

FIFA Technical Study Group (TSG)

Group Stage Performance Data Insights:

In the 2018 FIFA World Cup™ an average of 2.5 goals has been scored per game in the group stage. In 2014 we saw an average of 2.8 goals per game and in 2010 2.1 goals per game in the group stage.

	Goals per game (Group Stage)
2010 FIFA World Cup™	2.1
2014 FIFA World Cup™	2.8
2018 FIFA World Cup™	2.5

Average number of goals per game for 2010, 2014 & 2018 FIFA World Cup™ for the group stage only.

In the group stage of the 2018 FIFA World Cup™ we have seen 6.1 of every 10 goals coming from open play. In comparison in 2014 we saw 7.6 goals out of 10 coming from open play and in 2010 7.8 goals.

	Open play goals	Set piece goals
2010 FIFA World Cup™	78.3%	21.7%
2014 FIFA World Cup™	76.5%	23.5%
2018 FIFA World Cup™	60.7%	39.3%

Open play goals and set piece goals ratio for the 2010, 2014 and 2018 FIFA World Cup™.

We have also seen an increase in the number of goals scored in 2nd half additional time with a total of 16 goals being scored after 90 minutes of play in the group stage. In the 2014 FIFA World Cup™ 9 goals were scored in second half additional time and in the 2010 FIFA World Cup™ only 4 goals.

	Goals in second half additional time
2010 FIFA World Cup™	4
2014 FIFA World Cup™	9
2018 FIFA World Cup™	16

Goals in second half additional time for the 2010, 2014 and 2018 FIFA World Cup™.

One insight that has been identified to separate teams that passed the group phase to those that did not is the shot to goal and shot on target to goal ratio. In the 2018 FIFA World Cup™ teams passing the group phase needed 7.7 shots on average to score a goal whereas teams that failed to qualify took 14.3 shots per goal. When we break this down further to look at the shots on target per goal ratio, we see a similar pattern in that teams that qualified through the group phase took on average 2.5 shots on target to score a goal with teams that did not qualify taking 4.0.

	Shots per goal		Shots on target per goal	
	Qualified	Not Qualified	Qualified	Not Qualified
2010 FIFA World Cup™	11.2	17.9	3.6	4.9
2014 FIFA World Cup™	6.9	13.7	2.8	4.1
2018 FIFA World Cup™	7.7	14.3	2.5	4.0

Goals per shot and goals per shot on target ratio for the 2010, 2014 and 2018 FIFA World Cup™.

Shots per goal – all attempts to score a goal.

Shots on target per goal – all attempts to score a goal that entered or were heading for the goal.

Finally, teams that qualified through the group in the 2018 FIFA World Cup™ had an average number of passes that was 21% higher than the teams that left the competition at the group stage.

	Teams that passed the group stage average number of passes	Teams that did not pass the group stage average number of passes
2010 FIFA World Cup™	475	406
2014 FIFA World Cup™	446	449
2018 FIFA World Cup™	520	430

Average number of passes for teams that passed the group phase and teams that did not for the 2010, 2014 and 2018 FIFA World Cup™.

A full FIFA Technical Study Group report will be published after the tournament on FIFA.com.

All data provided by a third party.