10 Brands That Won the World Cup, According to Data

Plenty of brands spent millions on the 2026 FIFA World Cup, but which accomplished their viewership goooals?

According to tech and data company Samba, over 75% of U.S. households watched at least one World Cup match, with 62% watching three or more games. The data shows audiences were engaged throughout the tournament, giving brands plenty of opportunity to capitalize on spend, which could reach $50 million or more in sponsorship deals alone at the broadcasters.

Samba Media Intelligence has tracked more than 6,000 brands with ads in the World Cup in the U.S., but some were on top of their game plans more than others.

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