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Most Marketable Athletes of 2023





1
LIONEL MESSI



2
LEBRON JAMES



3
ALEX MORGAN



4
GIANNIS ANTE TOKOUNMPO



5
MEGAN RAPINOE



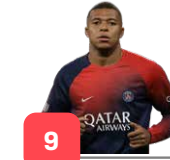
6
MIKAELA SHIFFRIN



7
LEWIS HAMILTON



8
SIMONE BILES



9
KYLIAN MBAPPE



10
MAX VERSTAPPEN



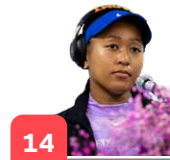
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NOVAK DJOKOVIC



12
COCO GAUFF



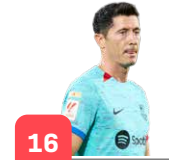
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STEPHEN CURRY



14
NAOMI OSAKA



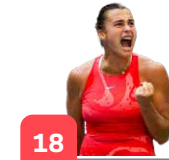
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LUCY BRONZE



16
ROBERT LEWANDOWSKI



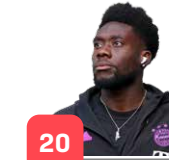
17
LEAH WILLIAMSON



18
ARYNA SABALENKA



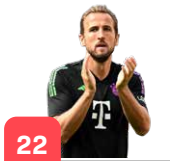
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ANGEL REESE



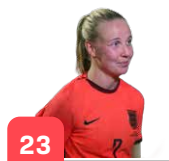
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ALPHONSO DAVIES



21
EMMA RADUCANU



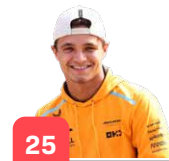
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HARRY KANE



23
BETH MEAD



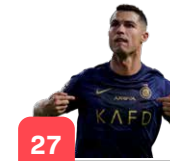
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ALEXIA PUTELLAS



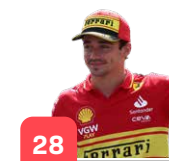
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LANDO NORRIS



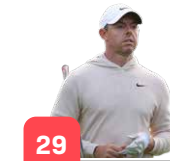
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BUKAYO SAKA



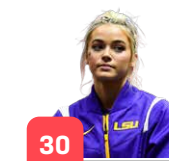
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CRISTIANO RONALDO



28
CHARLES LECLERC



29
RORY MCILROY



30
OLIVIA DUNNE



31
NEYMAR



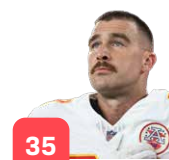
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LUIS SUAREZ



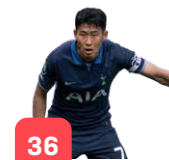
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ERLING HAALAND



34
THIAGO SILVA



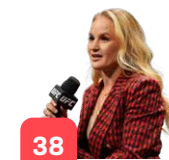
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TRAVIS KELCE



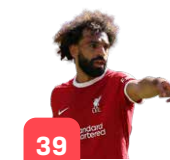
36
SON HEUNG-MIN



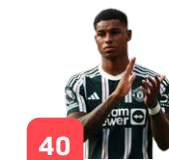
37
SMRITI MANDHANA



38
VALENTINA SHEVCHENKO



39
MOHAMED SALAH



40
MARCUS RASHFORD



41
RAFAEL NADAL



42
HARDIK PANDYA



43
PETRA KVI TOVA



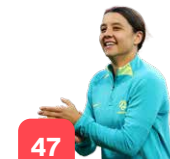
44
CHLOE KIM



45
PATRICK MAHOMES



46
MAPI LEON



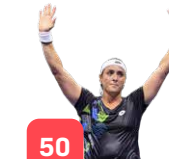
47
SAM KERR



48
EILEEN GU



49
SYDNEY MCLAUGHLIN-LEVRONE

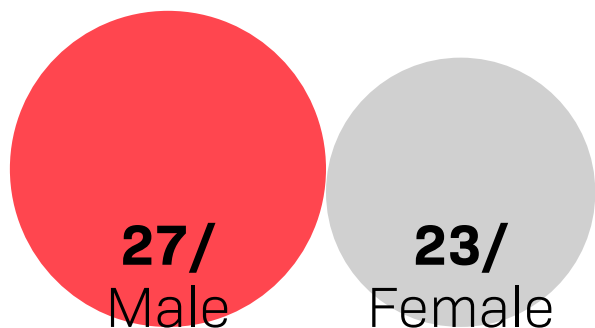


50
ONS JABEUR

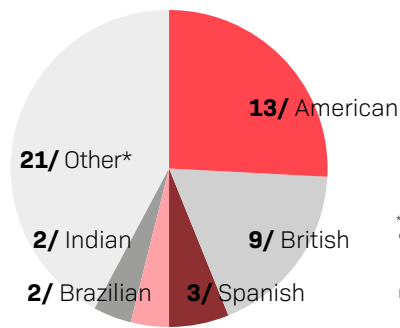


50MM 2023: By the numbers

TOP 50 / By Gender

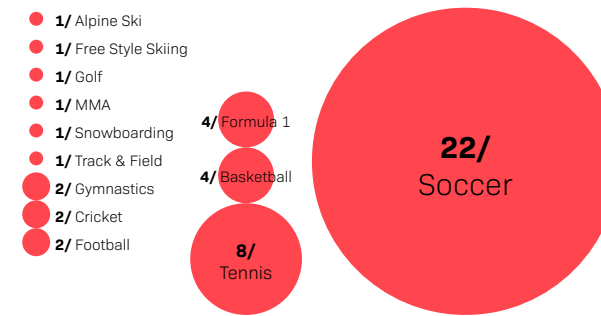


TOP 50 / By Nationality

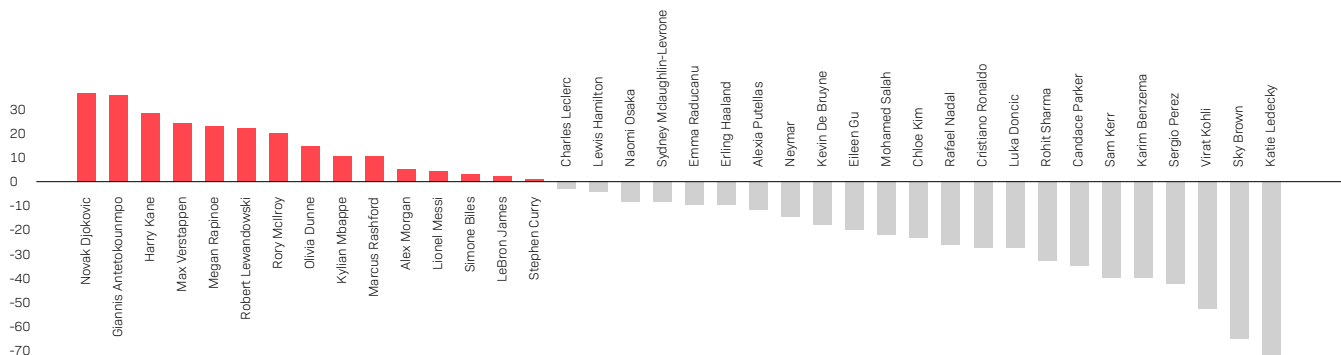





* Includes one athlete from each of: Argentina, Australia, Belarus, Canada, China, Czech Republic, Egypt, France, Greece, Japan, Kyrgyzstan, Monaco, Netherlands, Northern Ireland, Norway, Poland, Portugal, Serbia, South Korea, Tunisia, Uruguay




TOP 50 / By Sport









50MM 2023 / Year-on-year risers and fallers









Rank	ATHLETE INFORMATION					PILLAR SCORES			
	Athlete	Nationality	Age	Sport	YoY change	 Brand Strength (score out of 35)	 TAM (score out of 45)	 Economics (score out of 20)	Marketability Score (score out of 100)
1	Lionel Messi	Argentine	36	Soccer	⬆️ 4	30.46	44.35	20.00	94.81
2	LeBron James	American	38	Basketball	⬆️ 2	34.83	38.08	19.84	92.75
3	Alex Morgan	American	34	Soccer	⬆️ 5	33.99	45.00	13.33	92.32
4	Giannis Antetokounmpo	Greek	28	Basketball	⬆️ 34	34.33	39.38	16.83	90.53
5	Megan Rapinoe	American	38	Soccer	⬆️ 22	32.31	41.32	16.51	90.14
6	Mikaela Shiffrin	American	28	Alpine Ski		34.66	44.13	11.11	89.91
7	Lewis Hamilton	British	38	Motorsport	⬇️ -4	34.16	36.13	19.52	89.81
8	Simone Biles	American	26	Gymnastics	⬆️ 3	35.00	38.29	16.19	89.48
9	Kylian Mbappe	French	24	Soccer	⬆️ 10	29.28	40.67	19.05	89.00
10	Max Verstappen	Dutch	25	Motorsport	⬆️ 23	32.81	37.00	18.41	88.22
11	Novak Djokovic	Serbian	36	Tennis	⬆️ 35	27.26	41.97	18.73	87.96
12	Coco Gauff	American	19	Tennis		31.97	43.92	12.06	87.95
13	Stephen Curry	American	35	Basketball	⬆️ 1	31.63	36.56	18.89	87.09
14	Naomi Osaka	Japanese	25	Tennis	⬇️ -8	34.50	34.62	15.87	84.98
15	Lucy Bronze	British	31	Soccer		33.15	43.05	7.14	83.34
16	Robert Lewandowski	Polish	35	Soccer	⬆️ 21	30.96	38.51	13.49	82.96
17	Leah Williamson	British	26	Soccer		27.09	43.27	11.27	81.63




Rank	ATHLETE INFORMATION					PILLAR SCORES			Marketability Score (score out of 100)
	Athlete	Nationality	Age	Sport	YoY change	 Brand Strength (score out of 35)	 TAM (score out of 45)	 Economics (score out of 20)	
18	Aryna Sabalenka	Belarusian	25	Tennis		26.08	44.57	10.95	81.60
19	Angel Reese	American	21	Basketball		26.25	44.78	9.52	80.56
20	Alphonso Davies	Canadian	22	Soccer		31.47	33.75	14.76	79.98
21	Emma Raducanu	British	20	Tennis	▼ -9	24.74	42.62	12.22	79.58
22	Harry Kane	British	30	Soccer	▲ 27	31.13	29.64	18.57	79.34
23	Beth Mead	British	28	Soccer		26.92	41.75	10.48	79.15
24	Alexia Putellas	Spanish	29	Soccer	▼ -11	27.93	43.70	7.30	78.94
25	Lando Norris	British	23	Motorsport		21.03	40.89	16.98	78.91
26	Bukayo Saka	British	22	Soccer		27.76	36.35	14.44	78.56
27	Cristiano Ronaldo	Portuguese	38	Soccer	▼ -26	19.86	38.73	19.68	78.26
28	Charles Leclerc	Monegasque	25	Motorsport	▼ -3	20.87	39.59	17.78	78.23
29	Rory McIlroy	Northern Irish	34	Golf	▲ 19	22.72	40.02	15.08	77.82
30	Olivia Dunne	American	20	Gymnastics	▲ 14	29.95	42.40	5.40	77.75
31	Neymar	Brazilian	31	Soccer	▼ -14	15.48	41.54	19.21	76.23
32	Luis Suarez	Uruguayan	36	Soccer		25.58	38.94	11.43	75.95
33	Erling Haaland	Norwegian	23	Soccer	▼ -9	22.88	35.91	17.14	75.94
34	Thiago Silva	Brazilian	38	Soccer		23.22	39.16	13.17	75.55
35	Travis Kelce	American	33	Football		30.63	33.32	11.59	75.53

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	Athlete	Nationality	Age	Sport	YoY change	 Brand Strength (score out of 35)	 TAM (score out of 45)	 Economics (score out of 20)	
36	Son Heung-min	South Korean	31	Soccer		27.43	35.48	12.54	75.45
37	Smriti Mandhana	Indian	27	Cricket		32.64	37.21	4.92	74.78
38	Valentina Shevchenko	Kyrgyzstani	35	MMA		32.98	37.86	3.49	74.33
39	Mohamed Salah	Egyptian	31	Soccer	▼ -21	31.80	27.48	14.60	73.88
40	Marcus Rashford	British	25	Soccer	▲ 10	27.60	28.13	18.10	73.82
41	Rafael Nadal	Spanish	37	Tennis	▼ -25	25.75	29.42	18.25	73.42
42	Hardik Pandya	Indian	29	Cricket		30.79	28.34	14.13	73.26
43	Petra Kvitova	Czech	33	Tennis		33.82	32.88	6.19	72.90
44	Chloe Kim	American	23	Snowboarding	▼ -22	33.65	31.59	7.62	72.86
45	Patrick Mahomes	American	27	Football		31.30	24.66	16.35	72.31
46	Mapi Leon	Spanish	24	Soccer		28.27	41.11	2.22	71.60
47	Sam Kerr	Australian	29	Soccer	▼ -38	29.78	32.67	9.05	71.50
48	Eileen Gu	Chinese	21	Freestyle Skiing	▼ -19	33.49	32.24	5.71	71.44
49	Sydney McLaughlin-Levrone	American	24	Track & Field	▼ -8	28.44	39.81	3.17	71.42
50	Ons Jabeur	Tunisian	29	Tennis		25.07	37.64	8.57	71.29
51	Rohit Sharma	Indian	36	Cricket	▼ -31	18.17	35.05	17.46	70.68
52	Breanna Stewart	American	29	Basketball		23.05	42.84	4.76	70.65
53	Alisha Lehmann	Swiss	24	Soccer		23.73	42.19	4.60	70.52

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	Athlete	Nationality	Age	Sport	YoY change	 Brand Strength (score out of 35)	 TAM (score out of 45)	 Economics (score out of 20)	
54	Carlos Alcaraz	Spanish	20	Tennis		25.91	28.77	15.71	70.40
55	Aaron Judge	American	31	Baseball		23.39	34.18	12.70	70.27
56	Aaron Rodgers	American	39	Football		18.68	35.70	15.56	69.93
57	Virat Kohli	Indian	34	Cricket	▼ -50	28.94	21.42	19.37	69.73
58	Iga Swiatek	Polish	22	Tennis		28.77	25.96	14.29	69.02
59	Candace Parker	American	37	Basketball	▼ -33	33.32	31.80	3.81	68.93
60	Kevin De Bruyne	Belgian	32	Soccer	▼ -17	21.37	33.10	13.65	68.12
61	Toni Kroos	German	33	Soccer		17.16	40.46	10.32	67.94
62	Shai Gilgeous-Alexander	Canadian	25	Basketball		28.61	31.37	6.98	66.96
63	Sabrina Ionescu	American	25	Basketball		21.54	43.49	1.43	66.45
64	Mookie Betts	American	30	Baseball		29.62	29.86	6.83	66.30
65	Luka Modric	Croatian	38	Soccer		25.41	27.04	13.81	66.26
66	Jude Bellingham	British	20	Soccer		23.89	26.83	15.40	66.12
67	Caitlin Clark	American	21	Basketball		32.14	24.88	8.41	65.43
68	Mike Trout	American	32	Baseball		24.57	30.72	8.89	64.18
69	Karim Benzema	French	35	Soccer	▼ -38	12.79	33.53	17.62	63.94
70	Brittney Griner	American	32	Basketball		8.41	40.24	15.24	63.89
71	Luka Doncic	Slovenian	24	Basketball	▼ -26	16.49	32.45	13.97	62.91
72	Shikhar Dhawan	Indian	37	Cricket		26.75	23.58	11.90	62.24

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	Athlete	Nationality	Age	Sport	YoY change	 Brand Strength (score out of 35)	 TAM (score out of 45)	 Economics (score out of 20)	
73	Kevin Durant	American	34	Basketball		13.63	30.50	17.94	62.07
74	Chloe Kelly	British	25	Soccer		24.23	30.94	6.03	61.20
75	Micah Parsons	American	24	Football		24.06	27.69	9.37	61.12
76	Sergio Perez	Mexican	33	Motorsport	▼ -40	19.35	24.23	16.67	60.25
77	Victor Wembanyama	French	19	Basketball		11.61	35.26	12.86	59.73
78	Shelly-Ann Fraser-Pryce	Jamaican	36	Track & Field		32.48	21.63	5.56	59.67
79	Jon Jones	American	36	MMA		19.01	25.53	14.92	59.46
80	Antoine Griezmann	French	32	Soccer		11.11	37.43	10.79	59.33
81	Rayssa Leal	Brazilian	15	Skateboarding		22.21	34.40	2.38	58.99
82	Joel Embiid	Cameroonian	29	Basketball		17.50	25.31	16.03	58.84
83	Domantas Sabonis	Lithuanian	27	Basketball		24.40	30.29	3.97	58.66
84	Joe Burrow	American	26	Football		24.90	16.23	17.30	58.43
85	Caroline Garcia	French	29	Tennis		18.34	34.83	5.24	58.41
86	Aitana Bonmati	Spanish	25	Soccer		19.52	36.78	1.90	58.20
87	Lauren Hemp	British	23	Soccer		30.12	26.61	1.11	57.84
88	Frances Tiafoe	American	25	Tennis		30.29	16.88	10.16	57.32
89	Katie Ledecky	American	26	Swimming	▼ -68	29.11	20.12	6.67	55.90
90	Federico Valverde	Uruguayan	25	Soccer		25.24	22.72	7.46	55.42
91	Scottie Scheffler	American	27	Golf		20.02	27.26	7.94	55.22

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	Athlete	Nationality	Age	Sport	YoY change	 Brand Strength (score out of 35)	 TAM (score out of 45)	 Economics (score out of 20)	
92	Shubman Gill	Indian	23	Cricket		22.38	20.77	11.75	54.90
93	Bronny James	American	18	Basketball		13.13	32.02	9.68	54.83
94	Fridolina Rolfo	Swedish	30	Soccer		28.10	23.80	2.06	53.96
95	Holger Rune	Danish	20	Tennis		20.36	25.10	8.25	53.71
96	Joey Logano	American	33	Motorsport		26.59	23.15	3.65	53.39
97	Jannik Sinner	Italian	22	Tennis		29.45	14.28	9.21	52.93
98	Jamal Musiala	German	20	Soccer		20.53	25.75	6.51	52.78
99	Nelly Korda	American	25	Golf		18.00	31.15	2.86	52.02
100	Alexa Grasso	Mexican	30	MMA		26.42	24.01	1.27	51.70
101	Sky Brown	British	15	Skateboarding	▼ -62	13.29	33.97	4.29	51.55
102	Ronald Acuna Jr.	Venezuelan	25	Baseball		15.65	30.07	5.08	50.80
103	Lena Oberdorf	German	21	Soccer		21.20	28.56	0.48	50.24
104	Shohei Ohtani	Japanese	29	Baseball		21.71	15.79	12.38	49.88
105	Andrey Rublev	Russian	25	Tennis		18.51	20.34	10.63	49.48
106	Stefon Diggs	American	29	Football		22.55	17.31	7.78	47.63
107	Kyle Busch	American	38	Motorsport		16.66	24.45	6.35	47.45
108	Manny Machado	American	31	Baseball		22.04	21.20	4.13	47.37
109	Enzo Fernandez	Spanish	18	Soccer		15.82	22.07	8.73	46.61
110	Lauri Markkanen	Finnish	26	Basketball		12.45	29.21	4.44	46.10

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111	Jalen Hurts	American	25	Football		13.97	19.04	13.02	46.02
112	Jon Rahm	Spanish	28	Golf		20.70	14.93	9.84	45.47
113	Diana Taurasi	American	41	Basketball		16.32	26.18	2.70	45.20
114	Alex Bregman	American	29	Baseball		17.00	26.39	1.59	44.98
115	Adley Rutschman	American	25	Baseball		15.99	27.91	0.79	44.69
116	Saul 'Canelo' Alvarez	Mexican	33	Boxing		17.84	17.96	8.10	43.89
117	Justin Verlander	American	40	Baseball		21.88	18.61	3.33	43.81
118	Georgia Stanway	British	24	Soccer		18.85	20.99	1.75	41.58
119	Caleb Williams	American	21	Football		13.80	21.85	5.87	41.52
120	Jakob Ingebrigtsen	Norwegian	22	Track & Field		20.19	16.66	0.95	37.80
121	Borna Coric	Croatian	26	Tennis		19.18	12.12	3.02	34.31
122	Nikola Jokic	Serbian	28	Basketball		19.69	4.11	10.00	33.80
123	Rose Zhang	American	20	Golf		23.56	6.49	0.63	30.68
124	Trent Williams	American	35	Football		12.62	9.30	2.54	24.46
125	Agustin Canapino	Argentine	33	Motorsport		9.42	13.41	0.32	23.15

Methodology

SportsPro and NorthStar Solutions Group's expanded methodology assessed hundreds of global athletes across three key scoring pillars: Brand Strength, Total Addressable Market, and ECON - Triple Bottom Line.

For the first time, sophisticated qualitative research was integrated with quantitative marketability measurements, while comprehensive mathematical and statistical formulas from multiple data sources were then applied to determine the final rankings according to each athlete's Total Marketability Score.

Read on to find out more or [watch our short video explainer](#).



6



MIKAELA SHIFFRIN

American, 28, Alpine Ski

Marketability score

90.13/100

 Brand strength
34.66_{/35}

 TAM
44.35_{/45}

 Economics
11.11_{/20}

- Authenticity
- Brand Risk & Reputation
- In-Sport Performance
- Presentation
- Purpose, Mission & Values (PMV)

- Athlete Audience Reach
- Athlete Audience Engagement
- Athlete Trending Brand Buzz
- Projected Net Sentiment
- Sponsor Awareness & Athlete
- Sport-Team Awareness & Athlete

- Athlete Market Value ROI
- Social ROI
- Environmental ROO

Methodology (continued)

What does 'Marketability Score' mean?

Athletes are ranked according to their 'Marketability Score', which is split into three distinct scoring components: Brand Strength, Total Addressable Market, and Economics. These weighted scores have been added together to generate an overall **Marketability Score out of 100**, with each athlete assigned a proportionate score in relation to the top performer for each metric.

Brand Strength, which carries a maximum score of 35, is determined by individual factors such as authenticity, risk and reputation, in-sport performance, presentation, momentum, and each athlete's purpose, mission and values (PMV).

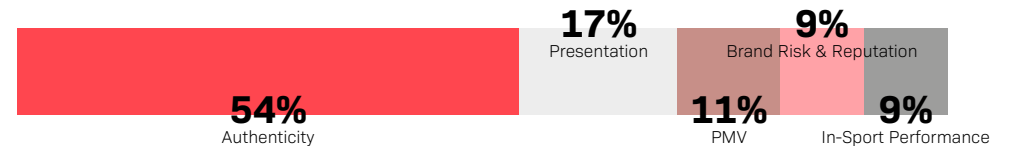
Total Addressable Market – with a maximum score of 45 – encompasses factors such as overall reach, attention growth, social sentiment, audience engagement, and sponsor, sport and team awareness.

Meanwhile **Economics**, which carries a maximum score of 20, incorporates an athlete's market value and estimated worth, their public support for environmental causes, and the extent to which they generate social and community benefits through their actions, influence and engagement.

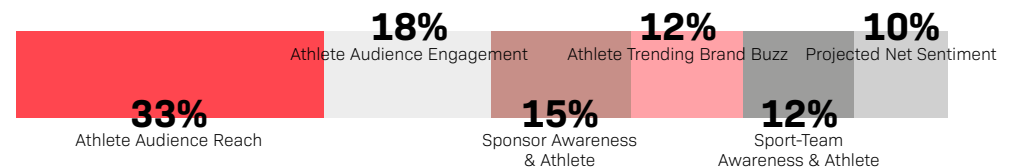
How the three pillar scores break down

Each athlete's Total Marketability Score is quantified as the sum of three weighted Pillars:

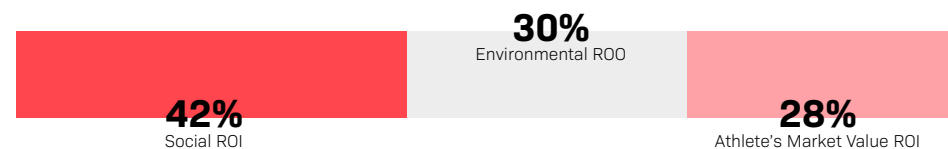
Pillar 1: Athlete Brand Strength (35%)



Pillar 2: Total Addressable Market (45%)



Pillar 3: ECON – Triple Bottom Line (20%)



Methodology (continued)

How is the 50 Most Marketable Athletes list generated?

This year marks the first time in the 14-year history of SportsPro's 50 Most Marketable Athletes that qualitative research has been integrated with quantitative metrics to determine the final ranking.

SportsPro and NorthStar's methodology comprised three main assessment stages. First, the entire sports ecosystem was mapped out and narrowed down to **174 sports categories**, out of which we derived a **total universe of 993 athletes** for further analysis (compared to a list of 700 athletes in 2022).

In order to be considered eligible for this year's list, an athlete must have been active during the evaluation period **15th June 2022 to 20th August 2023**. Upon applying layers of qualitative and quantitative analytics on the full universe of athletes, we whittled down **the final list to 125 global athletes** that were active during the evaluation period.

We then applied **16 qualitative and quantitative drivers** to each of the 125 athletes. Each driver was weighted and comprised of comprehensive mathematical and statistical formulas pulling from multiple primary and secondary data sources.

All 16 weighted drivers rolled up into three weighted scoring pillars, the sum of which equals an athlete's Total Marketability Score (out of 100), which determined the final rankings.

Want to know more about the methodology? [Contact NorthStar](#)





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