

African Clubs and Players in the 2025 FIFA Club World Cup

Welcome to this comprehensive analysis of African representation in the 2025 FIFA Club World Cup. This presentation examines the valuation, performance, and strategic positioning of African clubs and players on the global stage.

We'll explore the four participating African clubs—**Al Ahly, Mamelodi Sundowns, Esperance Tunis, and Wydad Athletic Club**—analyzing their squad compositions, market values, and recruitment strategies. Additionally, we'll examine African players competing for non-African clubs in this prestigious tournament.




By Réda Laraichi

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2025
FIFA CLUB WORLD CUP
AFRICAN TEAMS




 AL AHLY



 WYDAD AC



 MAMELODI SUNDOWNS




 ESPÉRANCE DE TUNIS

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African Clubs Transfermarkt Values

FIFA Club World Transfermkt Value					
Value Ranking	Club	Team size	Age average	Value	Average value
1	<u>Real Madrid</u>	26	26,9	1 330 000 000 €	51 153 846 €
17	<u>CA River Plate</u>	32	28,8	114 000 000 €	3 562 500 €
24	<u>Al Ahly FC</u>	38	27,5	48 000 000 €	1 263 158 €
25	<u>Al-Ain FC</u>	40	26	47 000 000 €	1 175 000 €
26	<u>Los Angeles FC</u>	29	26,9	46 000 000 €	1 586 207 €
27	<u>Mamelodi Sundowns FC</u>	40	27,8	35 000 000 €	875 000 €
28	<u>Espérance sportive de Tunis</u>	35	25,8	20 000 000 €	571 429 €
29	<u>Urawa Red Diamonds</u>	34	26,4	20 000 000 €	588 235 €
30	<u>Wydad Casablanca</u>	36	27	18 000 000 €	500 000 €
31	<u>Ulsan HD FC</u>	32	27,5	15 000 000 €	468 750 €
32	<u>Auckland City FC</u>	29	27,1	5 000 000 €	172 414 €
Global Value of the FIFA Club World Cup				10 460 000 000 €	

African Clubs Transfermarkt Values

120M€

Total African Value

The 4 African clubs together reach a global value of 120M€, slightly more than River Plate's value alone.



1.3M€

Al Ahly Average

Al Ahly has the highest average player value among African clubs, making them the most valuable African club in the tournament.

25.8

Esperance Average Age

Esperance Tunis is ranked 6th among the 32 participating clubs in terms of youngest squad, compared to RB Salzburg's leading 23.

FIFA Club World Cup has capped the number of players within squads. The Transfermarkt values shown in the previous table account for entire squads, making them higher than the participating squads' actual values.

This valuation gap also signals opportunity: investors can build title-winning rosters in Africa for a fraction of the budget required in Europe—while still positioning standout players for lucrative future transfers.

NEXT GENERATION



Severe undervaluation – structural causes



Lack of data

Many African clubs have limited digital presence and insufficient performance data on platforms like Transfermarkt, leading to lower market estimations.



Early talent exodus

Top young players are often scouted and transferred to Europe or Gulf countries before reaching full maturity in local clubs.



Player Preferences

Many African players prioritize signing with clubs outside the continent (Europe for exposure, Gulf for salary), further reducing the valuation potential of African domestic squads.



These structural challenges create a cycle of undervaluation that affects African clubs' competitiveness in the global market. Despite producing world-class talent, African clubs struggle to retain their best players long enough to maximize their market value.

	African players value in the 2025 FIFA CWC (in non CAF zone)								
	Club	Players	Position	Age	Country	Value	Training center	Agent	Sponsor
1	PSG	<u>Achraf Hakimi</u>	<u>RB</u>	26	Morocco	<u>80 000 000 €</u>	Real Madrid	<u>Footfeel ISM</u>	Jnder Armou
2	Man city	<u>Omar Marmoush</u>	<u>F</u>	26	Egypt	<u>75 000 000 €</u>	Wadi Degla (Egypt)	<u>CAA Stellar</u>	Nike
3	Chelsea	<u>Nicolas Jackson</u>	<u>F</u>	23	Senegal	<u>50 000 000 €</u>	Casa Sports (SEN)	<u>Epic Jackson</u>	Nike
4	Borussia Dortmund	<u>Serhou Guirassy</u>	<u>F</u>	29	Guinea	<u>45 000 000 €</u>	Laval	<u>KGSML (family)</u>	Adidas
5	Real madrid	<u>Brahim Díaz</u>	<u>RW</u>	25	Morocco	<u>40 000 000 €</u>	Malaga	<u>Sports&Life</u>	Adidas
6	Man city	<u>Rayan Aït-Nouri</u>	<u>LB</u>	24	Algeria	<u>35 000 000 €</u>	Paris FC	<u>CAA Stellar</u>	Nike
7	RB Salzburg	<u>Dorgeles Nene</u>	<u>LW</u>	22	Mali	<u>12 000 000 €</u>	Guidars FC (MAL)	<u>BLACKSKILL</u>	Adidas
8	LA FC	<u>Denis Bouanga</u>	<u>LW</u>	30	Gabon	<u>8 000 000 €</u>	Le Mans	<u>N.Agency</u>	Nike
9	Borussia Dortmund	<u>Ramy Bensebaini</u>	<u>LB</u>	30	Algeria	<u>7 000 000 €</u>	Paradou (ALG)	<u>HCM Sports</u>	Adidas
10	Pachuca	<u>Oussama Idrissi</u>	<u>LW</u>	29	Morocco	<u>7 000 000 €</u>	NAC	<u>AEG Sports</u>	Nike
11	Al ain	<u>Soufiane Rahimi</u>	<u>LW</u>	29	Morocco	<u>7 000 000 €</u>	Raja (MAR)	Karim Balk	Nike
12	Chelsea	<u>David Datro Fofana</u>	<u>F</u>	22	Ivory Coast	<u>6 000 000 €</u>	Abidjan City (CIV)	<u>Unique Sports Group</u>	Nike
13	Al Hilal	<u>Kalidou Koulibaly</u>	<u>CB</u>	33	Senegal	<u>6 000 000 €</u>	FC Metz	<u>LIAN Sports Group</u>	Puma
14	al Hilal	<u>Bono</u>	<u>GK</u>	34	Morocco	<u>5 500 000 €</u>	Wydad (MAR)	<u>11MANGMT</u>	Nike
15	Atletico Madrid	<u>Reinildo Mandava</u>	<u>LB</u>	31	Mozambique	<u>5 000 000 €</u>	Maputo (MOZ)	<u>Blueprivate</u>	Nike
16	Bayern Munich	<u>Adam Aznou</u>	<u>LB</u>	19	Morocco	<u>4 000 000 €</u>	Fc Barcelona	<u>Footfeel ISM</u>	Adidas
17	Fc Porto	<u>Danny Namaso</u>	<u>F</u>	24	Cameroun	<u>4 000 000 €</u>	Reading	<u>Heesso</u>	Puma
18	RB Salzburg	<u>Edmund Baidoo</u>	<u>RW</u>	19	Ghana	<u>4 000 000 €</u>	Asanska FC (Ghana)	<u>Golden Gate Group</u>	Nike
19	Seattle Sounders	<u>Nouhou</u>	<u>LB</u>	27	Cameroun	<u>3 500 000 €</u>	Rainbow FC (CAM)	<u>Daga Football Dream</u>	Adidas
20	Al ain	<u>Kodjo Laba</u>	<u>F</u>	33	Togo	<u>3 500 000 €</u>	Anges FC (TOG)	<u>Soccerdome</u>	
21	RB Salzburg	<u>Mamady Diambou</u>	<u>Def MID</u>	22	Mali	<u>3 000 000 €</u>	Guidars FC (MAL)	<u>CAA Stellar</u>	Nike
22	Fc Porto	<u>Zaidu</u>	<u>LB</u>	28	Nigeria	<u>2 000 000 €</u>	Jega United (NIG)	<u>Gestifute</u>	Nike
23	RB Salzburg	<u>Soumaïla Diabaté</u>	<u>Def MID</u>	20	Mali	<u>2 000 000 €</u>	Guidars FC (MAL)	<u>BLACKSKILL</u>	Nike
24	LA FC	<u>Yaw Yeboah</u>	<u>RW</u>	28	Ghana	<u>1 200 000 €</u>	Right to Dream (GHA)		Nike
25	Al ain	<u>A.Karim Traore</u>	<u>Def MID</u>	20	Mali	<u>1 000 000 €</u>	AL Ain	<u>R.A</u>	
26	Botafogo	<u>Bastos</u>	<u>CB</u>	34	Angola	<u>900 000 €</u>	Petro Luanda (ANG)	<u>P&P Sport</u>	
27	Seattle Sounders	<u>Georgi Minoungou</u>	<u>RW</u>	22	Ivory Coast	<u>800 000 €</u>	Ivory Coast	<u>Unique Sports Group</u>	
28	Al ain	<u>Yahya Benkhaleq</u>	<u>CB</u>	23	Morocco	<u>700 000 €</u>	Wydad Serghini (MOR)		
29	Al ain	<u>Nassim Chadli</u>	<u>RW</u>	23	Morocco	<u>550 000 €</u>	Nimes	<u>Global Glory Sports</u>	
30	Al ain	<u>Rilwanu Sarki</u>	<u>RW</u>	21	Nigeria	<u>25 000 €</u>	Manahaim (NIG)	<u>BJS International</u>	

CLUB WORLD CUP

African players value in the 2025 FIFA CWC - ranked per club (Non Caf Zone)

Clubs	African players	African players value	Average Player value	%age of the FIFA WC value
Man City	2	110 000 000 €	55 000 000 €	1,05%
PSG	1	80 000 000 €	80 000 000 €	0,76%
Chelsea	2	56 000 000 €	28 000 000 €	0,54%
Borussia Dortmund	2	52 000 000 €	26 000 000 €	0,50%
Real Madrid	1	40 000 000 €	40 000 000 €	0,38%
RB Salzburg	4	21 000 000 €	5 250 000 €	0,20%
Al Ain	6	12 775 000 €	2 129 167 €	0,12%
Al Hilal	2	11 500 000 €	5 750 000 €	0,11%
LA FC	2	9 200 000 €	4 600 000 €	0,09%
Pachuca	1	7 000 000 €	7 000 000 €	0,07%
Fc Porto	2	6 000 000 €	3 000 000 €	0,06%
Atletico Madrid	1	5 000 000 €	5 000 000 €	0,05%
Seattle Sounders	2	4 300 000 €	2 150 000 €	0,04%
Bayern Munich	1	4 000 000 €	4 000 000 €	0,04%
Botafogo	1	900 000 €	900 000 €	0,01%
TOTAL	30	419 675 000 €	13 989 167 €	4,01%

African players value in the 2025 FIFA CWC - ranked per countries of origin (non CAF zone)				
Countries of origin	Nber of players	Players value	Average Player value	%age of the African players value
 Morocco	8	144 750 000 €	18 093 750 €	34%
 Senegal	2	56 000 000 €	28 000 000 €	13%
 Egypt	1	75 000 000 €	75 000 000 €	18%
 Guinea	1	45 000 000 €	45 000 000 €	11%
 Gabon	1	8 000 000 €	8 000 000 €	2%
 Mali	4	18 000 000 €	4 500 000 €	4%
 Algeria	2	42 000 000 €	21 000 000 €	10%
 Cameroon	2	7 500 000 €	3 750 000 €	2%
 Ghana	2	5 200 000 €	2 600 000 €	1%
 Ivory Coast	2	6 800 000 €	3 400 000 €	2%
 Mozambique	1	5 000 000 €	5 000 000 €	1%
 Togo	1	3 500 000 €	3 500 000 €	1%
 Nigeria	2	2 025 000 €	1 012 500 €	0%
 Angola	1	900 000 €	900 000 €	0%
TOTAL	30	419 675 000 €	13 989 167 €	100%

African Players Value in Non-CAF Zone (1 / 3)

145M€

Moroccan Value

Moroccan players lead with 8 players valued at 145M€, representing 34% of total African player value in the tournament.


15

Clubs with Africans

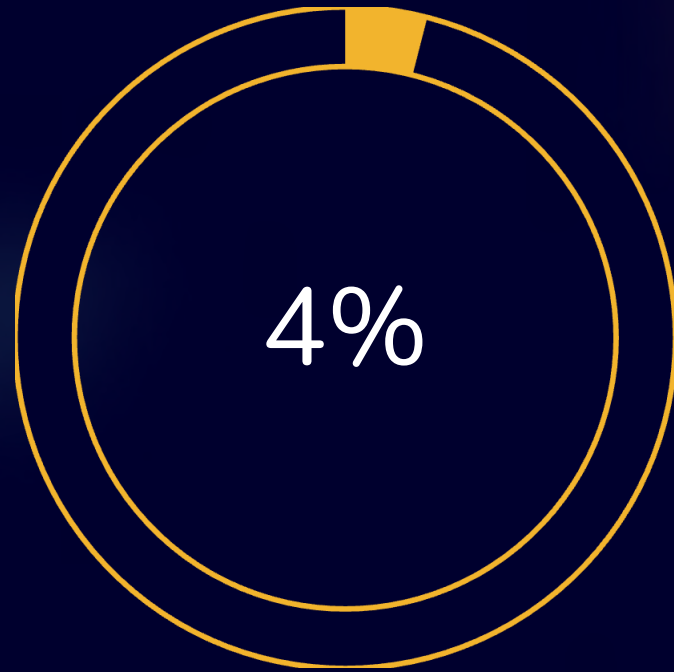
Only 15 clubs out of 32 have African players, less than 50% of participating teams.

Club Recruitment patterns

- 30 African players playing outside of Africa in this competition
- Al Ain (UAE) welcomes most African players with 6 players
- In UEFA zone, RB Salzburg leads with 4 African players
- Red Bull group has historically recruited top African talent (Sadio Mané, Naby Keita)
- RB Salzburg could have included more Africans but downsized due to coach choices and injuries

 Achraf Hakimi stands as the Most Valuable Player in this list and ranks 19th in the FIFA CWC most valuable players list overall. His presence highlights the elite talent coming from Africa.

African Players Value in Non-CAF Zone (2 / 3)



Total Value

African players represent only 4% of the total value of all participating clubs in the tournament.



Rainbow World Group

Two players developed within Rainbow World Group clubs are playing for Seattle Sounders: Nouhou Tolo and Georgi Minougou.



Italian Representation

No African players in any Italian club (Inter, Juve) despite historic African stars like Eto'o, Hakimi, Benatia, Taribo West, and Kanu.



The absence of African players in CONMEBOL teams is also notable, suggesting regional recruitment patterns that may overlook African talent pools. This represents a missed opportunity for South American clubs to diversify their talent acquisition strategies.

African Players Value in Non-CAF Zone (3 / 3)

AFCON impact


Champions League clubs are reluctant to invest in African players who participate in AFCON competitions, which require long trips and risky absences in January.

Development pathways

In the top 10, only 4 players were trained in Africa. Overall, 19 out of 30 players (63%) were trained in Africa, showing the importance of local development.

Academy representation

- JMG Academy in Mali (through Guidars FC) is present with 3 players
- Only 2 players coming from top academies like Right To Dream (LA FC's Yeboah) and Paradou (Dortmund's Bensebaini)
- Total absence from Academie Mohamed 6, Generation Foot, Diambars.



Agent representation shows **CAA Stellar** leading with 3 players (Marmoush, Ait Nouri, Diambou), followed by **Footfeel ISM** (Hakimi's agent), **Blackskill**, and **Unique Sports Group** with 2 players each. Super agent **Jorge Mendes** manages only 1 African player: Zaidu at FC Porto.

Notably, 77% of listed players have offensive positions, and nearly 50% wear Nike shoes. MVP **Achraf Hakimi** is unique in representing **Under Armor**.

African Clubs in the 2025 FIFA CWC

ANALYSIS



Al Ahly Team Analysis

43M€

Total Value

Highest Transfermarkt value among African clubs, comparable to bottom-tier squads in La Liga or Ligue 1.

1.6M€

Average Value

The squad average value shows Al Ahly's financial strength compared to other African clubs.

4M€

Wessam Abou Ali

His value grew from 1.5M€ to 4M€ in one season, showing how European-trained players can increase in value while playing in Africa.

Al Ahly has a well-balanced team with 9 defenders, 7 midfielders, and 7 attackers. The 3 Moroccan players are former Wydad players, attracted by Al Ahly's superior salaries compared to Wydad Casablanca and even to some European clubs.

Six out of seven foreign players are above the squad value average, demonstrating the quality of foreign recruitment. Out of the top 10 most valuable players, 5 are local Egyptian players, showing a good balance of domestic and international talent.

Mamelodi Sundowns Analysis (1 / 2)

Squad Balance



13/30

Offensive players (43% of squad)



13/30

Defensive players (43% of squad)



4/30

Midfielders (13% of squad)

Local Representation

Highest local players rate among the 4 participating African clubs with 85% of the team composed of South African players.

Foreign Recruitment

Mamelodi Sundowns' recruitment strategy focuses more on South American players than African players (4 out of 5 foreign players).

Three of these foreign players are in the top 10 MVP of this squad, proving their quality and value.

This unbalanced distribution suggests a "front-loaded" strategy: win by overwhelming offense and a large defensive pool while trusting a core midfield quartet to stay fit throughout the competition.

With a total value of 32M€, Mamelodi Sundowns has the second-highest Transfermarkt value among participating African clubs, about 25% below Al Ahly's 43M€.

Mamelodi Sundowns Analysis (2 / 2)

1 Moderate Star Dependency

42% of value in six players (vs. 51% at Al Ahly) gives Sundowns more insulation against injury or transfer shocks.

3 Local Talent Quality


7 players out of the TOP 10 MVP are local players, demonstrating the overall quality of South African talent.

2 Foreign Player Value

Foreign players' values are superior or equal to the team value average (970K€), indicating quality international recruitment.

4 Future Planning Needs

Aging full-backs (Mudau 30, Morena 31) and veteran keepers signal positions to refresh before 2026.



The Mamelodi MVP player is Lucas Ribeiro, a 26-year-old Brazilian valued at 2.5M€. A Brazilian of this age would have difficulties being sold in Europe. The ROI on this type of player could come through selling to the Middle East or securing spots in lucrative tournaments like the FIFA CWC, making sponsorship deals more sustainable.

Esperance de Tunis Analysis (1 / 2)

18M€

Total Value

3rd African team in terms of Transfermarkt value, roughly half of Al Ahly's (43M€) and 40% of Mamelodi's (32M€).

6

Young Prospects

Healthy pipeline with six U-22 prospects, balanced by veteran spine (Belaili 33y, Meriah 31y, Jelassi 33y).

Team Balance

In terms of team balance, Esperance Tunis has selected 11 offensive players, 9 defensive players, and 5 midfielders, choosing to diversify its offensive options.

Value Distribution

Depth built on 300K-800K€ contributors rather than big stars, creating a more balanced squad financially.



At 18M€, Esperance fields a squad comparable to lower European Ligue 2 budgets yet retains continental pedigree, demonstrating cost-efficient competitiveness in the global football landscape.

Esperance de Tunis Analysis (2 / 2)

- 1 Foreign Player Quality**

7 of their 8 foreign players have a superior value to the team average value (620K€), demonstrating their quality and importance to the squad.
- 2 Top 10 Composition**

From Esperance's top 10 MVP players, 6 players are foreign, with no Tunisian player in the top 3, showing heavy reliance on international talent.
- 3 Brazilian MVP**

Esperance's MVP player is Yan Sasse, a 27-year-old Brazilian valued at 1.8M€, facing similar European market challenges.



Like Mamelodi Sundowns, the ROI on players like the Brazilian Sasse could come through two options: selling to the Middle East or securing spots in lucrative tournaments like the FIFA CWC and winning the CAF Champions League.

This strategy highlights how African clubs can leverage international tournaments to increase player values and create sustainable business models despite valuation gaps with European counterparts.

Wydad Athletic Club Analysis (1 / 2)

16M€

Total Value

Smallest squad Transfermarkt value among the four African CWC entrants.

1.4M€

Top Player Value

Wydad's top-rated player, **Jamal Harkass**, carries the lowest price tag of all four clubs' MVPs.

16 years old

Youngest Player

Wydad has the youngest African player in the competition, **Yassine Bennani**, a midfielder aged 16.

Local Talent Strength

In the top 10 MVP players, only one is foreign, making Wydad the leader among African clubs with the highest number of local players in their top 10.

Recruitment Strategy

No marquee signing above €1.4M suggests salary discipline and a collective model focused on team cohesion rather than star power.

Heavy foreign headcount with modest impact – 11 imports contribute just one-third of squad value; focus is on depth, not premium talent.

Wydad Athletic Club Analysis (2 / 2)



Goalkeeping strength

Dual high-value keepers (**Benabid** 27 y €1.3 m, **El-Motie** 26 y €0.8 m) is a competitive edge.

62%

Local players

Local players represent only 62% of the roster (18 players), making them the African club that counts the least on local players. Mamelodi Sundowns leading the way with an 85% ratio.

11

Offensive players

in terms of team balance, Wydad coach has selected 11 offensive players, 7 defenders, and 6 midfielders. Counting on having multiple offensive options rather than in the defense of midfield



Wydad field the leanest-valued yet broadly balanced squad among the African qualifiers—relying on depth and tactical cohesion rather than big-money stars

Top 10 MVP African Players in CAF Zone Clubs

TOP 10 MVP African players in FIFA CWC African clubs						
#	Players	Club	Position	Age	Country	Value
1	<u>Mahmoud Trezeguet</u>	<u>Al Ahly</u>	<u>LW</u>	30	Egypt	5 000 000 €
2	<u>Emam Ashour</u>	<u>Al Ahly</u>	<u>MID</u>	27	Egypt	4 000 000 €
3	<u>Wessam Abou Ali</u>	<u>Al Ahly</u>	<u>F</u>	26	<i>Palestine</i>	<i>4 000 000 €</i>
4	<u>Zizo</u>	<u>Al Ahly</u>	<u>RW</u>	29	Egypt	3 500 000 €
5	<u>Aliou Dieng</u>	<u>Al Ahly</u>	<u>Def Mid</u>	27	Mali	3 000 000 €
6	<u>Achraf Bencharki</u>	<u>Al Ahly</u>	<u>LW</u>	30	Morocco	3 000 000 €
7	<u>Marwan Ateya</u>	<u>Al Ahly</u>	<u>Def Mid</u>	26	Egypt	2 500 000 €
8	<u>Lucas Ribeiro</u>	<u>Mamelodi</u>	<u>F</u>	26	<i>Brazil</i>	<i>2 500 000 €</i>
9	<u>Iqraam Rayners</u>	<u>Mamelodi</u>	<u>F</u>	29	South Africa	2 400 000 €
10	<u>Teboho Mokoena</u>	<u>Mamelodi</u>	<u>MID</u>	28	South Africa	2 300 000 €

Country of origin	Nber of players	Confederation	Value	%age total value
Egypt	4	CAF	15 000 000 €	47%
South Africa	2	CAF	4 700 000 €	15%
Palestine	1	AFC	4 000 000 €	12%
Morocco	1	CAF	3 000 000 €	9%
Mali	1	CAF	3 000 000 €	9%
Brazil	1	CONMEBOL	2 500 000 €	8%
Total players	10		32 200 000 €	100%
Total out of Africa players	2		6 500 000 €	20%

Top 10 MVP African Players in CAF Zone Clubs



Mahmoud Trezeguet

Top leader with a value of 5M€ and the oldest player in this top 10 (30 years old). Egyptian star playing for Al Ahly.



Wessam Abu Ali

Youngest player in this top 10 (26 years old) with a value of 4M€. Trained in Denmark, now a key player for Al Ahly.



Al Ahly Dominance

The first 7 most valuable players are playing with Al Ahly, demonstrating their financial power in African football.

The **total value** of these top 10 players is **32,200,000€**, with **47%** being **local players** and an **average age** of **28**. The team value average is 3,220,000€, significantly higher than the overall average value for African players in CAF zone within this FIFA CWC (900.000 €)

Almost 50% of the total value of this top 10 comes from Egyptian players (15M€), and 8 players out of this top 10 have been trained and developed in Africa. Notably, 7 players from this top 10 are offensive players, highlighting the premium placed on attacking talent.

Foreign players analysis in African clubs


	Al Ahly	Mamelodi Sundowns	Esperance Tunis	Wydad Casablanca
Foreign Players	7	5	8	11
Squad Percentage	26%	15%	28%	38%
Value (€)	16,200,000	7,950,000	8,225,000	5,225,000
Average Value (€)	2,314,286	1,590,000	1,028,125	475,000
Team Value %	38%	25%	46%	33%
Foreign players In Top-10 MVP	5	3	6	2



This table provides a comprehensive comparison of foreign player influence across the four African clubs participating in the 2025 FIFA Club World Cup. Each club shows a distinct approach to international recruitment, reflecting their overall team-building philosophy.

Foreign players strategy analysis

- 1 Al Ahly**
Lean import policy focused on high-impact signings; each foreigner worth almost triple the squad average, demonstrating selective quality-focused recruitment.
- 2 Mamelodi Sundowns**
Minimal reliance on imports yet still a quarter of total value—local scouting remains the core, with foreigners adding finishing quality to an already strong domestic foundation.
- 3 Esperance Tunis**
Nearly half the squad's value sits in non-Tunisians; heavier dependency on international talent, but fees remain moderate compared to other top clubs.
- 4 Wydad Athletic**
Quantity over price: many lower-value foreigners; depth rather than marquee impact. Just 2 foreigners crack their top 10 MVP leaderboard.





















Overall, foreign-player value distribution mirrors each club's philosophy: quality-over-quantity (Ahly), local-core (Sundowns), value-spread (Espérance) and depth-insurance (Wydad). These distinct approaches reflect different market positions, financial capabilities, and long-term strategic visions.



African players value in the 2025 FIFA CWC

Ranked per countries of origin

Countries of origin	Nber of players	Players value	Average Player value	%age of the African players value
 Morocco	29	161 675 000 €	5 575 000 €	32%
 Egypt	21	102 000 000 €	4 857 143 €	20%
 Senegal	2	56 000 000 €	28 000 000 €	11%
 Algeria	4	45 200 000 €	11 300 000 €	9%
 Guinea	1	45 000 000 €	45 000 000 €	9%
 South Africa	32	26 225 000 €	819 531 €	5%
 Mali	6	21 075 000 €	3 512 500 €	4%
 Tunisia	22	11 225 000 €	510 227 €	2%
 Gabon	1	8 000 000 €	8 000 000 €	2%
 Ivory Coast	3	7 650 000 €	2 550 000 €	1%
 Cameroon	2	7 500 000 €	3 750 000 €	1%
 Ghana	3	5 750 000 €	1 916 667 €	1%
 Mozambique	1	5 000 000 €	5 000 000 €	1%
 Togo	1	3 500 000 €	3 500 000 €	1%
 Nigeria	3	2 725 000 €	908 333 €	1%
 Angola	1	900 000 €	900 000 €	0,2%
 Zimbabwe	1	750 000 €	750 000 €	0,1%
 Burkina Faso	1	250 000 €	250 000 €	0,05%
 Tanzania	1	50 000 €	50 000 €	0,01%
TOTAL	135	510 475 000 €	3 781 296 €	100%

North African dominance in FIFA CWC player valuations



Moroccan leadership

29 players worth €162M (32% of African value)

Three players (Hakimi, Diaz, Idrissi) account for €127M



Diaspora premium

78% of Morocco's value comes from Europe-trained players

60% of top African MVP value from Europe-developed talent



Regional concentration

North African nations control 63% of total player value

Egypt's unique domestic retention contrasts with Morocco's export model



Marmoush (75 M€ - Man City) is the only Egyptian player in the non-CAF clubs participating at this FIFA CWC. Historically, Egyptian players prefer to stay and play in Egypt due to the salary and cultural factors. Worth to mention that Al Ahly players worth 27 M € vs Marmoush's 75 M €

Value distribution disparities among African nations

Extreme outliers

Guinea and Senegal supply 20% of total value with just 2% of players.

Most capital concentrated in European-based talent.



South African depth

32 South African players but only €26M (5% of total value).

Average valuation: €0.82M – 15× below Moroccan players.

Underrepresented talent

Nigeria, Ghana, and Cameroon lag behind historical export potential.

No domestic clubs qualified; few diaspora stars on participating teams.

The average FIFA CWC African player is valued at €3.78M, but the median sits around €1M after removing elite valuations.

South Africa brought 34 players (mostly domestic – 29 players) through Mamelodi Sundowns, with no South African or Tunisian players in non-CAF participating clubs.

2025 FIFA CWC African clubs and players data recap

Participating players in 2025 FIFA CWC	Value	Nber of players	Average value
Al Ahly players	43 200 000 €	27	1 600 000 €
Mamelodi Sundowns players	31 925 000 €	34	938 971 €
Esperance Tunis players	17 950 000 €	29	618 966 €
Wydad Casablanca players	15 650 000 €	29	539 655 €
Total Players value in CAF Clubs	108 725 000 €	119	913 655 €
Total African players in non CAF clubs	419 675 000 €	30	13 989 167 €
Top 10 Players in CAF clubs	32 200 000 €	10	3 220 000 €
Top 10 African players in Non CAF clubs	359 000 000 €	10	35 900 000 €
	MVP player	Age	Value
African MVP in CAF zone clubs	Mahmoud Trezeguet	30	5 000 000 €
African MVP in non CAF zone clubs	Achraf Hakimi	26	80 000 000 €



CONCLUSION & RECOMMENDATIONS

Strategic recommendations for African clubs



Balance Investment Strategy

Develop hybrid recruitment models that balance quality foreign signings with local talent development.



Value Analytics

Implement advanced data analytics software already being adopted by top African clubs. Ensure these systems extend to youth teams for early talent development tracking.



Strategic Partnerships

Forge relationships with European academies to create player development pipelines and exchange expertise.



African clubs must address market undervaluation by **creating transparent valuation frameworks**. Investing in scouting networks will ensure sustainable talent identification while developing commercial strategies to increase global visibility. The **democratization of data analytics** to all African grassroots football is essential, including filming youth games and utilizing platforms like **Eyeball** or **Afriskaut** for comprehensive player development tracking.

Institutional challenges in African player transfers



Documentation barriers

Complex visa processes and age verification issues limit mobility for African talent.



FIFA and CAF should launch a **unified e-Visa and biometric age-verification platform**, linking club invites to digital passports to fast-track legitimate talent mobility across Africa and abroad.



Development infrastructure

Inadequate training facilities and stadiums undermine player valuation.



Leverage **FIFA Forward funds** under stricter, KPI-tracked conditions to finance practical, right-sized stadiums and training centres—eschewing oversize blueprints—while enabling smaller nations to meet the standards required to host continental tournaments.



Commercial visibility

Limited broadcast coverage of domestic leagues creates visibility gaps for scouts.



FIFA+ already streams select African matches, but widening its coverage to every tier across the continent would amplify reach, deepen fan engagement and unlock new sponsorship layers for local leagues..



Why African club football is a value play ?



Foreign-Player upside

Imports now match or exceed European earnings with lower living costs.

Players enjoy explosive follower growth and passionate fan environments.



Investor opportunity

Build championship rosters at a fraction of European costs.

Generate high-margin exit transfers from standout talent development.



Global showcase

Expanded 32-team FIFA Club World Cup provides unprecedented exposure.

Player visibility and sponsor ROI significantly increase.

Growth drivers

- Free FIFA+ streaming and new CAF digital deals widen audiences
- CAF-funded stadium upgrades and VAR implementation
- Broadcast-ready venues attracting more scouts and networks

Economic advantages

- Booming academies provide continuous high-ceiling talent
- Land investment at a highly accessible price
- Lower wage taxes enable reinvestment in scouting and performance science



The value gap between CAF clubs and global counterparts represents a strategic investment opportunity with multiple growth catalysts already in motion.

Unlocking Africa's Football Potential



Talent Recognition

African players deserve fair market valuation reflecting their true abilities.



Global Integration

Stronger institutional frameworks will create transparent pathways to international markets.



Future Promise

The continent's rising football stars represent untapped economic and sporting potential.



Africa's football ecosystem is poised for transformation. With strategic investment and institutional reform, the continent can become a powerhouse of player development.

The talent is already there—waiting to shine on the global stage.