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## ECONOMIC FIGURES

# BUNDESLIGA

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## Balance sheet

The Bundesliga's aggregated total assets reached a new record high for the third consecutive time, as of 30 June 2025. Compared to the previous year, it grew by €278.7 million to €4.89 billion, representing an increase of six per cent. The balance sheet total, calculated from the financial statements submitted by all 18 Bundesliga clubs in the licensing process, includes the statements of 11 clubs with group structures. The largest single item was once again player assets. The book value of professional players reached €1.66 billion, marking the first peak since 2020 and surpassing the previous record by €190.7 million. A record value of €1.37 billion was recorded for receivables, inventories, and securities, which include receivables for player transfers. Remarkably, this item has nearly doubled within three years; in 2022, it amounted to €745.6 million. Tangible fixed assets of €1.17 billion decreased slightly by €6.2 million. Equity increased significantly by €290.3 million, reaching €2.17 billion for the first time in Bundesliga history – passing the milestone of two million euros – with all 18 clubs again reporting positive equity. The equity ratio rose by 3.7 percentage points to 44.3 per cent.

**Bundesliga Assets**

(€ 000s)

	30 June 2024	30 June 2025
Intangible assets (excl. player assets)	36,421	17,114
Player assets	1,446,377	1,661,526
Tangible fixed assets	1,176,488	1,170,277
Financial assets	148,970	137,605
Receivables, stocks, securities	1,208,514	1,374,869
Cash in hand, bank balances	496,276	427,898
Prepaid expenses	93,399	97,194
Deferred tax assets	6,648	4,894
Surplus of plan assets over benefit obligations	2,087	2,512
<b>Total</b>	<b>4,615,180</b>	<b>4,893,889</b>

**Bundesliga Equity and liabilities**

(€ 000s)

	30 June 2024	30 June 2025
Equity	1,875,394	2,165,644
Special item for investment subsidies	8,774	11,452
Difference from capital consolidation	15,729	14,658
Provisions	264,347	279,616
Liabilities	2,147,473	2,165,245
of which: from bonds	25,164	25,000
of which: to banks	299,133	286,796
of which: from trade accounts payable	180,034	196,768
of which: other liabilities	1,643,142	1,656,681
Deferred income	301,909	255,297
Deferred tax liabilities	1,554	1,976
<b>Total</b>	<b>4,615,180</b>	<b>4,893,889</b>

# Income statement

## Revenue

The Bundesliga generated more than €5 billion in revenue for the first time during the 2024-25 season. With a total income of €5.12 billion, the previous record from the prior year was surpassed by €320.8 million, representing a revenue increase of 6.7 per cent. The largest contribution came once again from media revenue, totaling €1.7 billion, which reached a record level due to an 11 per cent increase compared to the previous season. Advertising revenue rose by €128.1 million to €1.15 billion, marking the third time they exceeded €1 billion. Transfer revenues declined by €132.2 million compared to the previous year but still amounted to €872.6 million, the second-highest value in Bundesliga history. Thus, revenues from media exploitation (33.2), advertising (22.4), and transfers (17) accounted for 72.6 per cent of the Bundesliga's total revenue. Matchday revenues, primarily ticket sales, contributed 11.7 per cent, while merchandising (5.6) and other revenues (10.1) made up the remainder.

### Bundesliga Revenue

(€ 000s)

	2022-2023	2023-2024	2024-2025
Match revenue	536,495	523,698	598,974
Contribution to total revenue	12.05%	10.91%	11.69%
Advertising	1,124,919	1,018,029	1,146,103
Contribution to total revenue	25.27%	21.20%	22.37%
Media revenue	1,524,014	1,534,107	1,702,707
Contribution to total revenue	34.23%	31.95%	33.24%
Transfers	617,127	1,004,812	872,643
Contribution to total revenue	13.86%	20.93%	17.03%
Merchandising	231,635	271,234	285,436
Contribution to total revenue	5.20%	5.65%	5.57%
Other	418,212	450,032	516,844
Contribution to total revenue	9.39%	9.37%	10.09%
of which: profit/loss attributable to other shareholders	-7,978	-8,333	-4,821
<b>Total</b>	<b>4,452,403</b>	<b>4,801,911</b>	<b>5,122,707</b>

## Bundesliga Revenue



● Match revenue | **12.05%**

● Advertising | **25.27%**

● Media revenue (all competitions) | **34.23%**

● Transfers | **13.86%**

● Merchandising | **5.20%**

● Other | **9.39%**

● Match revenue | **10.91%**

● Advertising | **21.20%**

● Media revenue (all competitions) | **31.95%**

● Transfers | **20.93%**

● Merchandising | **5.65%**

● Other | **9.37%**

● Match revenue | **11.69%**

● Advertising | **22.37%**

● Media revenue (all competitions) | **33.24%**

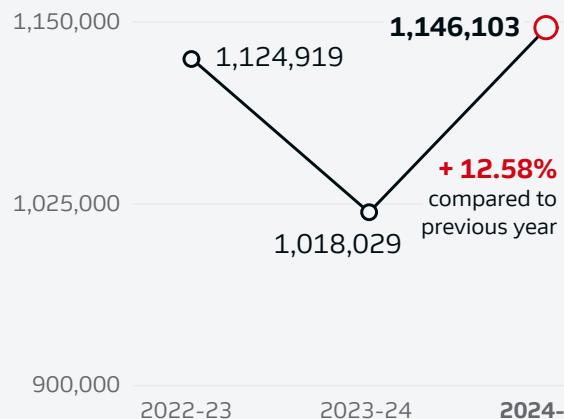
● Transfers | **17.03%**

● Merchandising | **5.57%**

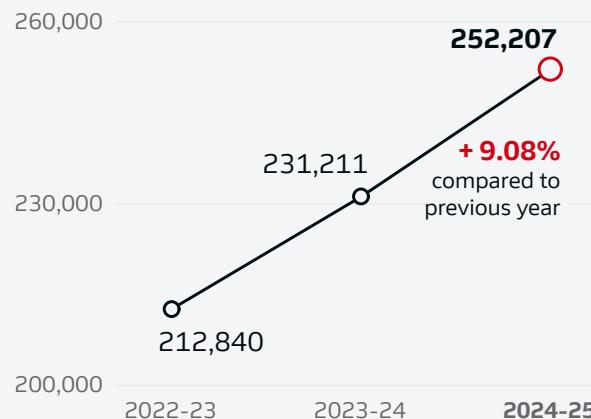
● Other | **10.09%**

## Bundesliga

Advertising revenue  
(€ 000s)



Expenditure Youth/Women  
(€ 000s)



## Expenditure

The 18 Bundesliga clubs invested a total of €4.88 billion during the 2024-25 season, €193.5 million more than in the previous season. This represents an expenditure increase of 4.1 per cent, which was significantly lower than the revenue growth of 6.7 per cent. The largest expense item traditionally remains payroll costs for match operations. Salaries for professional players and coaching staff rose by 2.8 per cent to €1.72 billion, reaching a record high. Transfer costs saw a slight increase of €15.8 million, amounting to €967.2 million. Investments in youth and women's teams were increased again, setting a new record of €252.2 million, €21 million above the previous year's value.

### Bundesliga Expenditure

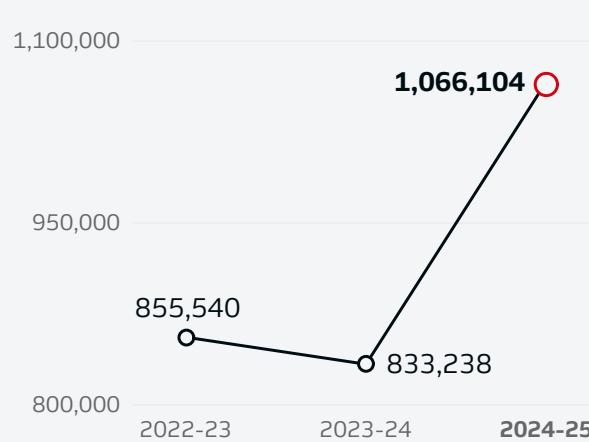
(€ 000s)

	2022-2023	2023-2024	2024-2025
Payroll costs for match operations	1,617,107	1,674,885	1,721,994
Contribution to total expenditure	36.68%	35.73%	35.28%
Commercial/administrative staff	368,786	357,639	400,387
Contribution to total expenditure	8.37%	7.63%	8.20%
Transfers	855,428	951,411	967,174
Contribution to total expenditure	19.41%	20.30%	19.82%
Match operations	490,316	550,888	599,222
Contribution to total expenditure	11.12%	11.75%	12.28%
Youth/women	212,840	231,211	252,207
Contribution to total expenditure	4.83%	4.93%	5.17%
Other	863,619	921,061	939,658
Contribution to total expenditure	19.59%	19.65%	19.25%
<b>Total</b>	<b>4,408,096</b>	<b>4,687,096</b>	<b>4,880,642</b>

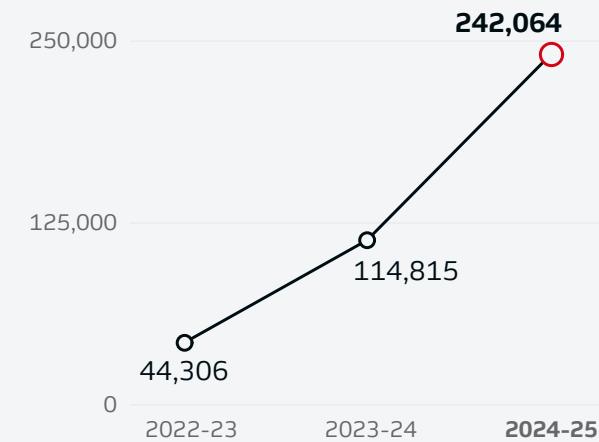
## Results and indicators

The Bundesliga achieved the highest overall profit in league history during the 2024-25 season. Overall, the clubs earned €242.1 million more than they spent. The previous record was set in the 2015-16 season, with a surplus of €206.2 million. Looking at individual clubs, thirteen clubs reported profits, compared to nine in the previous year. Regarding EBITDA (earnings before interest, taxes, depreciation and amortization), all 18 clubs achieved positive results. The cumulative EBITDA of the clubs exceeded €1.07 billion, surpassing the previous record (2018-19: €868.5 million) by €197.6 million.

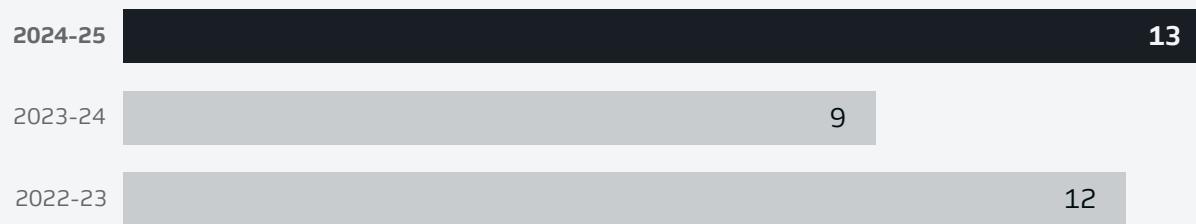
**Bundesliga EBITDA**  
(€ 000s)



**Total result after taxes**  
(€ 000s)



**Number of clubs with a positive result after taxes**



## Ratio of payroll costs for match operations to total revenue

Salaries for professional players and coaching staff of the 18 Bundesliga clubs rose slightly, reaching a new record high of €1.72 billion. This was €47.1 million higher than the previous season, representing an increase of 2.8 per cent. Since the total revenue of Bundesliga clubs increased by €320.8 million, proportionally even more, the payroll cost ratio, which compares expenditure on players and coaches to revenues, decreased again by 1.3 percentage points to 33.6 per cent.

### Bundesliga Total

(€ 000s)

	2022-2023	2023-2024	2024-2025
Payroll costs for match operations	1,617,107	1,674,885	1,721,994
Ratio	36.3%	34.9%	33.6%
Payroll costs for match operations and commercial/administrative staff	1,985,893	2,032,524	2,122,380
Ratio	44.6%	42.3%	41.4%
<b>Total revenue</b>	<b>4,452,403</b>	<b>4,801,911</b>	<b>5,122,707</b>

## Groups by payroll costs for match operations

The economic conditions of the clubs vary significantly. To enable better comparability in terms of their economic performance, the clubs are divided into three clusters based on the level of their personnel costs for the professional team. Revenue and expense items are then assigned to these clusters. The analysis shows that clubs with the highest spending on player salaries generated approximately 95 per cent more revenue and incurred 92 per cent higher costs than the average Bundesliga club. Revenues and costs were thus nearly double compared to the average. While the average club earned €284.6 million and spent €271.1 million, the six financially strongest clubs earned an average of €556.3 million and incurred costs of €521.1 million. The middle third accounted for 66 per cent of revenues and 69 per cent of expenses, while the third cluster reached 38 per cent in both areas.

The clubs are divided into three groups of six as follows, according to the level of their personnel expenses for match operations in the 2024-25 season:

**Group I** Clubs with payroll costs for match operations of more than €99.5 million

**Group II** Clubs with payroll costs for match operations between €99.4 million and €54.4 million

**Group III** Clubs with payroll costs for match operations of less than €54.3 million

### Bundesliga Revenue

(average per licensee – € 000s)

2024-2025	Match revenue	Advertising	Media revenue	Transfers	Merchandising	Other	Total
Group I	65,873 198%	133,193 209%	167,885 177%	101,020 208%	35,311 223%	53,040 185%	556,322 195%
Group II	16,211 49%	39,584 62%	71,448 76%	32,453 67%	6,134 39%	22,651 79%	188,480 66%
Group III	17,746 53%	18,240 29%	44,452 47%	11,968 25%	6,128 39%	10,450 36%	108,983 38%
<b>BL average</b>	<b>33,276 100%</b>	<b>63,672 100%</b>	<b>94,595 100%</b>	<b>48,480 100%</b>	<b>15,858 100%</b>	<b>28,714 100%</b>	<b>284,595 100%</b>

### Bundesliga Expenditure

(average per licensee – € 000s)

2024-2025	Payroll costs for match operations	Administrative staff	Transfers	Match operations	Youth/women	Other	Total
Group I	184,108 192%	41,758 188%	111,039 207%	58,764 177%	22,402 160%	103,029 197%	521,101 192%
Group II	66,994 70%	15,491 70%	41,090 76%	21,972 66%	14,761 105%	27,807 53%	188,115 69%
Group III	35,896 38%	9,482 43%	9,067 17%	19,134 57%	4,871 35%	25,774 49%	104,224 38%
<b>BL average</b>	<b>95,666 100%</b>	<b>22,244 100%</b>	<b>53,732 100%</b>	<b>33,290 100%</b>	<b>14,012 100%</b>	<b>52,203 100%</b>	<b>271,147 100%</b>

## Groups by league table position

To determine the correlation between the clubs' economic capabilities and their sporting performance, they were divided into three groups based on their league position. It becomes clear that clubs with the greatest sporting success also performed best economically. Clubs finishing the 2024-25 season in positions one to six achieved 66 per cent higher revenues and 62 per cent higher costs than the average club. The middle third of the table accounted for 90 and 93 per cent, while clubs in positions 13 to 18 reached 44 and 45 per cent of the values.

### Bundesliga Revenue

(average per licensee – € 000s)

2024-2025	Match revenue	Advertising	Media revenue	Transfers	Merchandising	Other	Total
Positions 1-6	54,392 163%	104,794 165%	144,894 153%	89,752 185%	32,778 207%	46,034 160%	472,645 166%
Positions 7-12	32,361 97%	68,066 107%	85,093 90%	39,371 81%	9,346 59%	21,615 75%	255,852 90%
Positions 13-18	13,076 39%	18,157 29%	53,798 57%	16,317 34%	5,449 34%	18,491 64%	125,288 44%
<b>BL average</b>	<b>33,276 100%</b>	<b>63,672 100%</b>	<b>94,595 100%</b>	<b>48,480 100%</b>	<b>15,858 100%</b>	<b>28,714 100%</b>	<b>284,595 100%</b>

### Bundesliga Expenditure

(average per licensee – € 000s)

2024-2025	Payroll costs for match operations	Administrative staff	Transfers	Match operations	Youth/women	Other	Total
Positions 1-6	158,973 166%	35,245 158%	87,623 163%	45,987 138%	19,350 138%	90,933 174%	438,111 162%
Positions 7-12	88,281 92%	20,542 92%	52,823 98%	34,939 105%	14,626 104%	41,846 80%	253,057 93%
Positions 13-18	39,745 42%	10,944 49%	20,749 39%	18,945 57%	8,059 58%	23,831 46%	122,272 45%
<b>BL average</b>	<b>95,666 100%</b>	<b>22,244 100%</b>	<b>53,732 100%</b>	<b>33,290 100%</b>	<b>14,012 100%</b>	<b>52,203 100%</b>	<b>271,147 100%</b>



Photo: DFL/Getty Images/Oliver Hardt

## ECONOMIC FIGURES

# BUNDESLIGA 2

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## Balance sheet

Like the Bundesliga, Bundesliga 2 recorded a record balance sheet total. At €819.1 million, it exceeded the previous best value from the prior year by €69.3 million, representing an increase of 9.2 per cent. The financial statements of seven clubs (ten in 2024) with group structures were included in the overall assessment of the 18 second-tier clubs. Tangible fixed assets of €274.9 million remained the largest single item, as in previous years, but decreased by €14.5 million compared to the previous season. Receivables, stocks and securities increased by €48.8 million to €195.6 million, and for the first time in years, they were larger than the cash in hand, bank balances item, which stood at €160.8 million. Player assets rose by 40.9 per cent to €60.7 million. Equity rose sharply compared to the previous season, reaching €74.1 million. Bundesliga 2 clubs thus reported cumulative positive equity for the eleventh consecutive time. The equity ratio increased to 9 per cent.

## Bundesliga 2 Assets

(€ 000s)

	30 June 2024	30 June 2025
Intangible assets (excl. player assets)	79,248	96,022
Player assets	43,059	60,679
Tangible fixed assets	289,350	274,877
Financial assets	5,401	14,444
Receivables, stocks, securities	146,722	195,571
Cash in hand, bank balances	170,233	160,808
Prepaid expenses	14,483	15,542
Deferred tax assets	1,227	1,123
Surplus of plan assets over benefit obligations	0	0
<b>Total</b>	<b>749,722</b>	<b>819,067</b>

## Bundesliga 2 Equity and liabilities

(€ 000s)

	30 June 2024	30 June 2025
Equity	1,337	74,083
Special item for investment subsidies	7,626	4,357
Difference from capital consolidation	6,168	30,000
Provisions	87,662	103,480
Liabilities	518,409	480,983
of which: from bonds	100,947	97,309
of which: to banks	120,771	116,986
of which: from trade accounts payable	61,910	63,056
of which: other liabilities	234,780	203,632
Deferred income	125,892	125,349
Deferred tax liabilities	2,629	815
<b>Total</b>	<b>749,722</b>	<b>819,067</b>

# Income statement

## Revenue

After Bundesliga 2 clubs had reported cumulative revenues exceeding €1 billion for the first time the previous season, the sum further increased in 2024-25 by €140.4 million to €1.21 billion – a growth of 13.1 per cent. It should be noted that the economic data of Bundesliga 2 is traditionally subject to relatively high volatility due to the differences in the economic conditions of the up to six clubs that come into the league through promotion or relegation. Media revenues, amounting to €288.3 million (an increase of 2.8 per cent compared to the previous year), were the largest single item, followed by match revenue at €273.4 million (an increase of 4.7 per cent). Both items represent historic highs. Advertising revenues grew by 30 per cent, reaching €216.5 million. Transfer revenues increased even more significantly – by 61.2 per cent – to €158.7 million. Revenues from media revenues (23.9), matchdays (22.6), advertising (17.9), and transfers (13.1) together accounted for 77.5 per cent of total revenue. Merchandising contributed 8 per cent, and other revenues accounted for 14.5 per cent.

### Bundesliga 2 Revenue

(€ 000s)

	2022-2023	2023-2024	2024-2025
Match revenue	166,647	261,209	273,421
Contribution to total revenue	21.21%	24.45%	22.62%
Advertising	144,966	166,512	216,538
Contribution to total revenue	18.45%	15.59%	17.92%
Media revenue	251,232	280,399	288,271
Contribution to total revenue	31.98%	26.25%	23.85%
Transfers	45,146	98,471	158,735
Contribution to total revenue	5.75%	9.22%	13.13%
Merchandising	51,506	88,051	96,430
Contribution to total revenue	6.56%	8.24%	7.98%
Other	126,200	173,496	175,134
Contribution to total revenue	16.06%	16.24%	14.49%
of which: profit/loss attributable to other shareholders	552	-1,342	-886
<b>Total</b>	<b>785,697</b>	<b>1,068,138</b>	<b>1,208,529</b>

## Bundesliga 2 Revenue



● Match revenue | **21.21%**

● Advertising | **18.45%**

● Media revenue  
(all competitions) | **31.98%**

● Transfers | **5.75%**

● Merchandising | **6.56%**

● Other | **16.06%**

● Match revenue | **24.45%**

● Advertising | **15.59%**

● Media revenue  
(all competitions) | **26.25%**

● Transfers | **9.22%**

● Merchandising | **8.24%**

● Other | **16.24%**

● Match revenue | **22.62%**

● Advertising | **17.92%**

● Media revenue  
(all competitions) | **23.85%**

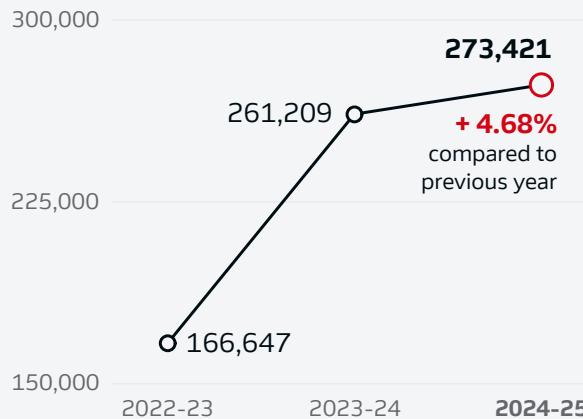
● Transfers | **13.13%**

● Merchandising | **7.98%**

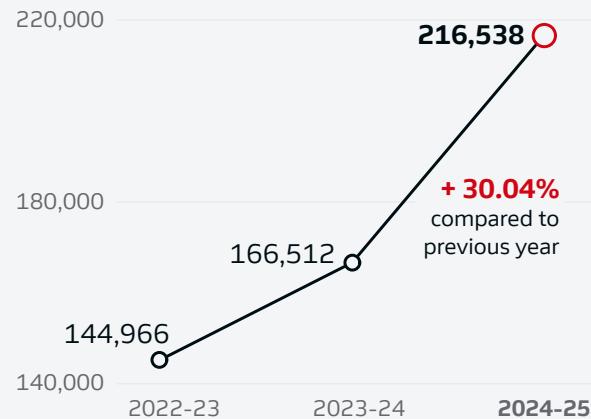
● Other | **14.49%**

## Bundesliga 2

Match revenue  
(€ 000s)



Advertising revenue  
(€ 000s)



## Expenditure

The expenses of the 18 clubs in Bundesliga 2 grew less sharply than revenues. While revenues increased by 13.1 per cent, expenses rose by 7.1 per cent. Overall, the clubs spent €1.18 billion, while revenues amounted to €1.21 billion. The largest percentage increase was in transfer expenditure, which rose by 31.6 per cent or €27 million to €112.3 million. Clubs spent €1.3 million more on salaries for their professional players and coaching staff than in the previous season; payroll costs for match operations amounted to €296.9 million.

### Bundesliga 2 Expenditure

(€ 000s)

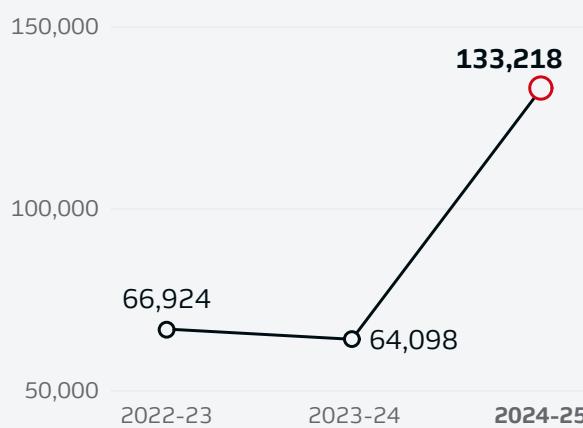
	2022-2023	2023-2024	2024-2025
Payroll costs for match operations	249,100	295,651	296,909
Contribution to total expenditure	31.62%	26.85%	25.18%
Commercial/administrative staff	83,462	120,231	124,416
Contribution to total expenditure	10.59%	10.92%	10.55%
Transfers	49,213	85,302	112,279
Contribution to total expenditure	6.25%	7.75%	9.52%
Match operations	156,417	218,529	237,215
Contribution to total expenditure	19.85%	19.84%	20.12%
Youth/women	51,325	68,175	74,245
Contribution to total expenditure	6.51%	6.19%	6.30%
Other	198,374	313,376	334,015
Contribution to total expenditure	25.18%	28.46%	28.33%
<b>Total</b>	<b>787,892</b>	<b>1,101,264</b>	<b>1,179,079</b>

## Results and indicators

For the first time in five years, Bundesliga 2 recorded a cumulative profit; collectively, the clubs generated €29.4 million. Fifteen clubs reported positive results, compared to eight in the previous year. On an EBITDA basis, 16 clubs recorded profits. On average, the EBITDA (earnings before interest, taxes, depreciation and amortization) of the clubs and limited companies was €7.4 million, totaling €133.2 million – €69.1 million higher than in the previous season. This was the highest profit before taxes and depreciations in Bundesliga 2 history (previous highest figure from 2018-19 was €122.9 million).

### Bundesliga 2

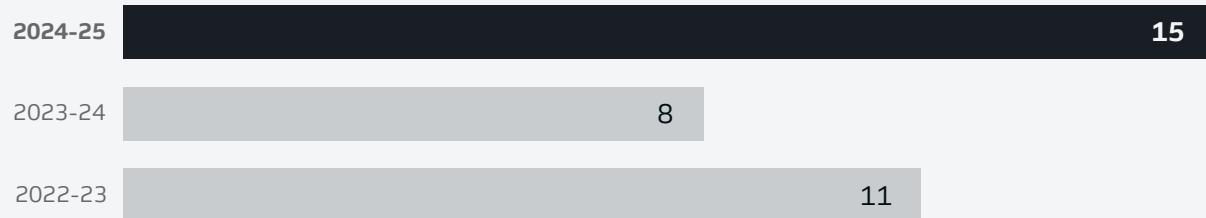
EBITDA  
(€ 000s)



Total result  
after taxes  
(€ 000s)



### Number of clubs with a positive result after taxes



## Ratio of payroll costs for match operations to total revenue

Since expenses for professional teams increased by only €1.3 million while revenues grew by €140.4 million, the payroll cost ratio for match operations decreased by 3.1 per cent, reaching a historic low of 24.6 per cent. On average, clubs spent less than one in four euros earned on player salaries.

### Bundesliga 2 Total

(€ 000s)

	2022-2023	2023-2024	2024-2025
Payroll costs for match operations	249,100	295,651	296,909
Ratio	31.7%	27.7%	24.6%
Payroll costs for match operations and commercial/administrative staff	332,562	415,882	421,325
Ratio	42.3%	38.9%	34.9%
<b>Total revenue</b>	<b>785,697</b>	<b>1,068,138</b>	<b>1,208,529</b>

## Groups by payroll costs for match operations

Clubs with the highest expenditures on salaries for their professional players and coaches also recorded the highest revenues and expenses within Bundesliga 2. On average, the six economically strongest clubs generated 76 per cent more revenue and incurred 77 per cent higher costs than the average club. The middle third achieved 75 per cent of this average value in both revenue and expenses, while the lower cluster reached 49 per cent and 48 per cent, respectively.

The clubs are divided into three groups of six as follows, according to the level of their personnel expenses for match operations in the 2024-25 season:

**Group I** Clubs with payroll costs for match operations of more than €17.1 million

**Group II** Clubs with payroll costs for match operations between €17 million and €12.9 million

**Group III** Clubs with payroll costs for match operations of less than €12.8 million

### Bundesliga 2 Revenue

(average per licensee – € 000s)

2024-2025	Match revenue	Advertising	Media revenue	Transfers	Merchandising	Other	Total
Group I	28,449 187%	17,968 149%	21,049 131%	18,382 208%	12,125 226%	20,145 207%	118,117 176%
Group II	9,474 62%	9,268 77%	15,593 97%	7,006 79%	2,461 46%	6,481 67%	50,282 75%
Group III	7,647 50%	8,854 74%	11,404 71%	1,068 12%	1,485 28%	2,564 26%	33,022 49%
<b>BL 2 average</b>	<b>15,190 100%</b>	<b>12,030 100%</b>	<b>16,015 100%</b>	<b>8,819 100%</b>	<b>5,357 100%</b>	<b>9,730 100%</b>	<b>67,141 100%</b>

### Bundesliga 2 Expenditure

(average per licensee – € 000s)

2024-2025	Payroll costs for match operations	Administrative staff	Transfer	Match operations	Youth/women	Other	Total
Group I	25,031 152%	12,994 188%	13,009 209%	20,092 152%	7,600 184%	37,374 201%	116,099 177%
Group II	14,391 87%	5,168 75%	4,338 70%	10,427 79%	3,443 83%	11,454 62%	49,221 75%
Group III	10,062 61%	2,574 37%	1,367 22%	9,017 68%	1,332 32%	6,841 37%	31,193 48%
<b>BL 2 average</b>	<b>16,495 100%</b>	<b>6,912 100%</b>	<b>6,238 100%</b>	<b>13,179 100%</b>	<b>4,125 100%</b>	<b>18,556 100%</b>	<b>65,504 100%</b>

## Groups by league table position

Examining the correlation between the economic conditions of the clubs and their sporting success reveals that the six clubs in the top third of the table recorded only marginally higher revenues and expenses than the average club. The most successful clubs achieved 13 per cent more revenue and costs than the average; clubs in mid table reached 109 per cent and 110 per cent, respectively. The bottom third recorded 78 per cent revenue and 77 per cent expenses.

### Bundesliga 2 Revenue

(average per licensee – € 000s)

2024-2025	Match revenue	Advertising	Media revenue	Transfers	Merchandising	Other	Total
Positions 1-6	17,403 115%	15,114 126%	17,704 111%	7,160 81%	7,865 147%	10,730 110%	75,975 113%
Positions 7-12	15,077 99%	10,404 86%	17,352 108%	15,844 180%	4,965 93%	9,749 100%	73,392 109%
Positions 13-18	13,090 86%	10,572 88%	12,989 81%	3,452 39%	3,242 61%	8,710 90%	52,055 78%
<b>BL 2 average</b>	<b>15,190 100%</b>	<b>12,030 100%</b>	<b>16,015 100%</b>	<b>8,819 100%</b>	<b>5,357 100%</b>	<b>9,730 100%</b>	<b>67,141 100%</b>

### Bundesliga 2 Expenditure

(average per licensee – € 000s)

2024-2025	Payroll costs for match operations	Administrative staff	Transfers	Match operations	Youth/women	Other	Total
Positions 1-6	18,179 110%	7,767 112%	5,320 85%	16,428 125%	5,456 132%	20,653 111%	73,802 113%
Positions 7-12	18,357 111%	6,980 101%	10,787 173%	13,816 105%	4,192 102%	18,041 97%	72,172 110%
Positions 13-18	12,949 79%	5,990 87%	2,607 42%	9,292 71%	2,726 66%	16,975 91%	50,539 77%
<b>BL 2 average</b>	<b>16,495 100%</b>	<b>6,912 100%</b>	<b>6,238 100%</b>	<b>13,179 100%</b>	<b>4,125 100%</b>	<b>18,556 100%</b>	<b>65,504 100%</b>



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## ECONOMIC FIGURES

# LICENSED FOOTBALL

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## Revenue and expenditure

The 36 clubs and limited companies in the top two leagues achieved record figures in the 2024-25 season, once again reaching a historic high in total revenues. For the first time, the Bundesliga and Bundesliga 2 generated revenues exceeding six billion euros. At €6.33 billion, revenues were €461.2 million higher than in the season 2023-24, representing an increase of 7.9 per cent. 81 per cent of the revenues were generated by Bundesliga clubs. At the same time, club expenses increased by 4.7 per cent to €6.06 billion. Overall, this results in an overall profit of €271.5 million.

### Licensed football Revenue

(€ 000s)

	2022-2023	2023-2024	2024-2025
Bundesliga	4,452,403	4,801,911	5,122,707
Contribution to total revenue	85.00%	81.80%	80.91%
Bundesliga 2	785,697	1,068,138	1,208,529
Contribution to total revenue	15.00%	18.20%	19.09%
<b>Total</b>	<b>5,238,099</b>	<b>5,870,049</b>	<b>6,331,236</b>

### Licensed football Expenditure

(€ 000s)

	2022-2023	2023-2024	2024-2025
Bundesliga	4,408,096	4,687,096	4,880,642
Contribution to total expenditure	84.84%	80.97%	80.54%
Bundesliga 2	787,892	1,101,264	1,179,079
Contribution to total expenditure	15.16%	19.03%	19.46%
<b>Total</b>	<b>5,195,989</b>	<b>5,788,359</b>	<b>6,059,721</b>

## Taxes and duties

As in the previous two years, the 36 clubs in the Bundesliga and Bundesliga 2 paid more than €1.6 billion to the financial authorities and social security institutions during the 2024-25 season. In total, they gave €1.69 billion in taxes and contributions, representing an increase of €30.9 million compared to the previous season and setting a new record. The largest share, amounting to €1.24 billion, was attributable to personal taxes and duties, which accounted for approximately 73 per cent of the total. Over the past ten seasons, including the 2015-16 season, German professional football has paid more than €14 billion in taxes and social contributions.

### Licensed football Taxes and duties

(in €)

	Bundesliga	Bundesliga 2	Licensed football
<b>Corporate taxes and duties</b>			
VAT (excluding input tax) as of 31 Dec 2024	748,597,290	197,162,030	945,759,319
Corporate income tax	21,851,173	4,188,391	26,039,564
Trade tax	23,929,466	5,282,103	29,211,569
Other taxes and duties	6,618,021	4,150,581	10,768,602
<b>Total</b>	<b>800,995,949</b>	<b>210,783,104</b>	<b>1,011,779,054</b>
<b>Personal taxes and duties</b>			
Income tax on wages and salaries	781,242,782	115,240,287	896,483,069
Church tax and solidarity surcharge	47,520,393	6,983,417	54,503,811
Social security (pension, unemployment, health insurance)	142,496,093	58,378,493	200,874,587
Social insurance against occupational accidents	50,292,377	33,225,856	83,518,233
<b>Total</b>	<b>1,021,551,646</b>	<b>213,828,054</b>	<b>1,235,379,700</b>
Total corporate and personal taxes and duties	1,822,547,595	424,611,159	2,247,158,754
Minus input tax refunded as of 31 Dec 2024 (input tax is an indicator of the company's willingness to invest)	453,488,484	103,538,495	55,702,680
<b>Outflow of funds from taxes and duties</b>	<b>1,369,059,111</b>	<b>321,072,663</b>	<b>1,690,131,774</b>

# Jobs

German professional football once again created a record number of jobs during the 2024-25 season. In total, 64,122 people were directly or indirectly employed by the clubs and their subsidiaries – never before had so many people held jobs related to the Bundesliga and Bundesliga 2. Compared to the previous year, the number of positions grew by 2,395 or 3.9 per cent. The 36 clubs and corporations themselves employed 20,887 people, while the clubs' subsidiaries employed an additional 6,827. This means 27,714 people were directly employed by the clubs. Of these, 9,131 were employed full-time, while the remainder were apprentices, part-time employees, or temporary staff.

## Licensed football Employees

	Bundesliga		Bundesliga 2		Licensed football	
	2023-24	2024-25	2023-24	2024-25	2023-24	2024-25
<b>Licensees</b>						
Full-time staff	5,079	4,931	2,368	2,509	7,447	7,440
Trainees	101	94	45	82	146	176
Part-time staff	1,297	1,502	1,098	1,126	2,395	2,628
Temporary workers	6,616	6,074	3,231	4,569	9,847	10,643
<b>Total</b>	<b>13,093</b>	<b>12,601</b>	<b>6,742</b>	<b>8,286</b>	<b>19,835</b>	<b>20,887</b>
<b>Subsidiaries</b>						
Full-time staff	1,302	1,360	369	331	1,671	1,691
Trainees	42	36	13	15	55	51
Part-time staff	521	596	307	115	828	711
Temporary workers	2,281	2,523	2,335	1,851	4,616	4,374
<b>Total</b>	<b>4,146</b>	<b>4,515</b>	<b>3,024</b>	<b>2,312</b>	<b>7,170</b>	<b>6,827</b>
<b>Contractors</b>						
Security companies	8,186	8,591	5,737	6,740	13,923	15,331
Caterers	8,879	9,955	5,440	5,018	14,319	14,973
Medical services	947	1,096	662	747	1,609	1,843
Other	2,383	1,988	2,488	2,273	4,871	4,261
<b>Total</b>	<b>20,395</b>	<b>21,630</b>	<b>14,327</b>	<b>14,778</b>	<b>34,722</b>	<b>36,408</b>
<b>Grand total</b>	<b>37,634</b>	<b>38,746</b>	<b>24,093</b>	<b>25,376</b>	<b>61,727</b>	<b>64,122</b>

# Key indicators at a glance

## Bundesliga

### Total result in € 000s

	2023-24	2024-25
after taxes	114,815	242,064
EBITDA	833,238	1,066,104

### Number of clubs

	2023-24	2024-25
with a positive result after taxes	9	13

### Balance sheet data

#### Assets in € 000s

	30 June 2024	30 June 2025
Player assets	1,446,377	1,661,526
Tangible fixed assets	1,176,488	1,170,277
<b>Total assets</b>	<b>4,615,180</b>	<b>4,893,889</b>

#### Equity and liabilities in € 000s

	30 June 2024	30 June 2025
Equity	1,875,394	2,165,644
Liabilities	2,147,473	2,165,245
<b>Total assets</b>	<b>4,615,180</b>	<b>4,893,889</b>

#### Equity ratio

	2024-25
40.6%	44.3%

### Revenue in € 000s

	2023-24	2024-25
Match revenue	523,698	598,974
Contribution to total revenue	10.91%	11.69%
Advertising	1,018,029	1,146,103
Contribution to total revenue	21.20%	22.37%
Media revenue	1,534,107	1,702,707
Contribution to total revenue	31.95%	33.24%
Transfers	1,004,812	872,643
Contribution to total revenue	20.93%	17.03%
Merchandising	271,234	285,436
Contribution to total revenue	5.65%	5.57%
Other	450,032	516,844
Contribution to total revenue	9.37%	10.09%
<b>Total</b>	<b>4,801,911</b>	<b>5,122,707</b>

### Expenditure in € 000s

	2023-24	2024-25
Payroll costs for match operations	1,674,885	1,721,994
Contribution to total expenditure	35.73%	35.28%
Commercial/administrative staff	357,639	400,387
Contribution to total expenditure	7.63%	8.20%
Transfers	951,411	967,174
Contribution to total expenditure	20.30%	19.82%
Match operations	550,888	599,222
Contribution to total expenditure	11.75%	12.28%
Youth/women	231,211	252,207
Contribution to total expenditure	4.93%	5.17%
Other	921,061	939,658
Contribution to total expenditure	19.65%	19.25%
<b>Total</b>	<b>4,687,096</b>	<b>4,880,642</b>

### Ratio of payroll costs to total revenue in € 000s

	2023-24	2024-25
Match operations	1,674,885	1,721,994
Ratio	34.9%	33.6%
Match operations and commercial/administrative staff	2,032,524	2,122,380
Ratio	42.3%	41.4%

## Bundesliga 2

### Total result in € 000s

	2023-24	2024-25
after taxes	-33,126	29,448
EBITDA	64,098	133,218

### Number of clubs

	2023-24	2024-25
with a positive result after taxes	8	15

### Balance sheet data

#### Assets in € 000s

	30 June 2024	30 June 2025
Player assets	43,059	60,679
Tangible fixed assets	289,350	274,877
<b>Total assets</b>	<b>749,722</b>	<b>819,067</b>

Equity ratio	0.2%	9.0%
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#### Revenue in € 000s

	2023-24	2024-25
Match revenue	261,209	273,421
Contribution to total revenue	24.45%	22.62%
Advertising	166,512	216,538
Contribution to total revenue	15.59%	17.92%
Media revenue	280,399	288,271
Contribution to total revenue	26.25%	23.85%
Transfers	98,471	158,735
Contribution to total revenue	9.22%	13.13%
Merchandising	88,051	96,430
Contribution to total revenue	8.24%	7.98%
Other	173,496	175,134
Contribution to total revenue	16.24%	14.49%
<b>Total</b>	<b>1,068,138</b>	<b>1,208,529</b>

#### Expenditure in € 000s

	2023-24	2024-25
Payroll costs for match operations	295,651	296,909
Contribution to total expenditure	26.85%	25.18%
Commercial/administrative staff	120,231	124,416
Contribution to total expenditure	10.92%	10.55%
Transfers	85,302	112,279
Contribution to total expenditure	7.75%	9.52%
Match operations	218,529	237,215
Contribution to total expenditure	19.84%	20.12%
Youth/women	68,175	74,245
Contribution to total expenditure	6.19%	6.30%
Other	313,376	334,015
Contribution to total expenditure	28.46%	28.33%
<b>Total</b>	<b>1,101,264</b>	<b>1,179,079</b>

#### Ratio of payroll costs to total revenue in € 000s

	2023-24	2024-25
Match operations	295,651	296,909
Ratio	27.7%	24.6%
Match operations and commercial/administrative staff	415,882	421,325
Ratio	38.9%	34.9%

## Licensed football

Revenue in € 000s

	2023-24	2024-25
Bundesliga	4,801,911	5,122,707
Contribution to total revenue	81.80%	80.91%
Bundesliga 2	1,068,138	1,208,529
Contribution to total revenue	18.20%	19.09%
<b>Total</b>	<b>5,870,049</b>	<b>6,331,236</b>

Expenditure in € 000s

	2023-24	2024-25
Bundesliga	4,687,096	4,880,642
Contribution to total expenditure	80.97%	80.54%
Bundesliga 2	1,101,264	1,179,079
Contribution to total expenditure	19.03%	19.46%
<b>Total</b>	<b>5,788,359</b>	<b>6,059,721</b>

### Taxes and duties

	2023-24	2024-25
Bundesliga	1,364,144,981	1,369,059,111
Bundesliga 2	295,057,008	321,072,663
<b>Licensed football</b>	<b>1,659,201,989</b>	<b>1,690,131,774</b>

### Ticket sales

	2023-24	2024-25
Bundesliga	11,925,726	11,653,239
Bundesliga 2	8,811,550	9,330,725
<b>Licensed football</b>	<b>20,737,276</b>	<b>20,983,964</b>

### Staff

	2023-24	2024-25
Bundesliga	37,634	38,746
Bundesliga 2	24,093	25,376
<b>Licensed football</b>	<b>61,727</b>	<b>64,122</b>