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**THE IMPACT OF THE SPORTS INDUSTRY
ON THE STATE OF THE FOOD MARKET IN A PANDEMIC**

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Abstract

The problem of the spread of coronavirus infection, which has become pandemic in many countries, has seriously affected the pace of economic development, regardless of the level of socio-economic development. Slowing economic processes led to a decrease in social mobility of the population, real incomes of citizens, which led to a drop in demand for healthy and sports nutrition products. The influence of the sports industry in promoting a healthy lifestyle, an integral part of which is a healthy diet, is obvious, but the marketing potential of cooperation between these market segments cannot be fully realized in the current conditions. Due to the reduced opportunities for promoting healthy nutrition products, the sports sector will not receive sponsorship contracts, and food producers will not receive the expected marketing effect for promoting their products on the market, which is complemented by a decrease in the purchasing power of the population in many countries of the world. Other sectors will also suffer a loss from the spread of the pandemic, the marketing promotion of which is tied to the sports industry to one degree or another.

Keywords

Food market – Healthy nutrition – Coronavirus infection – Real incomes of the population

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Introduction

The branch of physical education and sports in the conditions of economic crises becomes extremely vulnerable. It almost completely depends on the budget system in a number of countries with large economies, such as Russia and China, while it is not used as a political tool and is an independent sports industry in developed countries. A healthy lifestyle in developed countries is a social trend that citizens perceive as a tool to improve the quality of life and its duration. The concept of healthy eating is better perceived by the population in developed countries, and the healthy eating market is more developed than in developing ones.

Economic instability in a pandemic reduces the population's demand for sporting goods, sports nutrition, paid services for physical education and sports, and weakens interest in spectacular events. Against the backdrop of the outbreak of coronavirus, the world economy experienced a severe recession due to reduced consumption, closure of borders and production in individual countries, which caused the breakdown of production chains.¹ Demand for expensive healthy food is also declining, with social mobility and real incomes falling, especially in conditions when the state does not provide material support to the population and enterprises do not work.

The situation with the spread of a new type of coronavirus COVID-19 is regarded as the Spanish flu epidemic that arose in Europe in 1918 and claimed millions of lives across the planet. However, the distinguishing feature of the economy in the present case is the globalization of the interaction of countries with each other, which can cause irreparable consequences for the modern economy and make us take a fresh look at the problems of modern society, including the level of healthcare development in various countries.²

Predict the effects on the global economy before the pandemic ends; most states have not yet begun to return to the previous pace of the economy, it's difficult. Moreover, there is an opinion that the consequences for the global economy will be much more serious than the consequences of the global financial crisis of 2008-2009.³

In many countries, the sector of physical education and sports is positioned as a priority task for the development of society, which should improve the situation with the improvement of the population and the formation of commitment to a healthy lifestyle in all age categories of citizens.⁴ The sports industry in those countries where budgetary dependence is low can independently cooperate with other industries; therefore, there is a close integration of the sports industry with the agricultural sector in developed countries.

The process of globalization of the global space and the dissemination of the media played a positive role in popularizing sports all over the planet, providing the opportunity to watch broadcasts of sports competitions and matches anywhere in the world.

¹ S. I. Dolgov and Yu. A. Savinov, "The effect of a new coronavirus outbreak on international trade", *Russian Foreign Economic Bulletin* Vol: 2 (2020): 7-18.

² Diego Felipe Arbeláez-Campillo and Magda Julissa Rojas-Bahamon, "Pandemics in globalization times", *Amazonia Investiga* Vol: 9 num 27 (2020): 3-4.

³ S. A. Morozov, "What will be the damage from a coronavirus outbreak for the global economy?", *Scientific electronic journal Meridian* Vol: 8 num 42 (2020): 456-458.

⁴ D. A. Zyukin and E. E. Matushanskaya, "Mass sport as an integral element in the implementation of the concept of a healthy lifestyle of the population", *Regional Bulletin*, Vol: 6 num 15 (2018): 11-13.

The proliferation of telecommunication technologies for the sports industry, in turn, made it possible to receive additional income from television companies that have the rights to television broadcasts of competitions, which gives a decent income in certain sports in the USA and European countries.⁵

After the development of television, sport began to be used for marketing purposes, as it allowed to promote products from various sponsors, primarily products that form a healthy lifestyle.⁶ This should include the promotion of sports goods, sports services and a relatively new consumer product for the masses of the population - sports nutrition, which in the past few years has experienced a boom in popularity among those who seek to keep fit without being a professional athlete.

The vast majority of sporting events around the world have been canceled, rescheduled or closed to the audience due to the spread of coronavirus infection; the risk of spread of which increases with crowding, creating an unfavorable epidemiological situation.⁷ This entailed a loss of revenue from ticket sales, a decrease in the income of athletes and clubs due to the loss of the possibility of public speaking and the implementation of promotional activities for which there would be payments from sponsors.

The Olympic Games in Tokyo were rescheduled to prevent the spread of coronavirus infection. The transfer of the Olympic Games, which positively affects the stimulation of public interest in sports, had a negative impact not only on the social component of the sports movement.⁸ This turned out to be a number of problems for Japan related to financial costs of the state and private business, as well as additional organizational burden in the future. Part of the sporting heritage in Japan has remained from the previous Olympiads, but the costs associated with organizational issues and the costs of a private business that used credit resources will be unjustified due to the lack of the expected influx of tourists.⁹ Restrictive measures related to preventing the spread of coronavirus had a negative impact on many sectors of the economy from production to trade and the service sector, including sports. The ban on the sale of goods that are not in the category of basic necessities in Russia has practically slowed down the retail sale of sports nutrition, having a direct impact on producers' incomes. At the same time, the market for healthy nutrition, which includes organic products, dietetic and diabetic foods, and functional foods¹⁰, on the contrary, has intensified in conditions of self-isolation, as people stocked cereals, groceries, vegetables, fruits in advance, consume dairy products and bread bakery products at home, increased the intake of synthetic vitamins to stimulate immunity, which created some excitement among suppliers and manufacturers.

⁵ E. D. Zhelbunov, "Modern Sports Broadcasting: US Experience", *The Information Age (Network Edition)* Vol: 2 num 1 (2) (2018): 403-426.

⁶ M. P. Bondarenko and Yu. A. Zubarev, "The complex nature of marketing in the field of physical education and sports", *Philosophy of Social Communications* Vol: 2 num 27 (2014): 84-89.

⁷ M. A. Patyashina and L. A. Balabanova, "Problems of ensuring sanitary and epidemiological well-being of mass events with international participation in modern conditions", *Kazan Medical Journal* Vol: 96 num 1 (2015): 90-95.

⁸ E. A. Bobrovsky, "The Olympics as a catalyst for the involvement of the population in mass sport", *Karelian Scientific Journal* Vol: 1 num 22 (2018): 199-202.

⁹ Mikhail Komarov, "Japan. The legacy of the Olympic Games", *Asia and Africa today* num 1 (2020): 50-55.

¹⁰ E. A. Korogodina, "Healthy nutrition market: development prospects", *Regional Bulletin* Vol: 5 num 14 (2018): 6-8.

Sports nutrition, as well as healthy, is in one way or another connected with food production, which may be affected in a crisis affecting agricultural producers; because due to the slowdown in socio-economic processes, financing of the sports industry, which receives income from the sale of sports nutrition and acts as an advertising platform for healthy nutrition products, will also suffer. Therefore, the assessment of the consequences of the spread of coronavirus infection for the industry of physical education and sports is highly relevant.

The theoretical basis

The concept of a healthy lifestyle is actively developing, on the one hand, due to the popularization of physical culture and sports, and on the other, due to close integration with the agricultural sector, which is a raw material donor for specialized “sports nutrition” (BusinesStat, n/d). The slowdown in the sports industry due to the spread of coronavirus infection does not allow it to realize its marketing potential without receiving its share of material benefits from sponsors who continue to promote their products regardless of sport. The spread of coronavirus infection has shifted to pandemic levels in various countries. “Coronavirus” or “COVID-19”, which is a potentially severe acute respiratory infection caused by the SARS-CoV-2 coronavirus, which can cause specific complications in the form of severe pneumonia in the form of viral pneumonia, leading to the development of acute respiratory failure and death¹¹ influenced the healthy diet market.

Methodology

The theoretical and methodological basis was the work of domestic and foreign scientists regarding the problems of sports nutrition, sponsorship in sports, income in the sports industry. It is assumed that the spread of coronavirus infection with the associated closure of points of sale of non-essential goods, sporting goods stores, fitness centers, the abolition of sports competitions and matches, forcing the population to self-isolation had a negative impact on the physical education and sports industry worldwide; such a situation is likely to result in a loss for manufacturers and sellers of sports and healthy nutrition. It is necessary to analyze the dynamics of the supply of sports nutrition, the volume of its imports and prices, which will increase as a result of the fall in the value of the ruble against the US dollar, which will entail an increase in retail prices for sports nutrition for the population, which will give preference to standard foods in a crisis, therefore, demand will fall on sports nutrition; there is a possibility of a decrease in demand for high-quality healthy food products due to a decrease in the purchasing power of the population's income.

Results

Marketing is used to promote sports-related products; areas of promotion may affect certain sports, specific competitions, teams, sports organizations, the promotion of a healthy lifestyle among the population, sports brands, products, services.¹² A few basic principles of marketing activities in the field of sports should be highlighted (Figure 1).

¹¹ B. K. Romanov, “Coronavirus infection COVID-2019”, Safety and risk of pharmacotherapy Vol: 8 num 1 (2020): 3-8.

¹² A. I. Grischenkov; V. P. Molchanov and V. K. Nastaev, “To the question of the essence of marketing in the field of physical education and sports”, Economics. Sociology. Right Vol: 1 num 13 (2019): 34-38.

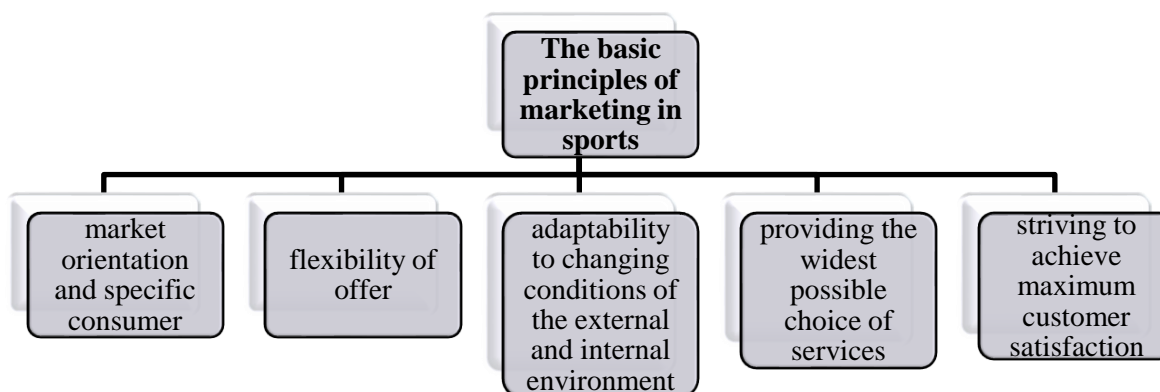


Figure 1

The basic principles of marketing in sports
 * compiled by the authors based on sources
 (Bondarenko and Zubarev, 2014; Grischenkov et al., 2019)

Visual advertising for sports sponsors works best during mass entertainment events, especially during television broadcasts. Despite the growth of advertising revenue in Russian television companies during the FIFA-2018 World Cup in Russia, the match's main sports channel, which is part of Gazprom Media Holding, showed a loss in 2018 due to collateral its functioning, while advertising on entertainment channels is much more effective.¹³

Sponsors who invested in the Tokyo Olympics 2020 will not receive the planned benefits this year due to the postponement of the competition. In general, the economic growth that occurs in countries hosting the world's largest sporting events will at least shift in timing in Japan, as some countries showed a loss or absence of the expected economic growth rates according to a successful scenario for the development of the global economy.¹⁴

Healthy eating is an essential element of a commitment to a healthy lifestyle. A healthy diet involves eating foods that balance proteins, carbohydrates, fats, vitamins, and mineral elements.¹⁵ High-quality healthy nutrition often assumes its high cost to the consumer, but during self-isolation, residents of the most prosperous regions in terms of socio-economic development (Moscow, St. Petersburg, Moscow and Leningrad regions, etc.) increased their consumption of healthy nutrition products using food delivery, despite the high cost.

The popularization of a healthy lifestyle among the Russian population has led to the fact that among citizens throughout the country interest in sports has increased not only from the perspective of a spectator - the proportion of those who systematically go in

¹³ A. D. Evmenov and N. A. Morschagina, "The state and development prospects of the television advertising market in Russia", Petersburg Economic Journal Vol: 4 (2019): 88-97.

¹⁴ I. M. Drapkin; E. O. Semenova and A. Yu. Chernega, "Influence of sporting mega-events on economic growth in the host country: results of an empirical analysis", Bulletin of Ural Federal University. Series: Economics and Management, Vol 17 num 3 (2018): 406-422.

¹⁵ T.R. Solomakhina, "Important components of a healthy lifestyle", Regional Bulletin Vol: 3 num 42 (2020): 25-26.

for sports has increased, the demand for sports services provided in fitness clubs has grown.¹⁶

A commitment to a healthy lifestyle and systematic sports is most often formed at a young age and during the period of study at a higher educational institution. The most common problems among children and adolescents in modern Europe are the problems of obesity and chronic stress, like the adult population, in addition to the early use of alcohol and drugs.¹⁷ When entering higher education institutions, young people begin to think about how attractive their bodies look, especially women begin to take care of this issue. The difference in physique between those who systematically resort to sports training and adhere to the principles of healthy eating, and those who do not observe this, is significant; those involved in sports look more fit and healthy.¹⁸ Often, those who want to keep themselves in good shape, in addition to visiting sports clubs, try to use in the diet those products that are used by professional athletes, which include products for sports nutrition, most of which are labeled as biologically active additives (BAA) and serving as a dope for a recovering organism in some cases.¹⁹

Advertising sports nutrition on behalf of eminent athletes, sports trainers in fitness clubs and on the Internet is quite effective, as sales of sports nutrition grew before the onset of the crisis.²⁰ The market for sports and healthy nutrition is more developed in developed countries, unlike Russia, where sports nutrition is progressing weaker. There was an increase in the supply of products and an increase in the natural volume of imports in the sports nutrition market in Russia (table 1).

Indicators	Years						Growth in 2019 to 2015, %
	2015	2016	2017	2018	2019	2020*	
Sports nutrition offer, t	10449	10651	10824	11145	11610	12170	11,1
Actual volume of import of sports nutrition, t	4846	5830	5805	6080	6700	7350	38,3
Export price of sports nutrition, US dollars per kg	7,5	7,4	8,7	8,9	9,3	9,7	24,0

*forecast

** compiled by the authors based on BusinesStat data (BusinesStat, n/d)

Table 1

Some indicators of the development of the sports nutrition market in Russia

¹⁶ O. Zilberstein; V. Kotov; T. Shklyar and S. Avtonomova, "Analysis of the main economic indicators dynamics for the activities in the field of physical fitness and sports in the Southern Federal District of the Russian Federation in 2005-2017", Amazonia Investigia Vol: 7 num 17 (2018): 676-685.

¹⁷ Agnieszka Radziwińska; Magdalena Weber-Rajek; Ewelina Lulińska-Kuklik; Urszula Kaźmierczak and Waldemar Moska, "Academic youth's health behavior", Physical education of students Vol: 20 num 6 (2016): 55-62.

¹⁸ I. YU. R. Zuosene, "Features of physical fitness and physique of students involved in and not involved in sports", Physical Education of Students num 6 (2013): 15-19.

¹⁹ S. H Backhouse; L. Whitaker and A. Petróczi, "Gateway to doping? Supplement use in the context of preferred competitive situations, doping attitude, beliefs, and norms", Scandinavian Journal of Medicine & Science in Sports Vol: 23 num 2 (2013): 244-252.

²⁰ Yu. G. Larchenko and E. S. Biryukov, "Analysis of tools to attract and retain customers online sports nutrition store", Scientific notes of Komsomolsk-on-Amur State Technical University Vol: 2 num 2 (38) (2019): 114-117.

The supply of sports nutrition increased by 11.1%, which was largely due to an increase in imports, and not due to domestic production. It is worth noting that a significant part of the import of sports nutrition to Russia from Europe and the United States is supplied through Belarus and is often imported into the country under the guise of dietary supplements and other types of products. According to the forecast of the supply and volumes of imports of sports nutrition, an increase was expected; but the price factor will have a negative impact on the formation of demand for products, which instead of growth will lead to a decrease in the volume of imports of sports nutrition in the near future. Due to the fall in real incomes of the population in developing countries, the market segment falling on the consumers of these countries will decrease, which will lead to a temporary reduction in producer incomes until the global situation stabilizes or until new markets are found; in other words, the economic factor will play a greater role in this matter than the social one.

The impact of coronavirus on profitability in sports will certainly be negative, since the sports industry has already suffered losses from the loss of the ability to sell tickets to mass events. Sponsors who have registered the number of appearances at public events with company logos in contracts will not have a reason to pay bonus to athletes and clubs, because the conditions for the execution of contracts will not be fulfilled.²¹

Under the pressure of the public, the clubs of the English Premier League are trying to agree with the players on signing an agreement on reducing salaries by 30% for a period of 12 months to save jobs, but the players' unions refuse, which causes even more indignation among citizens. The British are also not happy with the fact that Liverpool, Bournemouth, Newcastle, Norwich and Tottenham resorted to the state program for the preservation of jobs and wage costs are 80% covered by the state, although these funds could be sent to other industries. This measure is especially challenging on the part of the finalists, whose revenues are estimated at millions of pounds.

The losses of the English Premier League (Premier League) due to coronavirus may amount to more than 1.4 billion US dollars, but the losses will be even higher if the season is not completed, since the Premier League will be sued by sponsors and broadcasters, and payments only Sky and BT Sport broadcasters will make about 950 million US dollars. If the Championship of Spain against the backdrop of coronavirus ends ahead of schedule, then the loss from the failure to fulfill the contract on television rights will be 662 million US dollars, in Italy - 496 million US dollars, in Germany - 441 million US dollars, in France - 221 million US dollars. The largest losses among football clubs were suffered by Milan (160 million US dollars), Juventus (154 million US dollars) and Roma (129 million US dollars). Italian clubs have a total debt of 2.5 billion Euros, and many football clubs around the world have already declared bankruptcy. The transfer of the European Football Championship to 2021 will result in losses of 446 million US dollars. The losses of the organizing committee from the transfer of the Olympic Games in Tokyo are estimated at 2.7 billion US dollars, and in conjunction with sponsors and broadcasters - 5.5 billion US dollars. The cancellation of tennis tournaments in England will result in a loss of more than 243 million US dollars for the tennis association, and the cancellation of the US Open is also possible. The stages of Formula 1 in seven countries are indefinite, and due to the cancellation of five races, the teams will lose a total of more than 100

²¹ V. T. Voronina; E. A. Korogodina and N. L. Korchagina, "Sponsorship and television contracts as a way to earn money in professional sports", *Azimuth of Scientific Research: Economics and Management* Vol: 9 num 1 (30) (2020): 126-128.

million US dollars. The largest leagues in North America are the National Hockey League (NHL), the National Basketball Association (NBA) and Major League Baseball (MLB) lost more than 4 billion US dollars, of which NHL losses totaled 1 billion US dollars, NBA - 1.2 billion US dollars, MLB - 2 billion US dollars. There has already been a reduction in payments in the NHL, and if the season is not played out, then each club will lose only by selling tickets over 1.3 million US share and 400 thousand dollars from the sale of merchandise. The UFC does not disclose the financial side of its events, so the loss from a failed battle between Nurmagomedov and Ferguson, as well as from holding matches without spectators and outside the United States, is not possible to assess. Most sports clubs in Russia are funded from regional budgets, so due to the complication of the economic situation, the blow to Russian sport will be very strong, because investors and club owners are reluctant to bear salary costs during the suspension of the season.²²

Spheres related to sports also suffer losses: the hotel, restaurant and bookmaker business, the transport sector, manufacturers of sports goods, oddly enough, manufacturers of low-alcohol products, because viewers often drink alcohol and eat unhealthy foods while relaxing and watching sports. The effect of coronavirus

infection will not be so shocking for business and the population in those countries where the government supports business and the population, as in those where there is no government support, but the sports industry will suffer financial losses due to the inability to realize its marketing potential.

Discussions

Restrictions in sports associated with preventing the spread of coronavirus will certainly cause serious damage to world sports, and this could turn into a real collapse for Russian sports with its financing features. However, citizens who monitor their health will adhere to the principles of a healthy diet, which is an integral part of a healthy lifestyle, regardless of whether a person is engaged in sports or not, although systematic sports and healthy nutrition are components of a harmonious state of the human body.²³ Therefore, the production of a healthy diet can be more likely to be affected by the influence of coronavirus.

It should be noted that the methods of managing socio-economic development in many states will change along with changes in the world order; perhaps even greater emphasis will be placed on sports because of the epidemic, since sports strengthen immunity, musculoskeletal and cardiovascular systems, and improve lung function through natural mechanisms.²⁴ Citizens who are used to the fact that sport is part of their lives will not stop consuming sports services and sports goods; consumption is more likely to decline due to higher prices for sports goods and services or due to a decrease in the purchasing power of household incomes.

²² Ruslan Aliev and Artem Kruk, "The crisis of world sports during the spread of the coronavirus", (2020). Available at: <https://tass.ru/sport/8168539>.

²³ E. A. Korogodina, "Problems of planning a healthy diet as an important element of a healthy lifestyle", *Regional Bulletin* Vol: 22 num 37 (2019): 38-39.

²⁴ S. V. Yanchenko and V. A. Minina, "The influence of professional and amateur sports on the human body", *Young scientist* Vol: 14 num 200 (2018): 257-260. Available at: <https://moluch.ru/archive/200/49078/>.

To popularize sports competition, sports, sports products (the demand for which in a crisis, for example, in Russia may decrease), it will be necessary to use modern marketing methods. There is an opinion that in sports marketing innovative methods become more effective than traditional ones.²⁵ Consequently, the promotion of sports and related products, sports services, competitions, products of sports sponsors will shift towards the Internet, which makes it possible to watch broadcasts, order food, place bets, buy goods and receive services through mobile applications.

Conclusion

It was found that the damage from restrictions related to the prevention of coronavirus infection is very noticeable in the most popular sports leagues in Europe and North America, in Russia; bankruptcy threatens many sports clubs. A direct loss is more likely for organizations that provide sports services, produce sports nutrition, expensive sports products, and also sports broadcasting companies. The budgets of countries where the tax deductions from the income of athletes and from the sports business went will suffer; such deductions amount to millions of dollars and Euros in the USA, England and European countries. In turn, lost taxes could be used to develop the social sphere.

At the same time, producers of healthy food, on the contrary, can count on maintaining consumer demand in developing countries, although its volumes can be expected to decrease due to a decrease in real incomes of the population. In developed countries, the situation with the promotion of healthy nutrition products may develop in a different scenario due to the relative independence of the sports industry from the budget. Difficulties in the sports industry and related industries arising from the slowdown of economies due to the spread of coronavirus should be addressed using innovative marketing methods.

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²⁵ A. N. Vlasov, "Innovative methods in sports marketing", *Herald of science and education* Vol: 11-3 num 65 (2019): 37-41.

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