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## Huge rise in price of Premier League football shirts – 22nd August 2024

### Level 0

Football in England is expensive. A shirt for the top teams costs over \$100. Premier League teams are making lots of money. Teams increased the price of shirts by 56 per cent since 2019. A London team explained why prices have gone up. It said it was because of an increase in materials and shipping costs.

A shopping expert said the shirts cost too much. She said the high prices were, "an own goal by mega-rich football clubs". Many fans have no money to buy the shirts. This is unfair in a cost-of-living crisis. One fan was fed up. He spent \$400 to buy shirts for his children. He said clubs are "too greedy".

### Level 1

Following football in England is expensive. The price of tickets and shirts is high. A shirt for the top teams costs over \$100. Premier League teams are cashing in on selling shirts. A newspaper said teams increased the price of shirts by 56 per cent over five years. A spokesperson for a London team explained why prices have gone up. He said it was because of a rise in manufacturing, materials and shipping costs.

A consumer expert said the jerseys were overpriced. She called the high prices, "an own goal by mega-rich football clubs". She added that loyal fans cannot buy the shirts, and that this was unfair in a cost-of-living crisis. She said this could "backfire on clubs". A Manchester United fan was fed up with his team changing its kit every year. He just spent \$400 to buy shirts for his children. He said: "Clubs are too greedy."

### Level 2

Following football in England is expensive. The price of football shirts and going to matches is high. Jerseys for the top English teams cost over \$100. A shirt for England's national team cost over \$160 in July. Premier League teams are cashing in on selling shirts. A UK newspaper has written about teams increasing the price of shirts by 56 per cent over the past five years. A spokesperson for the London team Tottenham explained why prices have gone up. He said it was because of a rise in the price of manufacturing, materials and shipping costs.

A consumer expert said the jerseys were overpriced. She said the high prices were not justifiable. She said: "This is an own goal by mega-rich football clubs. Shirt prices have been soaring." She added that loyal fans cannot buy the shirts, and that this was unfair in a cost-of-living crisis. She said this could "backfire on clubs". Fans are unhappy with the high prices. A Manchester United fan was fed up with his team changing its kit every year. He has to spend over \$400 at the start of each season to buy shirts for his children. He said: "Clubs are too greedy."

### Level 3

Being a football fan in England is expensive. The cost of going to a match is high. The price of football shirts also adds to the expense of following your favourite team. The latest soccer jerseys for the top English teams cost over \$100. England's national team top for the Euros tournament this summer cost over \$160. Teams from England's Premier League are cashing in on selling shirts. "The Sun," a UK newspaper, has revealed that some teams have increased the cost by 56 per cent over the past five years. A spokesperson for the London team Tottenham explained the high prices. He said it was because of a rise in the price of manufacturing, materials and shipping costs.

Consumer expert Jane Hawkes said the jerseys were overpriced and "not remotely justifiable". She told The Sun: "This is an own goal by mega-rich football clubs. Shirt prices have been soaring since the [coronavirus] pandemic." She added that: "Pricing [shirts] out of the reach of loyal fans in a cost-of-living crisis is unfair." She said it could "backfire on clubs". Fans are unhappy with the increasing prices. Manchester United fan Shane Hopkins was fed up with his team changing its kit every year. He said: "Naturally, my children want the latest shirts. They love their club. But that means I have to spend over \$400 at the start of each season. Clubs are too greedy."