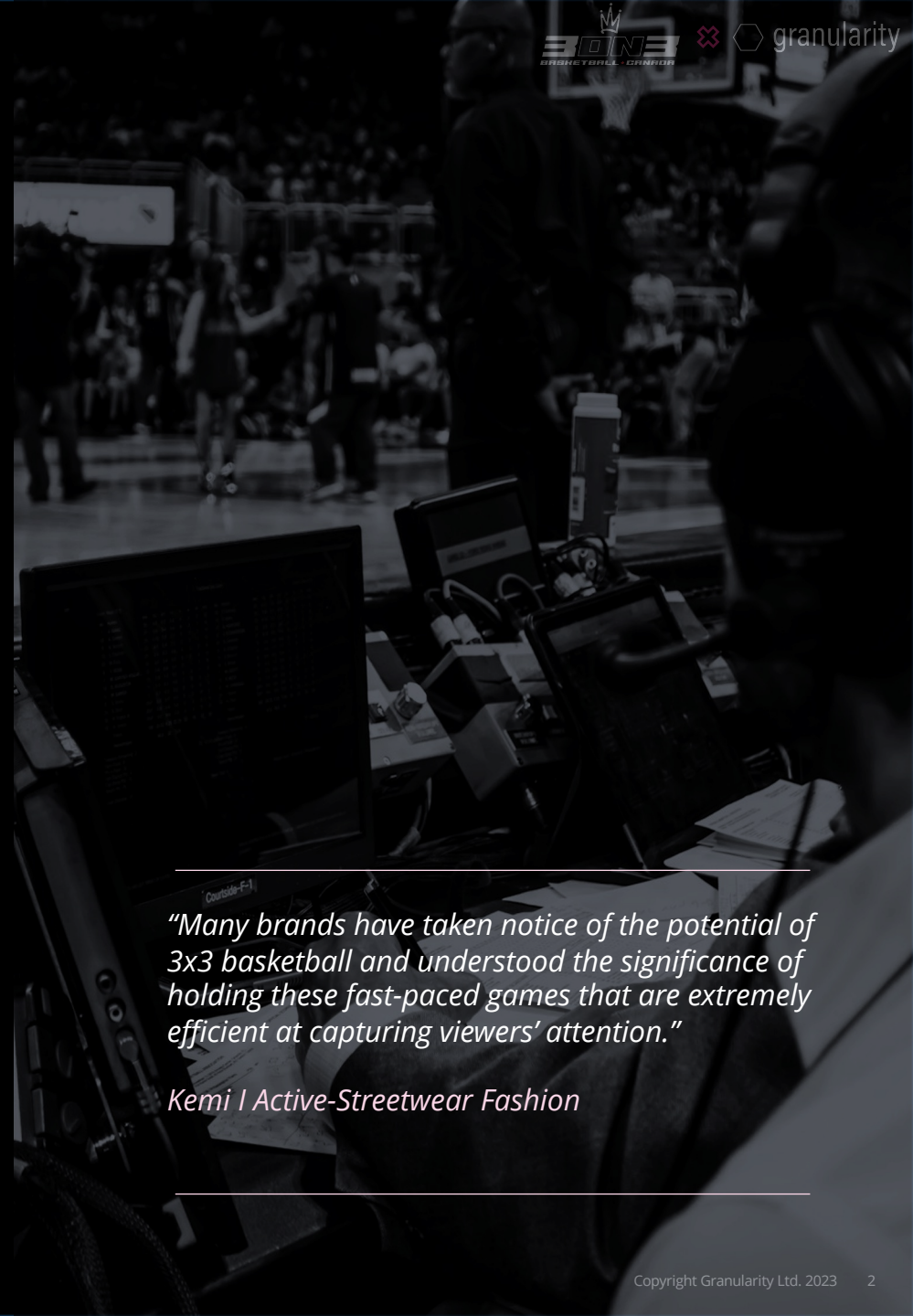
# ESTABLISHING SPONSORSHIP VALUE WITH TREND ANALYTICS

February 2024

3x3 Basketball has experienced rapid expansion, propelled further after being recognized as an official Olympic sport in 2021. The sport has seen a dramatic rise in popularity, with the data in this report demonstrating the upward trend.

With its inclusion in the upcoming July 2024 Olympic Games, 3x3 Basketball is on the cusp of ushering in a new growth phase.

Amidst this burgeoning interest, 3ON3 Basketball Canada presents a prime opportunity for sponsorship, as it is positioned to be at the forefront of the surge in 3x3 basketball enthusiasm.



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BRIEF OVERVIEW ON **JUNIOR NBA**

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*"Many brands have taken notice of the potential of 3x3 basketball and understood the significance of holding these fast-paced games that are extremely efficient at capturing viewers' attention."*

*Kemi | Active-Streetwear Fashion*

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Section 1

# TRENDS ON 3x3 BASKETBALL

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*"FIBA's desired effect to promote three-on-three in new frontiers is working."*

*Tristan Lavalette, ESPN sports reporter*

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Photo credit: FIBA News article, [link](#)

**+130%**

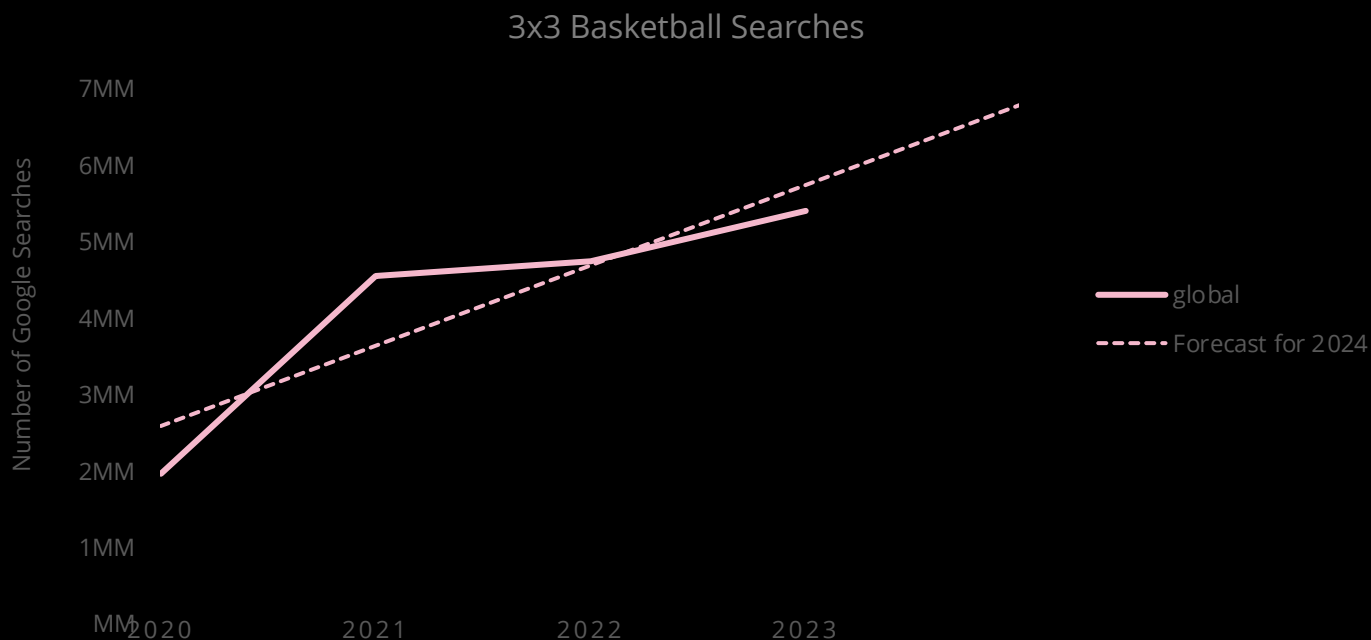
**growth in searches from 2020 to 2023 in Canada**

**+101%** in searches in US  
**+274%** in searches Globally

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With its inclusion in the July 2024 Olympic Games, 3x3 Basketball is on the cusp of ushering in a new growth phase. It's set to engage a worldwide audience and motivate a fresh wave of enthusiasts, marking the start of an exciting chapter for the sport.

Amidst this burgeoning interest, 3ON3 Basketball Canada presents a prime opportunity for sponsorship, as it is positioned to be at the forefront of this global surge in 3x3 basketball enthusiasm.



Includes searches for: 3x3 Basketball, Fiba 3x3, Big 3 on 3, etc.

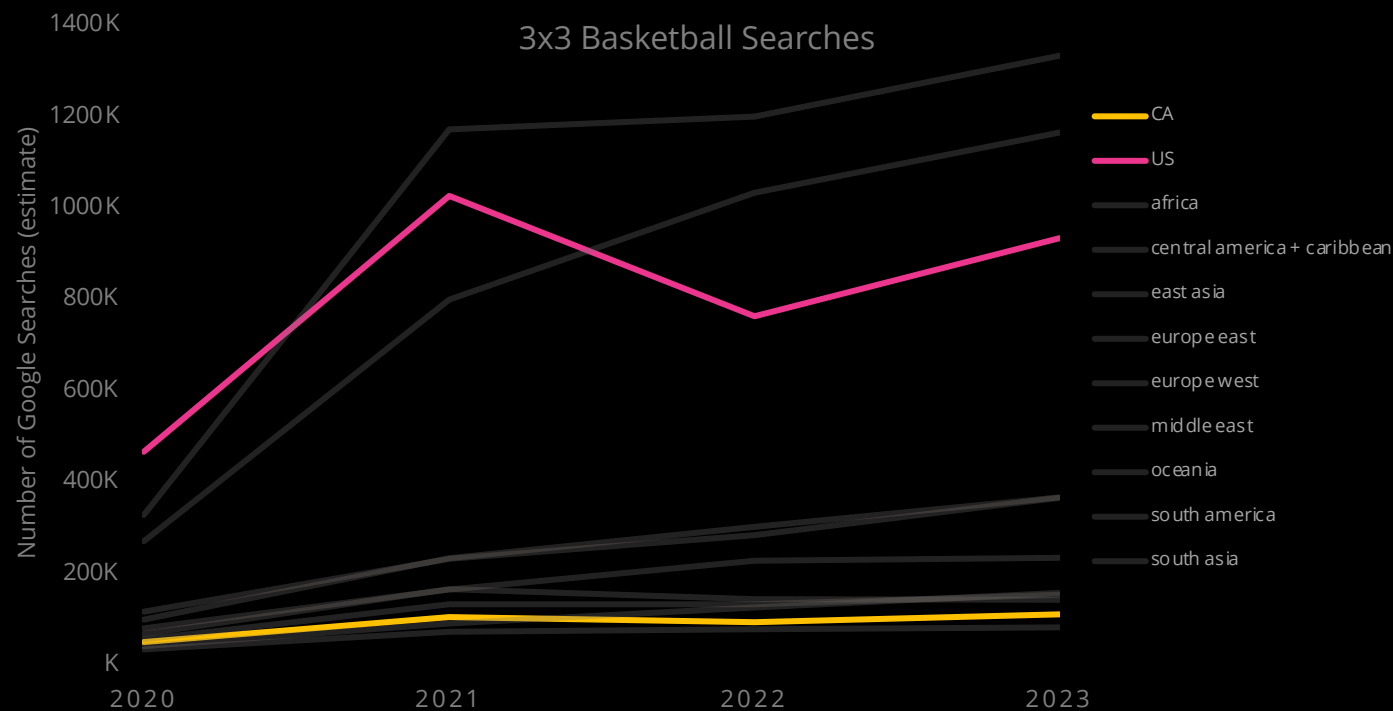
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Amidst this burgeoning interest, 3ON3 Basketball Canada presents a prime opportunity for investment now, as it is positioned to be at the forefront of this global surge in 3x3 basketball enthusiasm.



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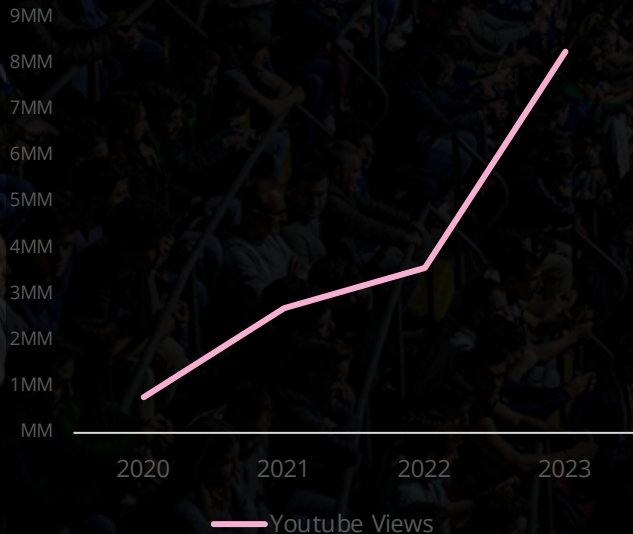


# 9.7x growth

in YouTube views from 2020 to 2023

# 13.0x growth

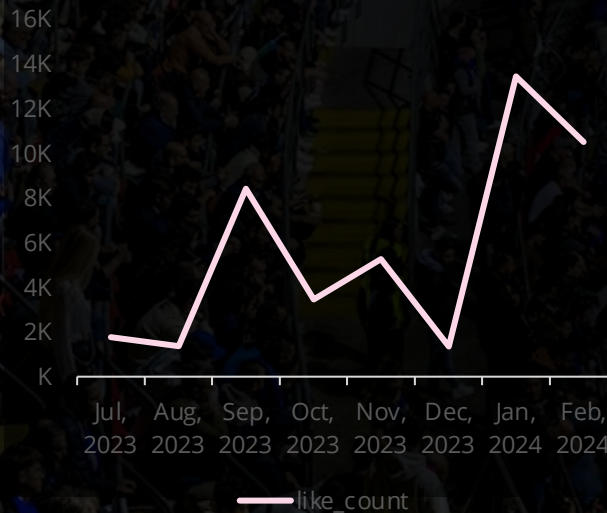
in YouTube likes from 2020 to 2023



# 170,000+ posts

for #fiba3x3

# 45,000+ likes

 in Q3-Q4 of 2023

# 36 Million+ views

on Tiktok in 2023-24

# 106,000+ likes per video on average

on Tiktok in 2023-24



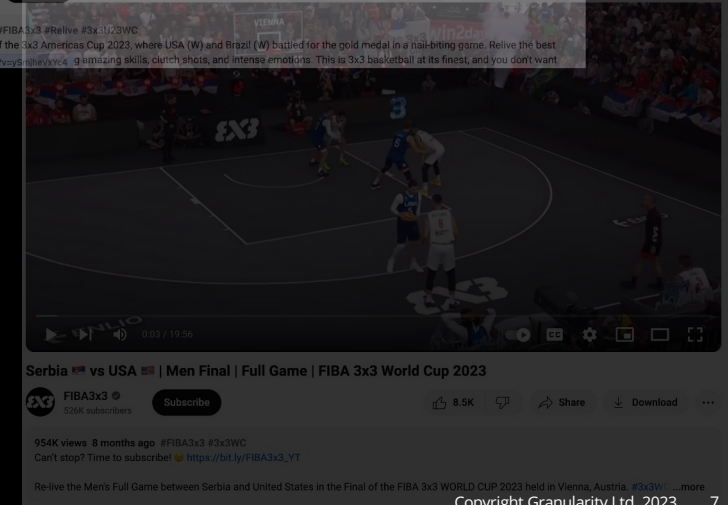
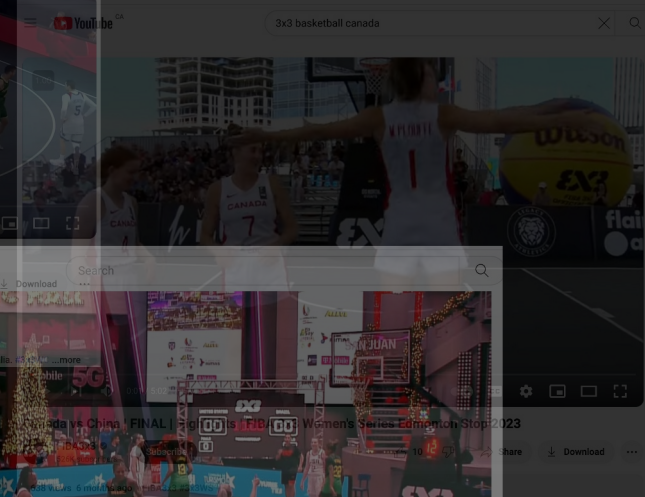
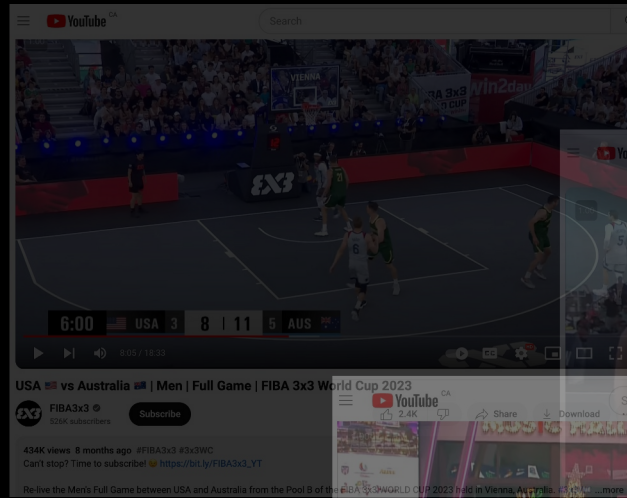
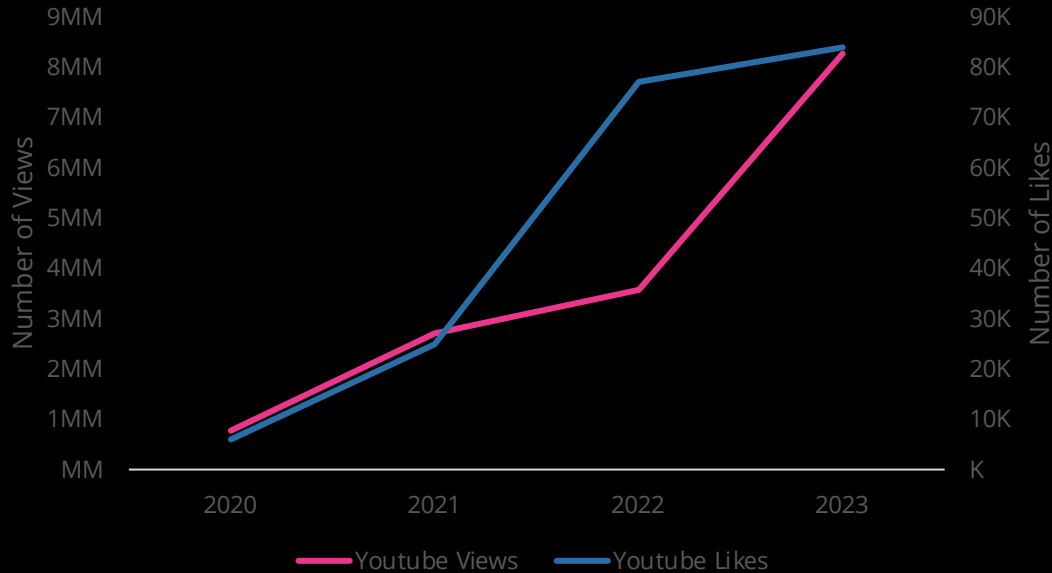
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YouTube Stats





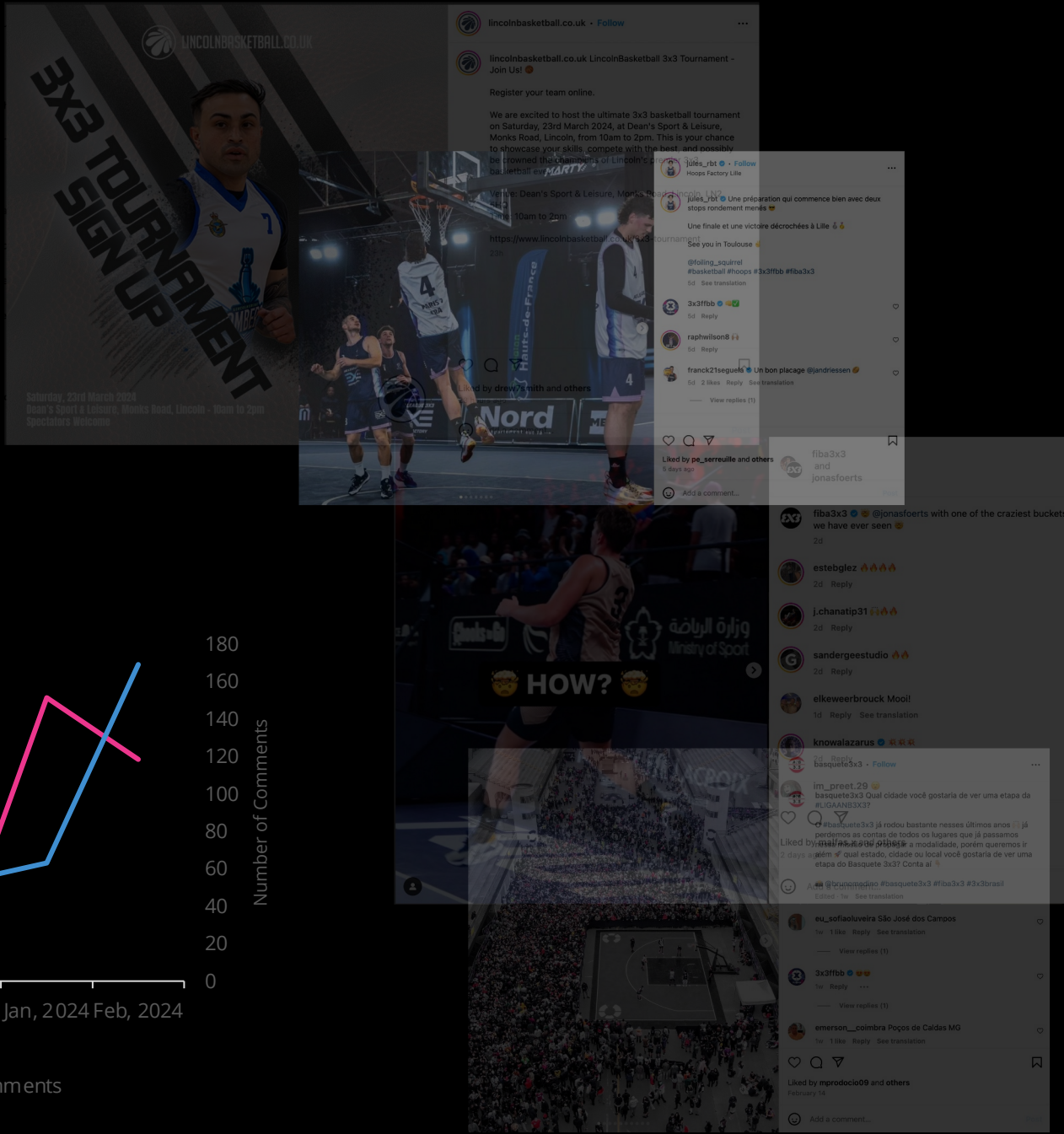
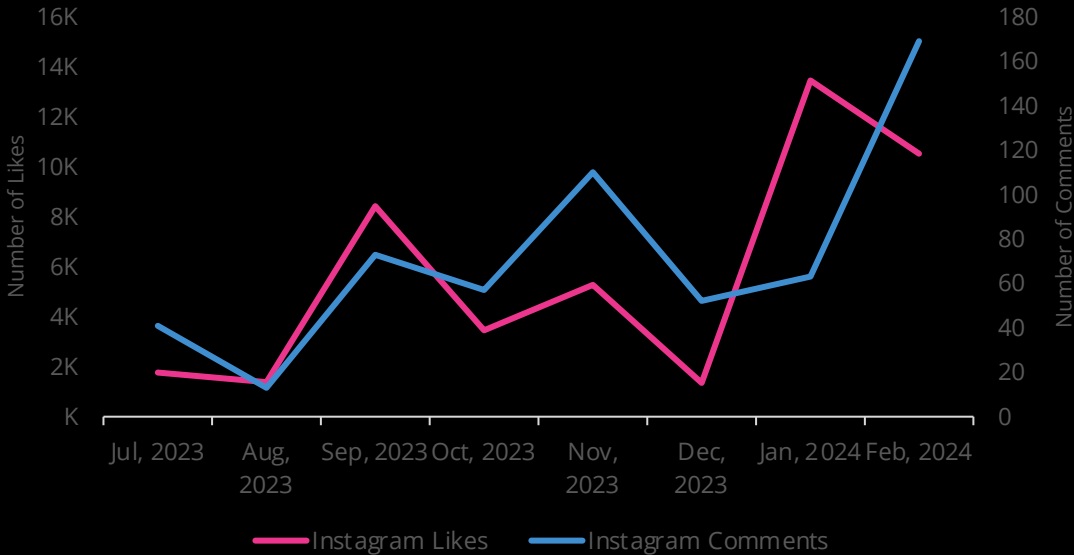
# 6.6x growth

in Instagram likes from July to Dec of 2023

# 13.5x growth

in Instagram comments from July to Dec of 2023

### Instagram Stats





Section 2

# TRENDS ON WOMEN'S BASKETBALL

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*"Many people were surprised it sold out so fast, but we were like, 'yeah, what did you think would happen?' That's where the report comes in, and the performance of the WNBA game. The proof is in the pudding."*

*Tanya Mruck, VP of Engagement, MLSE  
on the WNBA exhibition game at Scotiabank Arena*

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**+148%**

**growth in searches from 2020 to 2023 for Women's Basketball in Canada**

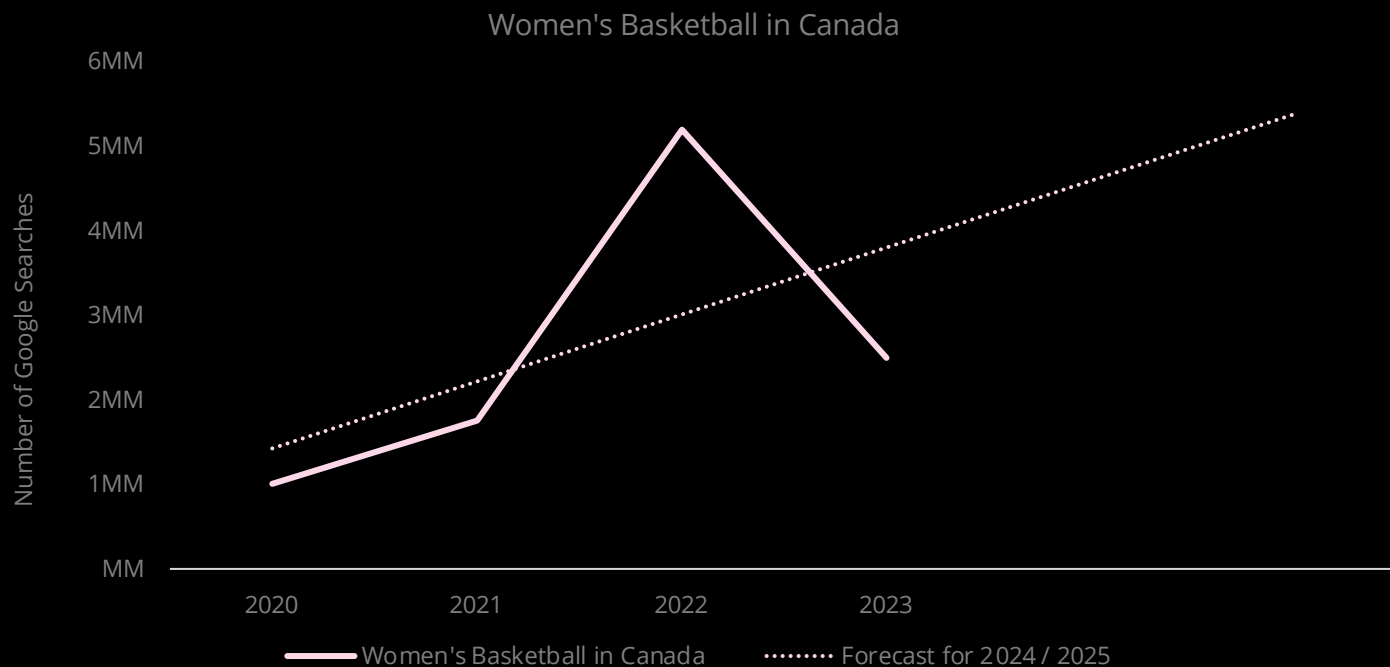
**+234%** in searches in US  
**+213%** in searches Globally

The landscape of women's sports is experiencing unprecedented growth, reflecting broader social and cultural shifts towards gender equality in athletics.

Within this expanding domain, women's basketball has emerged as a leading force, capturing significant attention and resources.

Corporations and investors are recognizing the untapped potential in women's basketball, leading to increased financial commitments and partnership opportunities.

Investing in 3ON3 Basketball Canada represents a strategic opportunity to tap into the rapidly expanding market of women's basketball, which is capturing increasing public and media attention. As women's basketball continues to gain momentum, 3ON3 Basketball Canada, offers a dynamic and inclusive entry point into this burgeoning market.



Includes searches for: women's final four, wnba basketball, NCAA women's basketball, etc.

**+231%**

**growth in searches from 2020 to 2023 for Women's Basketball in US + Canada**

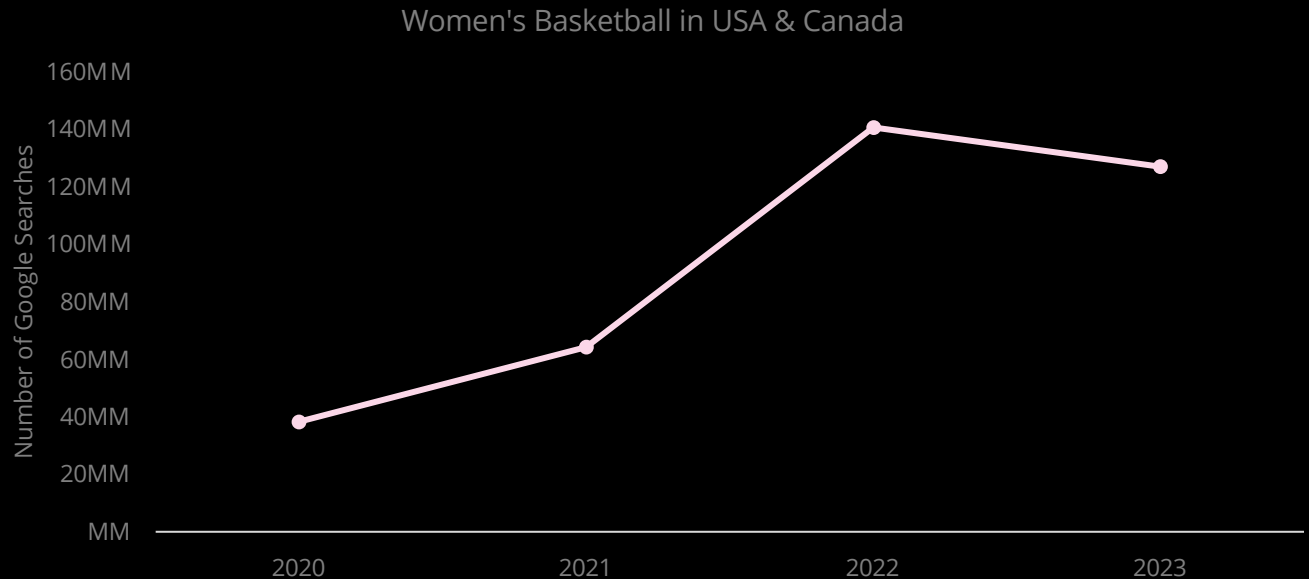
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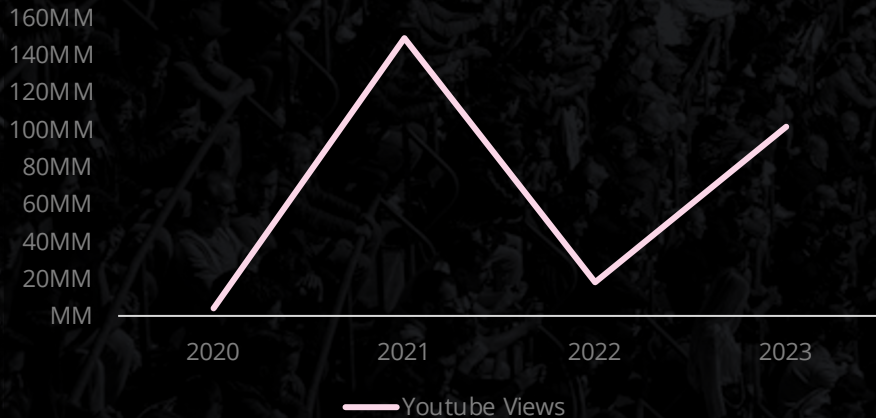


# 24.0x growth

in YouTube views from 2020 to 2023

# 59.1x growth

in YouTube likes from 2020 to 2023



# 38 Million+ views

on Tiktok in 2023-24

# 284,000+ likes per video on average

on Tiktok in 2023-24

Section 3

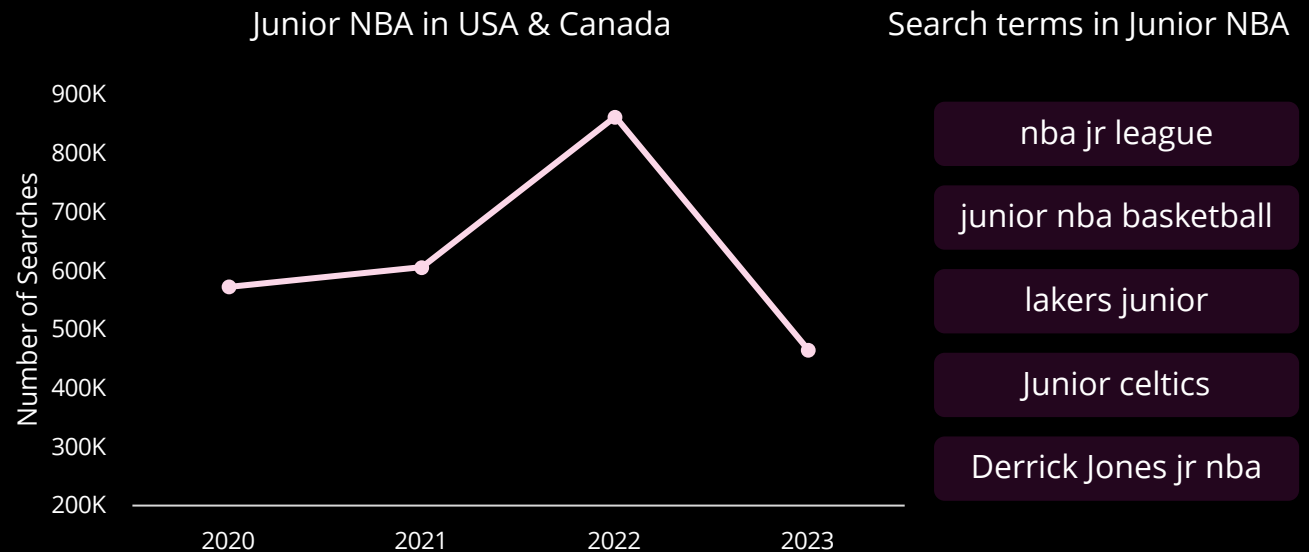
# EXTRA ANALYSIS: BRIEF OVERVIEW ON JUNIOR NBA

# Junior NBA Search Interest Trends in USA & Canada

The Junior NBA program experienced a notable upward trend in public interest and online search queries from 2020 to 2022.

However, in 2023, the trend reversed, showing a significant decline in the number of searches. This reduction could reflect a change in the sports landscape, possible saturation of interest, or competing sports programs gaining traction.

Looking ahead to 2024, it is essential to track whether there will be a resurgence in interest and a continued growth. That will include monitoring strategic adjustments or new initiatives launched to recapture and even boost the interest in Junior NBA.



Year	Growth/Decline Rate
2020 to 2021	+6% growth
2021 to 2022	+42% growth
2022 to 2023	-41% decline

# granularity

Granularity empowers retailers to stay ahead of viral trends with an AI-powered platform that predicts social media and search trends.

We drive product-level insights from TikTok, Instagram, Google Searches, Youtube, and others.

We are made of:

- ✓ Data Scientists + Data Engineers
- ✓ Certified Forecasters



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