

The World's 50 Most Marketable Athletes list is powered by Nielsen's proprietary athlete marketability assessment methodology. Called the **Influencer Selection and Measurement Framework**, the methodology draws on vast amounts of social media data to generate an Athlete Influencer Score comprising four key data points: **relevance, reach, return, and resonance**.

Designed to accurately monitor **social campaign effectiveness** and help sponsors **maximise impact**, Nielsen's Influencer Selection and Measurement Framework incorporates a range of performance and sponsorship-related KPIs, such as **social following, content engagement, fanbase growth over time, media value**, and the performance of **branded versus organic content**. Under the framework, the Instagram accounts for over **6,000 athletes from 21 sports** were tracked over the last 12 months.

Rank	Athlete	Nationality	Age	Sport	Influencer Score	REACH	RELEVANCE	RESONANCE	RETURN	Followers	Follower Growth %	All Interaction Rate	Avg Value	Total Posts	% Branded / 30	Avg Perf Branded	Mentions	Earned Interactions
1	Lionel Messi	Argentinian	33	Soccer	115	50	5	23	37	157,352,532	26.90%	3.10%	\$722,128	129	37%	-0.15	72,572	703,140,711
2	Cristiano Ronaldo	Portuguese	35	Soccer	113	50	5	24	34	227,277,201	30.93%	2.98%	\$990,690	256	17%	-114	169,639	1,247,080,150
3	LeBron James	American	35	Basketball	110	50	5	18	37	67,258,296	34.06%	3.01%	\$292,911	197	10%	0.03	45,985	472,254,145
4	Virat Kohli	Indian	31	Cricket	109	43	9	26	31	65,900,408	80.46%	4.28%	\$363,741	224	40%	-0.43	23,887	200,165,603
5	Bianca Andreescu	Canadian	20	Tennis	107	30	48	11	18	673,507	57.313%	23.01%	\$14,725	101	10%	1.00	2,666	9,722,409
6	Neymar Jr	Brazilian	28	Soccer	107	50	3	21	33	139,438,710	14.62%	1.52%	\$330,146	257	7%	-1.60	18,755	1,202,279,751
7	Khabib Nurmagomedov	Russian	32	MMA	106	43	5	33	25	20,465,748	34.28%	3.05%	\$90,337	362	20%	0.23	10,186	70,576,735
8	Rohit Sharma	Indian	33	Cricket	103	42	10	18	33	14,314,968	48.01%	7.9%	\$143,198	139	23%	1.17	9,728	142,979,673
9	Mohamed Salah	Egyptian	28	Soccer	103	44	6	16	37	39,214,143	31.72%	4.28%	\$244,170	119	20%	-0.15	10,492	117,666,160
10	Paul Dybala	Argentinian	26	Soccer	100	38	6	18	38	38,924,981	24.89%	4.46%	\$259,495	148	20%	0.40	7,405	106,202,952
11	Eden Hazard	Belgian	29	Soccer	99	41	6	14	38	27,083,272	16.14%	4.63%	\$193,786	57	27%	0.19	8,938	115,907,619
12	Ryan Garcia	American	22	Boxing	97	26	17	29	24	6,627,997	128.27%	10.66%	\$84,255	157	63%	1.78	3,088	272,306,649
13	Stephen Curry	American	32	Basketball	96	47	4	19	26	30,766,775	17.64%	2.74%	\$129,344	117	30%	-1.26	12,068	130,393,076
14	Simone Biles	American	23	Gymnastics	95	50	7	24	14	3,852,920	15.65%	4.37%	\$26,030	195	13%	-1.88	11,847	38,749,395
15	Kylian Mbappé	French	21	Soccer	93	35	6	17	35	41,356,254	33.19%	4.27%	\$256,953	168	13%	-0.85	6,108	129,445,426
16	Erling Braut Haaland	Norwegian	20	Soccer	92	30	41	5	17	4,154,958	8389.90%	25.98%	\$90,519	40	7%	-1.65	6,354	101,151,628
17	Alex Morgan	American	31	Soccer	92	34	11	13	33	9,225,609	35.42%	74.8%	\$99,573	99	7%	0.20	1,746	10,634,550
18	Coco Gauff	American	16	Tennis	92	29	44	6	12	679,242	923.63%	17.1%	\$10,566	54	3%	-1.20	1,968	11,312,677
19	Paul Pogba	French	27	Soccer	90	40	4	15	31	41,237,068	15.09%	2.68%	\$171,473	96	20%	-1.62	8,195	89,659,544
20	Robert Lewandowski	Polish	32	Soccer	87	39	4	23	21	17,620,382	18.57%	2.56%	\$69,144	160	33%	-0.03	7,683	111,224,492
21	Lewis Hamilton	British	35	Motorsport	87	44	5	20	18	17,242,766	46.67%	2.24%	\$53,618	226	10%	-0.37	10,506	114,391,199
22	Dina Asher Smith	British	24	Athletics	86	12	31	23	20	235,761	131.81%	12.79%	\$3,567	120	23%	0.54	983	3,345,727
23	Virgil van Dijk	Dutch	29	Soccer	84	34	13	13	23	9,487,476	100.87%	74.1%	\$87,531	141	13%	0.55	8,090	125,584,425
24	Jorge Masvidal	American	35	MMA	84	24	24	17	20	1,976,782	516.39%	5.52%	\$10,447	173	23%	4.34	3,398	53,213,598
25	Megan Rapinoe	American	35	Soccer	83	33	24	16	10	2,256,460	161.15%	9.26%	\$23,920	140	13%	-2.30	3,389	21,718,929
26	Patrick Mahomes II	American	25	Football	82	31	19	7	25	3,434,230	180.86%	10.79%	\$42,467	96	3%	5.20	7,303	104,646,725
27	Sky Brown	British	12	Skateboarding	81	27	11	23	20	587,050	50.67%	7.34%	\$5,922	79	43%	2.10	578	3,616,652
28	Rafael Nadal	Spanish	34	Tennis	79	41	4	19	14	9,419,623	30.28%	3.03%	\$41,732	185	23%	-0.71	11,895	53,061,648
29	Anna Gasser	Austrian	29	Snowboarding	77	23	8	31	15	393,353	11.24%	6.91%	\$4,275	67	63%	0.32	346	1,367,278
30	Tom Brady	American	43	Football	76	43	7	10	16	7,710,171	23.04%	7.0%	\$81,819	106	13%	-1.48	13,743	164,155,842
31	Anthony Joshua	British	30	Boxing	76	37	5	18	16	11,380,876	20.54%	4.39%	\$75,472	109	33%	-1.63	8,988	36,765,339
32	Tyson Fury	British	32	Boxing	75	35	8	26	6	3,846,958	89.33%	2.71%	\$13,233	346	20%	-2.47	10,459	61,612,530
33	Naomi Osaka	Japanese	22	Tennis	75	33	12	9	21	1,167,808	28.53%	8.33%	\$14,311	69	7%	1.50	2,221	9,737,698
34	Son Heung-min	Korean	28	Soccer	74	21	18	8	27	4,132,261	45.38%	19.28%	\$111,208	17	23%	2.50	2,064	46,609,925
35	Roger Federer	Swiss	39	Tennis	72	41	6	6	19	7,734,363	23.24%	6.21%	\$72,084	57	7%	0.15	12,564	52,802,264
36	Luka Dončić	Croatian	21	Basketball	72	30	14	6	23	4,779,881	74.04%	11.84%	\$73,971	60	7%	2.65	6,897	89,915,231
37	Charles Leclerc	Monegasque	22	Motorsport	72	27	17	11	17	3,223,117	117.57%	13%	\$50,688	116	17%	1.00	5,500	76,891,540
38	Kelia Termini	American	27	Surfing	72	23	5	29	15	412,814	18.59%	3.90%	\$2,461	248	30%	0.72	510	4,299,342
39	Dele Alli	British	24	Soccer	71	42	3	13	13	7,305,292	11.22%	3.08%	\$35,482	88	27%	-0.38	28,602	195,706,139
40	Bethany Hamilton	American	30	Surfing	71	27	3	27	14	2,059,777	13.91%	2.34%	\$7,516	251	20%	0.47	710	1,903,495
41	Carissa Moore	American	28	Surfing	71	22	3	30	15	398,679	19.94%	2.11%	\$1,278	264	23%	0.14	955	4,913,169
42	Anthony Davis	American	27	Basketball	70	36	10	8	16	5,983,209	59.41%	7.70%	\$62,202	59	17%	-0.20	10,240	92,724,938
43	Zion Williamson	American	20	Basketball	70	30	12	7	21	5,023,685	33.03%	13.13%	\$95,773	14	20%	0.13	6,895	97,308,995
44	Giannis Antetokounmpo	Greek	25	Basketball	69	31	9	10	19	8,088,800	47.40%	8.35%	\$94,131	93	13%	-1.40	6,825	88,188,023
45	Katrín Davíðsdóttir	Icelandic	27	Crossfit	69	26	4	27	11	1,824,988	17.61%	3.03%	\$8,491	227	30%	-0.69	597	3,270,265
46	Katelyn Ohashi	American	23	Gymnastics	69	26	8	17	18	1,037,485	18.61%	6.84%	\$10,840	111	23%	1.43	252	2,220,236
47	Dorothea Wierer	Italian	33	Biathlon	69	25	14	15	14	550,615	43.20%	12.01%	\$9,296	89	27%	0.28	469	1,197,838
48	Ashleigh Barty	Australian	24	Tennis	69	11	19	21	19	219,382	64.65%	8.98%	\$2,618	104	23%	0.43	1,304	3,137,056
49	Mikaela Shiffrin	American	25	Skiing	68	26	6	26	10	976,313	19.70%	5.13%	\$7613	214	30%	-1.31	824	3,441,432
50	Russell Westbrook	American	31	Basketball	68	35	4	10	19	15,382,461	14.76%	2.78%	\$66,361	75	13%	-0.53	6,520	71,417,001