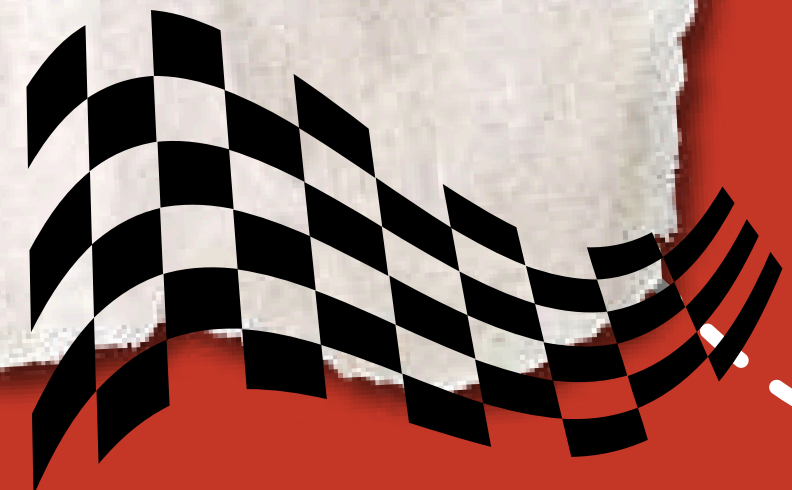


Increased Female Engagement in Formula One



Brands Flock to F1 as Female Engagement Soars



Presentation by

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ARTICLE



Formula One is witnessing a remarkable rise in its female fan base, which now accounts for over **300 million** of its global audience. This demographic shift has drawn the attention of major brands such as Tommy Hilfiger, Puma, and LVMH, who are eager to connect with this growing segment. These brands are leveraging the economic power of female fans through innovative partnerships, marketing campaigns, and tailored merchandise

While progress has been made in catering to women, particularly with merchandise designs and event experiences, the market remains ripe for further innovation. As women are projected to control **75%** of discretionary spending by **2029**, brands have a unique opportunity to strengthen their presence in motorsport by creating inclusive campaigns and fostering deeper engagement with female audiences

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Brands flock to F1 as female engagement soars

Popularity of the sport grows among women, boosting hopes for greater commercial opportunities

CHARLOTTE TILBURY



Brand Collaborations

Leading brands are aligning with Formula One to promote female empowerment in motorsport. A standout example is Charlotte Tilbury's sponsorship of the F1 Academy, a program dedicated to elevating women's representation in racing. This partnership not only supports aspiring female drivers but also underscores the growing synergy between motorsport and lifestyle industries. By fostering inclusivity, these collaborations are redefining how brands engage with women in sports



TWO GIRLS 1 FORMULA



Community Initiatives

Grassroots communities like "Two Girls 1 Formula" are creating inclusive spaces for female F1 fans. These platforms celebrate the shared enthusiasm of women for the sport, offering a supportive environment for engagement and discussion. Through social media, events, and exclusive content, such initiatives are strengthening fan loyalty and bringing more women into the F1 ecosystem



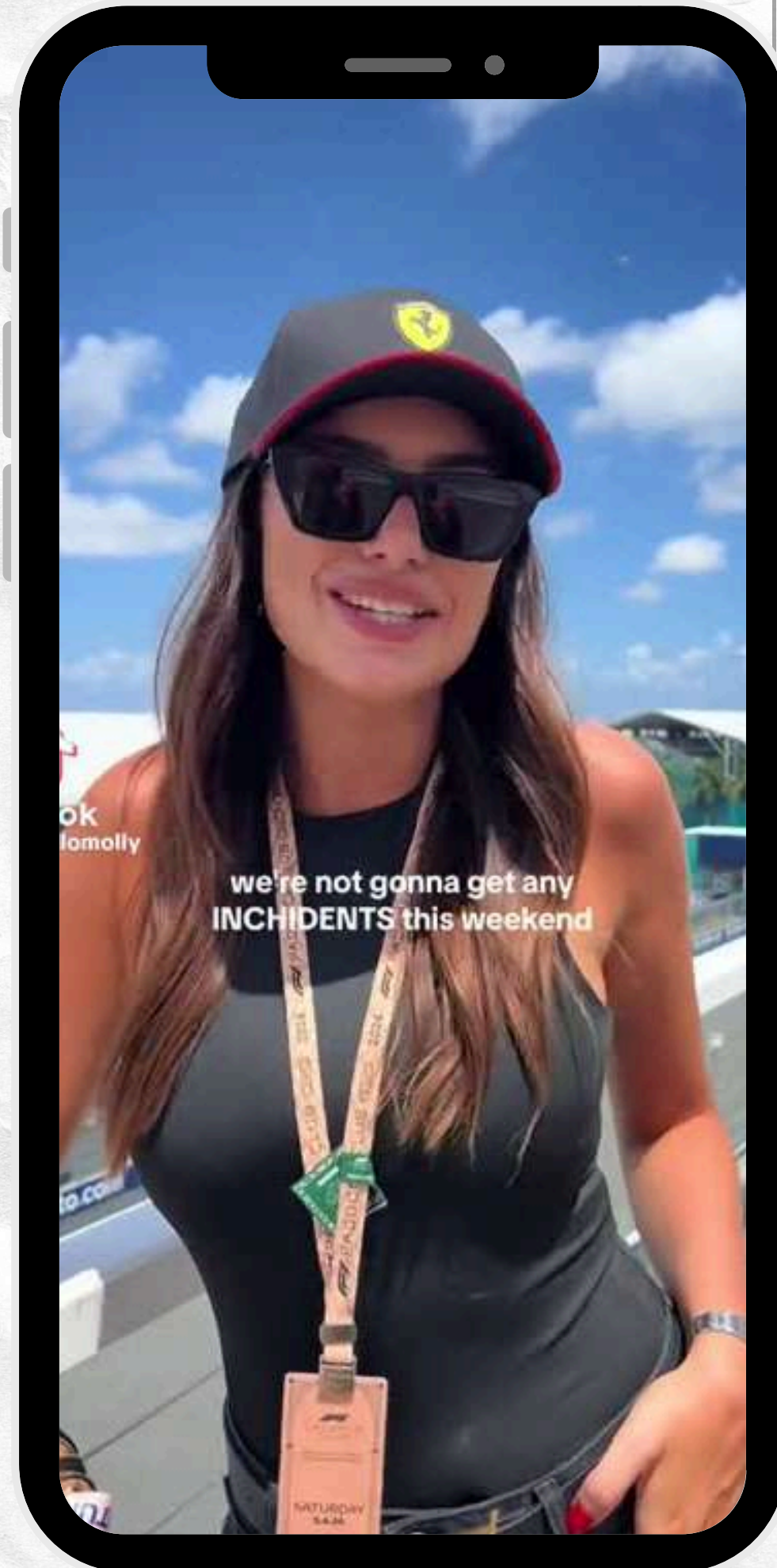
Consumer Behaviour Theories

* Reference Groups and Aspirational Behavior

The portrayal of women in F1, including female drivers and executives, serves as an aspirational reference group. Female fans may emulate these figures by engaging more deeply with the sport and purchasing related merchandise

* Observational Learning (Social Learning Theory)

The visibility of female fans and influencers actively participating in F1 events and discussions encourages observational learning. Other women observe this engagement, leading to increased interest and participation in the sport



A piece of crumpled white paper is centered on a red background. The paper has a textured, wrinkled appearance. The words "Thank You" are written across the center of the paper in a bold, red, sans-serif font. The background features a faint white grid pattern. There are two white dashed lines: one is a semi-circle at the top of the paper, and the other is a partial arc at the bottom left corner.

Thank You

What other industries do you think can learn from this shift in Formula One?

