



2024 SPORT EMPLOYMENT STATISTICS IN FINLAND

FACT SHEET

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TOTAL SPORT EMPLOYMENT IN FINLAND

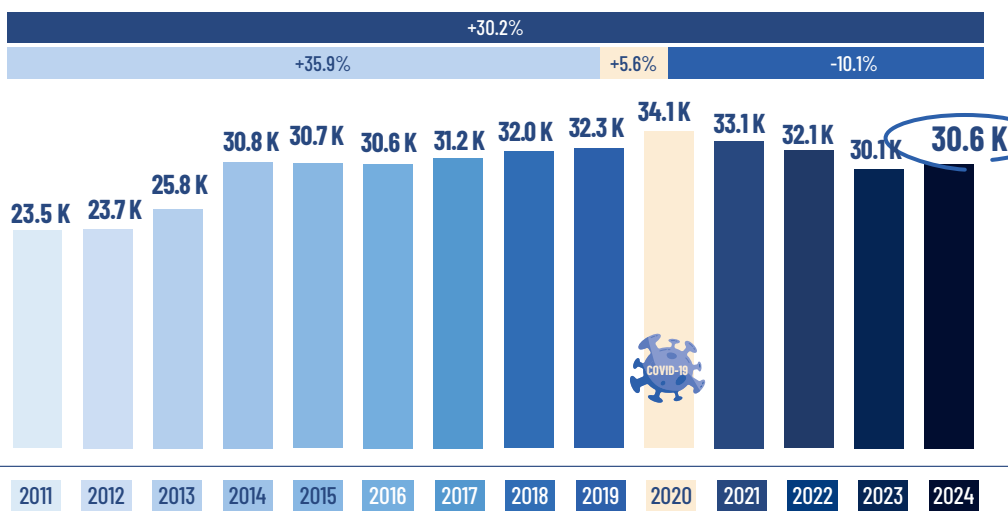


This fact sheet presents key sport employment statistics in Finland for the period 2011-2024.

Section 1 is about total sport employment - the sum of workers with a sport and fitness occupation (**section 2**) and all people working in a sport organisation (**section 3**), both employed and self-employed.

The methodology used to create this fact sheet is explained in **section 4**.

TOTAL SPORT EMPLOYMENT IN FINLAND

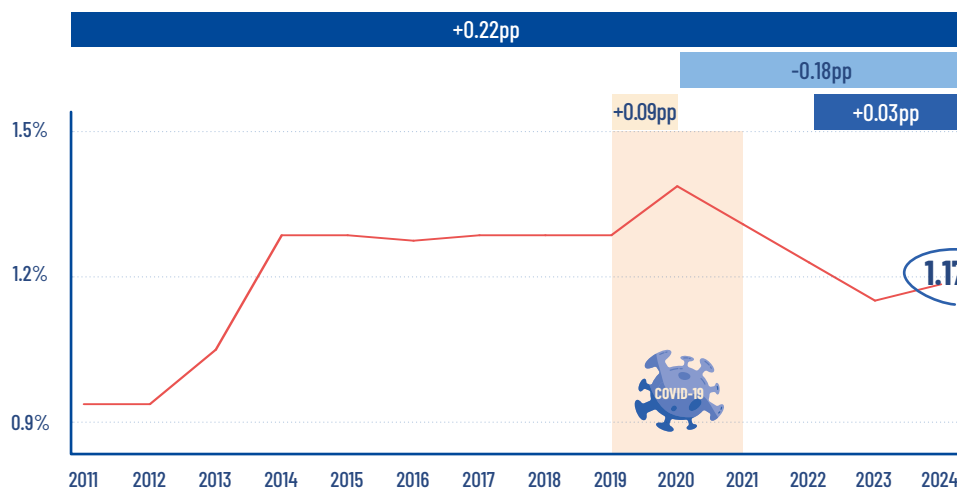


30.6 K
IN 2024
+30.2% SINCE 2011



Below is the share of sport employment within total employment across all economic sectors, including both employees and the self-employed.

Share of sport employment within total employment (all economic sectors combined)



1.17%
IN 2024
+0.22pp SINCE 2011



1

TOTAL SPORT EMPLOYMENT IN FINLAND



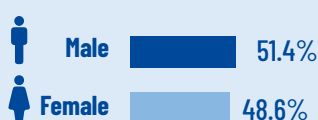
Characteristics of sport employment

Total sport employment in 2024

compared to

Total employment in 2024 (all economic sectors combined)

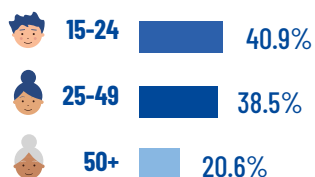
By gender



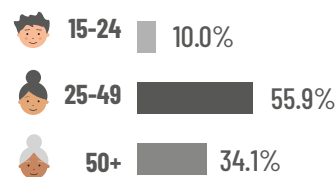
By gender



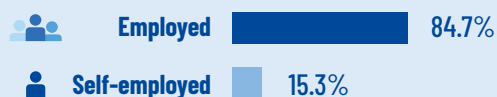
By age



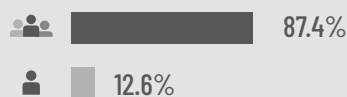
By age



By professional status



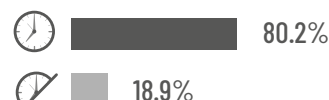
By professional status



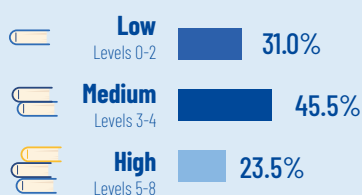
By type of contract



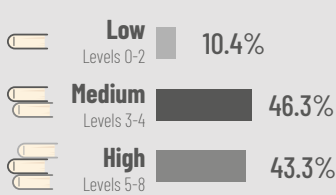
By type of contract



By level of education



By level of education

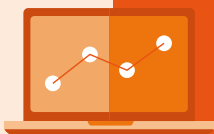


Levels 0-8 by ISCED 2011, i.e.:
Level 3 - Upper secondary education
Level 5 - Short-cycle tertiary education



2

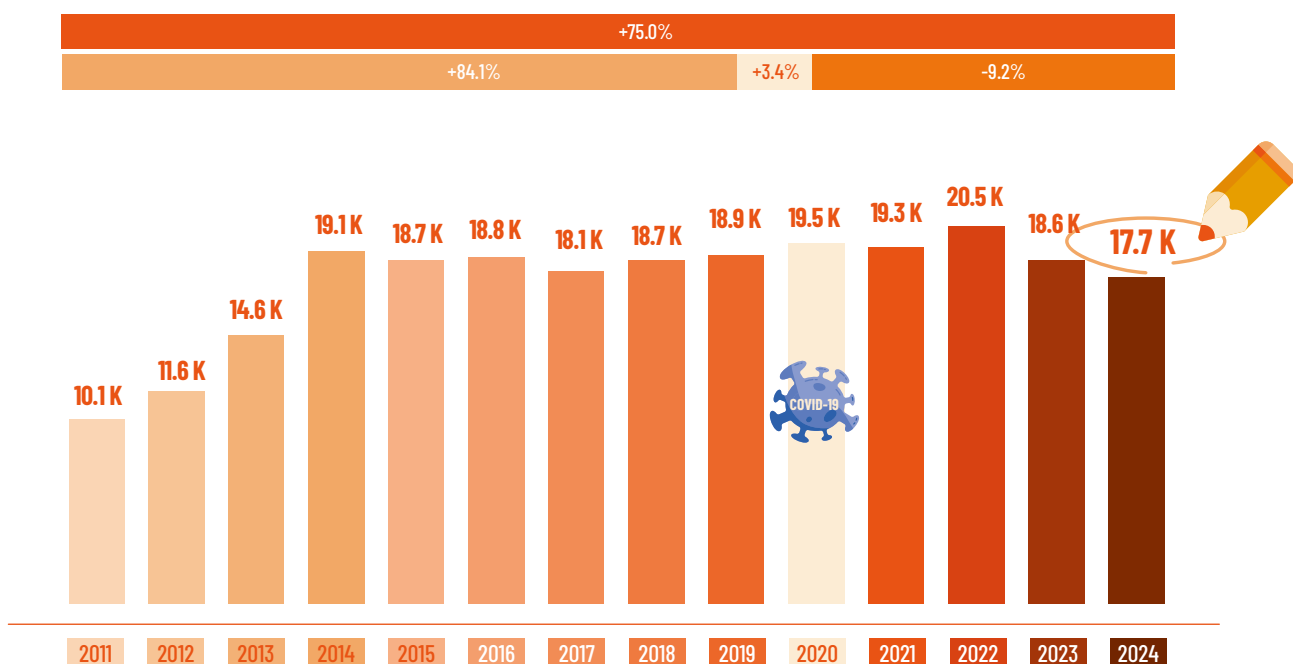
WORKERS WITH A SPORT AND FITNESS OCCUPATION IN FINLAND



This section shows total employment and characteristics of **workers with a sport and fitness occupation** - including athletes, sports players, sport coaches, instructors, officials, fitness and recreation instructors, and programme leaders.

It includes all **workers with a sport and fitness occupation** involved in organisations whose main business is the provision of sport (e.g., a sport coach in a sport club) as well as those involved in organisations whose main business is not the provision of sport (e.g., a fitness instructor in a hotel).

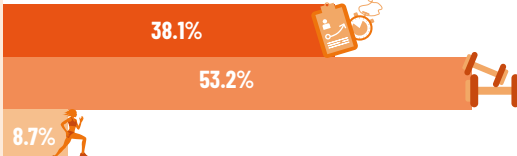
Total number of workers with a sport and fitness occupation



17.7 K
IN 2024
+75.0% SINCE 2011

Breakdown per occupations:

- Sport Coaches, Instructors and Officials
- Fitness and Recreation Instructors and Programme Leaders
- Athletes and Sports Players





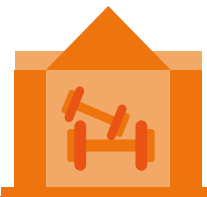
2

WORKERS WITH A SPORT AND FITNESS OCCUPATION IN FINLAND



Workers with a sport and fitness occupation can be employed in an organisation whose main business is the provision of sport (<< sport organisation>>, e.g., sport club, sport federation) but can also work in an organisation whose main business is not the provision of sport (e.g., hotel, rehabilitation centre, municipality). The data presented below reflects this distribution for the year 2024.

Where were workers with a sport and fitness occupation employed in 2024?



73.3%

Within a sport
organisation



26.7%

Within an organisation
whose main business is not
provision of sport



2

WORKERS WITH A SPORT AND FITNESS OCCUPATION IN FINLAND



Characteristics of workers with a sport and fitness occupation

Workers with a sport and fitness occupation in 2024

compared to

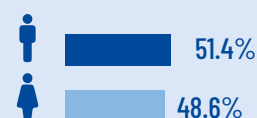
Total sport employment in 2024

By gender

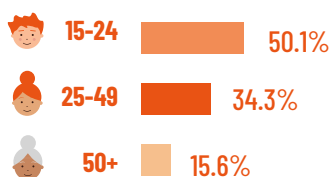


-8.2pp since 2023

By gender

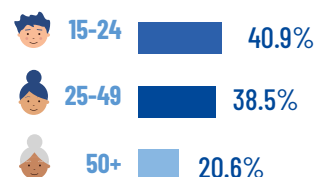


By age



+6.2pp since 2023

By age

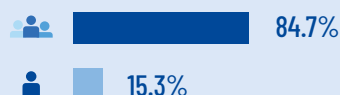


By professional status



-2.5pp since 2023

By professional status



By type of contract

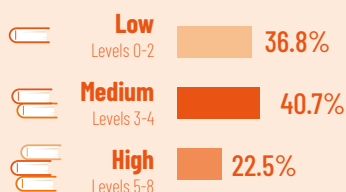


+2.5pp since 2023

By type of contract

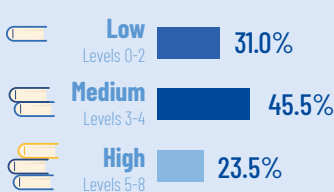


By level of education



+5.6pp since 2023

By level of education

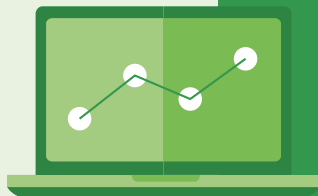


Levels 0-8 by ISCED 2011, i.e.:
Level 3 - Upper secondary education
Level 5 - Short-cycle tertiary education



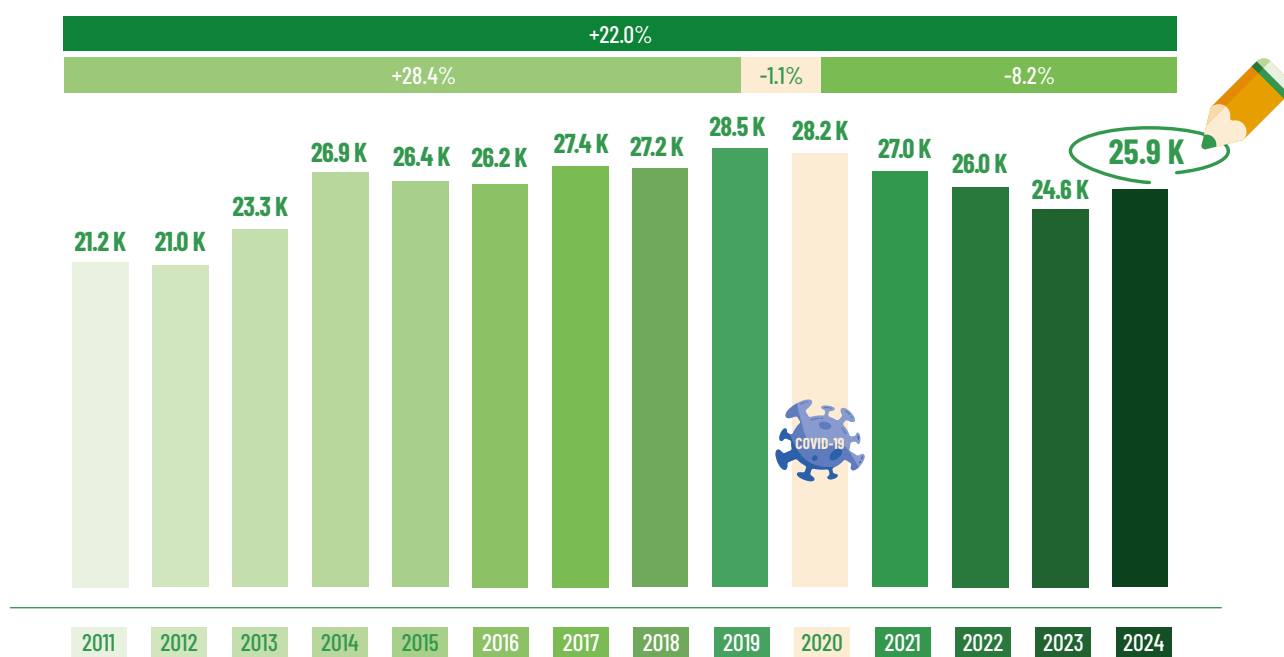
3

PEOPLE EMPLOYED IN SPORT ORGANISATIONS IN FINLAND



This section shows total employment and characteristics of all **people employed in an organisation whose main business is the provision of sport** – including operation of sports facilities, activities of sports clubs and fitness centres, and other sports activities – both workers with a sport and fitness occupation (e.g., sport coaches, fitness instructors) but also those with a non-sport and fitness occupation (e.g., receptionists, managers).

Total number of people employed in sport organisations



25.9 K IN 2024

+22.0% SINCE 2011

People employed in sport organisations had:

• Sport-specific occupations



50.2%

• Non sport-specific occupations



49.8%



3

PEOPLE EMPLOYED IN SPORT ORGANISATIONS IN FINLAND



Characteristics of people employed in sport organisations

People employed in sport organisations in 2024

compared to

Total sport employment in 2024

By gender

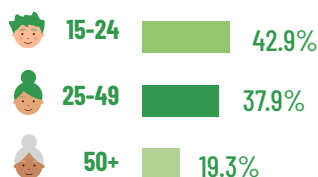


-3.4pp since 2023

By gender

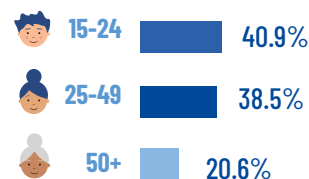


By age

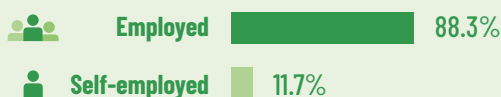


+2.7pp since 2023

By age



By professional status



-1.8pp since 2023

By professional status



By type of contract

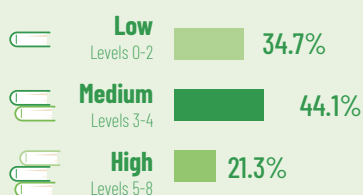


+2.7pp since 2023

By type of contract

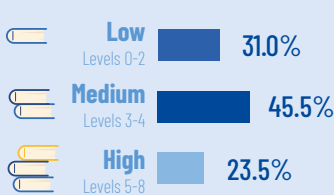


By level of education



+2.5pp since 2023

By level of education



Levels 0-8 by ISCED 2011, i.e.:
Level 3 - Upper secondary education
Level 5 - Short-cycle tertiary education



4

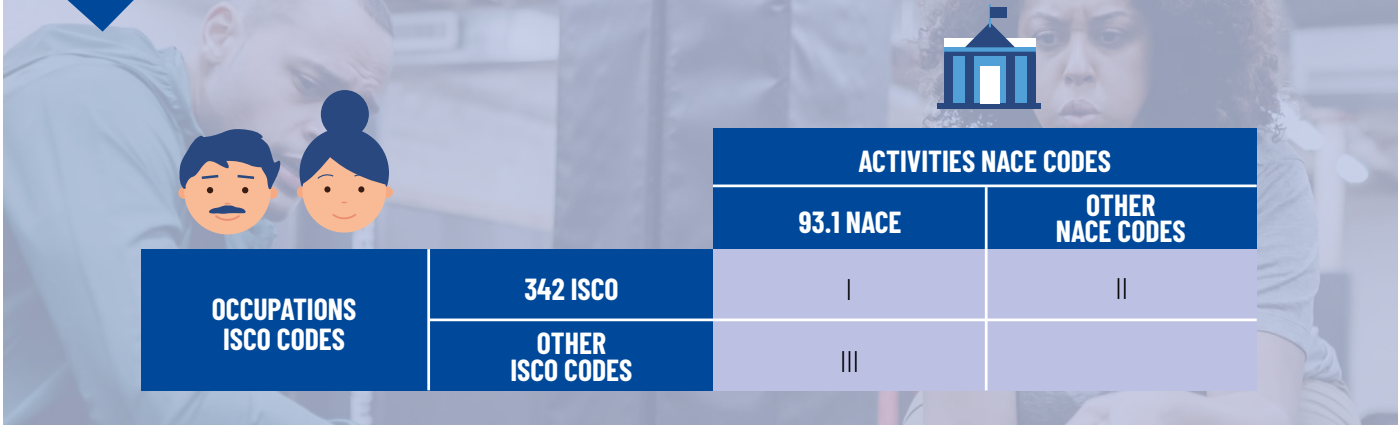
METHODOLOGY AND STATISTICAL DEFINITION

- This fact sheet presents the main statistics about sport employment in Finland based on the analysis of the latest official data collated at both the national and European level through National Statistics Offices (NSO) and Eurostat. Statistics are provided for the period from 2011 to 2024 to underline totals, realities and tendencies. EOSE's ambition is to produce such fact sheet on an annual basis.

Statistical definition

- The data presented in this document is based on the Labour Force Survey (EU-LFS) data, and all LFS definitions apply.
- Figures count individuals whose main job is in the sport sector. Because the EU-LFS contains detailed records on industry and occupation only for main employment, secondary jobs in sport are not captured. Accordingly, the totals are likely to understate the true level of employment in the sector.
- **Scope:** the widest sport and physical activity sector defined by the Council of Europe (2001) as *"all forms of physical activity which, through casual or organised participation, aim at expressing or improving physical fitness and mental well-being, forming social relationships or obtaining results in competition at all levels"*. In this fact sheet we are using the word *"sport"* having the meaning of the broad sector of *"sport and physical activity"*.
- To summarise our statistical definition for the sport labour market, the ambition of the work carried out was to liaise with Eurostat and National Statistics Offices (NSO) to collate all official statistics available on the number of:
 - **Workers with a sport and fitness occupation (ISCO 342*) in an organisation whose main business is the provision of sport (NACE 93.1**),** e.g. professional athletes, coaches in a sport club (Box I on the summary chart below)
 - **Workers with a non-sport and fitness occupation (other ISCO codes) in an organisation whose main business is the provision of sport (NACE 93.1),** e.g. managers in a sport federation (Box III on the summary chart below)
 - **Workers with a sport and fitness occupation (ISCO 342) in an organisation whose main business is not the provision of sport (Other NACE codes),** e.g. a fitness instructor working in a hotel (Box II on the summary chart below)

Research methodology used by EOSE for the collection of available statistics for the sport sector can be summarised as follows:



		ACTIVITIES NACE CODES	
		93.1 NACE	OTHER NACE CODES
OCCUPATIONS ISCO CODES	342 ISCO	I	II
	OTHER ISCO CODES	III	

* **ISCO** (International Standard Classification of Occupations), managed by the International Labour Organization, divides jobs into 10 major groups. Sport-specific occupations are listed under "Technicians and Associate Professionals" (ISCO 3):

>> **Sport and Fitness Workers (ISCO 342):**

- >> Athletes and Sports Players (ISCO 3421)
- >> Sports Coaches, Instructors and Officials (ISCO 3422)
- >> Fitness and Recreation Instructors and Programme Leaders (ISCO 3423)

** **NACE** (Statistical Classification of Economic Activities in the European Community) provides the framework to classify organisations based on their activities. Sport related groups are categorised under "Sports activities and amusement and recreation activities" (NACE 93):

>> **"Sport activities" (NACE 93.1)** define the organisations whose main business is the provision of sport:

- >> Operation of sports facilities (NACE 93.11)
- >> Activities of sport clubs (NACE 93.12)
- >> Fitness facilities (NACE 93.13)
- >> Other sports activities (NACE 93.19)

The overall ambition

To make an impact on the overall sector and allow it to unlock its recognised and growing potential to improve peoples' lives and have an impact on health, employment and the economy in Europe, it is necessary to have a precise idea of the size and characteristics of sport employment.

The ambition of this fact sheet is to publish latest official statistics about the size and evolution of sport employment, but also to break these statistics down by gender, age, level of education, by professional status (employed or self-employed) and type of working contract (full-time or part time) to get a better understanding of the characteristics, underline main findings and tendencies, and to help create policy discussions, have concrete impact and encourage potential collaborations through the sector.

It is important to underline that the content of this annual fact sheet is the official information available and should not necessarily be seen as the exact reality of sport employment. Various sources such as Eurostat and National Statistics Offices (NSO) have been used to develop this fact sheet which means methodologies of collection might differ slightly in some cases and the data should be considered carefully.

The fact sheet is a summary paper of all available data collected by EOSE about the National sport employment. A full analysis of the main statistics in all of Europe can be found in «2024 Sport Employment Statistics in Europe: Research Report». European and national fact sheets have been developed for each of the 27 EU Member States as well as for Iceland, Norway, United Kingdom, Switzerland and Türkiye. All documents can be downloaded through EOSE website - www.eose.org

About EOSE

EOSE is an international membership civil society organisation linking employment and education in sport.

EOSE aims to ensure the development of a competent workforce with the right skills for the sector through its international expert network of members across 30 countries and expertise in research and surveys, sport employment and skills analysis, policy recommendations and consultation, professional standards development, innovative education and training, and project development and management.

EOSE VISION: "A sport and physical activity sector that is playing its full part in the economic, health and social development of Europe and its member states".

EOSE MISSION: "Facilitate and support the development of the sport and physical activity sector workforce, to ensure people working and volunteering in the sector have the right skills to perform and enable the sector to fulfil its potential as a social, health and economic driver".

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