

How much are national football teams worth?

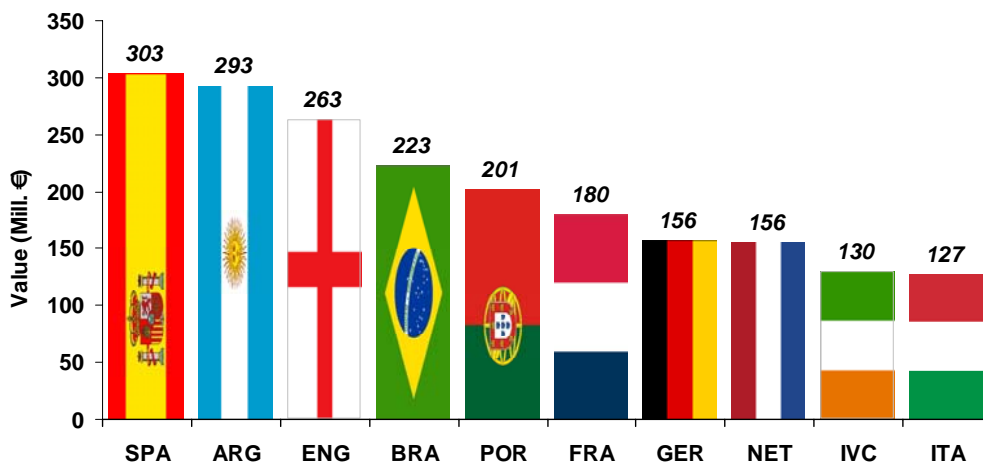
WORLD CUP SOUTH AFRICA 2010

Frontier Economics has carried out an analysis of the economic value of the players of a number of the national football teams that will be taking part in the 2010 World Cup in South Africa.

The study concentrates on the 10 national teams that according, to the latest betting odds, are the most likely to win the World Cup. These are: Spain, Brazil, England, Argentina, Netherlands, Germany, Italy, France, Portugal and Ivory Coast.

Using statistical techniques and data on past transfers Frontier estimated what the value of each of players in the expected starting line up of these 10 teams would be if they were to be transferred to another team today. By combining the estimates for each player Frontier were then able to arrive at figure for the value of each the ten national teams.

Figure 1. Value of the expected line-up of National Football Teams (€)



Source: Frontier Economics

Our results indicate that the Spanish line up for the World Cup is the most valuable, with an estimated value of €303 million (£258 million). Andrés Iniesta (€44 million) and Fernando Torres (€43 million) are the most valuable Spanish players.

In second place are Argentina with an estimated value of €293 million (£249 million). This mainly down to the “Messi effect” - according to our estimates, Lionel Messi is the most valuable player in the world for the second year in a row with an estimated value of €140 million.

The England squad come in third in our ranking with an estimated value of €266 million (£226 million). The most valuable players are Wayne Rooney (€59 million) and Frank Lampard (€46 million).

Fourth place goes to Brazil. Our estimates suggest that the Brazilian starting line up is worth €223 million (£190 million), with Ricardo Kaká their most valuable player at €41 million.

Portugal is fifth with an estimated value of €201 million (£171 million). As with Argentina, the bulk of this comes from their star player Cristiano Ronaldo, who we estimate to be worth €95 million. This makes Ronaldo the second most valuable player in the world.

The starting line ups of remaining teams are all estimated to be worth less than €200 million:

- The French starting line up is estimated to be worth €180 million, with Frank Ribery their most valuable player at €48 million.
- The German starting line up is estimated to be worth €156 million (£133 million). The most valuable German player is Bastian Schweinsteiger with a value of €33 million.
- The Dutch starting line up is also estimated to be worth €156 million (£133 million), with Arjen Robben their most valuable player at €34 million.
- Surprisingly, Ivory Coast is in ninth place with an estimate value of €130 million (£111 million). Premier Leagues top scorer, Didier Drogba is their most valuable player at €48 million.
- Finally bringing up the rear are Italy, the former World Cup champions. We estimate the Italian starting line up to be worth €127 million (£108 million), with De Rossi their most valuable player with an estimated value of €29 million.

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