



3rd edition

The feminization of the workforce in the European sport sector

The European Association of Sport Employers gathered European sport employers' representative for a time of exchange around the feminization of the workforce in the sport sector in Europe. The consultation of sport employers' representative provided EASE with interesting actions led for a greater inclusiveness of the sport sector.

With the participation of our members



The main tendencies of the sport labour market in Europe in terms of gender

2018

45,6% Female workers among the European sport sector

46,2% Female workers among the overall workforce in Europe

2018

44,1% Female workers among the European sport sector

The impact of the Covid-19 crisis on the European sport laboru market was particularly important for women and young workers.

BETWEEN 2019 AND 2020

-7,9% Decrease of young workers among the European sport sector

-5,9% Decrease of female workers among the European sport sector

-17,5% Decrease of young female workers among the European sport sector

The sport employers consultation raised numerous practices to encourage women's employment.

- Implementation of gender quotas in public institutions and private entities (France, Finland)
- Difficulties to implement quotas for small private entities (Belgium)
- Creation of working group on feminization and nomination of a feminization referent (France)
- Support for women having non-sport specific occupations (Belgium)
- Conference on women's leadership, so they can reach decision-making positions in the fitness industry

On the overall, European sport employers are willing to ensure the inclusiveness of the workforce in the sport sector, and gender balance is a topic of interest for many of them.