

PRESS RELEASE

£2.5m lost to football ticket scams as fans urged to show caution ahead of the new season

- New data shows thousands have been scammed, as Lloyds and government urge fans to [Stop! Think Fraud](#) ahead of the new season
- Supporters of champions Liverpool the most likely to be targeted, while those aged 25-34 face the highest risk of being defrauded
- Victims lost an average of £218 each last season, with more than three-quarters of football ticket scams starting on social media platforms

Football fans are being urged to guard against scams when buying match tickets for the upcoming Premier League season – which kicks off next week – as newly-released data from Lloyds reveals an estimated £2.5 million has been lost to football ticket fraud over the past two years.

According to the latest figures, more than 2,400 cases of football ticket fraud were reported by Lloyds customers over the past two seasons, with total losses topping £500,000.

As these numbers are based solely on Lloyds' own customer data, the bank estimates* that nationally there are likely to have been at least 12,000 victims since the start of the 2023/24 season, with over £2.5 million stolen by fraudsters.

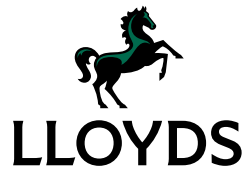
The government has now joined with Lloyds to issue a warning to supporters as part of its Stop! Think Fraud campaign. Led by the Home Office and supported by partners across law enforcement, banking, tech, retail and the charity sector, the campaign empowers individuals and small businesses with the tools and knowledge they need to stay ahead of fraud.

More than three-quarters (76%) of football ticket fraud cases last season started on social media, underlining the need for tech firms to do more to stop the fraudsters operating on their platforms.

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Liz Ziegler, Fraud Prevention Director, Lloyds, said:

“It’s easy to get swept up in the buzz of a new season – but scammers are banking on that excitement. With demand for tickets often outstripping supply, fraudsters know they can trick fans into paying for tickets that simply don’t exist.

“We’re pleased to join forces with Stop! Think Fraud ahead of the big kick-off to help raise awareness of ticket scams and ensure supporters know how to spot them.

“Social media is the main breeding ground for ticket scams and it’s time these firms cracked down on the fraudsters lurking on their platforms.

“Consumers should feel empowered to shop safely online. The best way to avoid ticket scams is to buy directly from clubs or their official partners – and steer clear of deals that look too good to be true.”

Lord Hanson, Minister for Fraud, UK Home Office, said:

“Fraud is a ruthless crime that preys on our passions, our trust, and our excitement.

“As the nation gears up for the new football season, so too do fraudsters, waiting to take advantage of loyal fans searching for tickets. More than three quarters of football ticket scams last season started on social media, with what seem like genuine ‘first come first, served offers’ all too often designed to rip off desperate fans.

“That’s why we urge all football supporters hunting for tickets to Stop! Think Fraud. Stay alert and only buy directly from the clubs, their official partners and legitimate resale outlets. None of us want to miss a big game, but that will feel ten times worse if you’ve also handed hundreds of pounds to a fraudster for a ticket you’ll never see.”

Who is most at risk of football ticket scams?

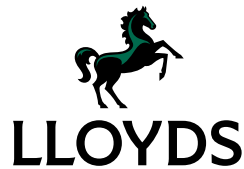
Supporters of Liverpool are most likely to be targeted, followed by fans of Arsenal, Manchester United, Chelsea and Manchester City. Cases also involved fans of Celtic and Rangers, while Wrexham AFC also featured in the data after racing back to the second tier of the football pyramid for the first time in more than 40 years.

Those aged 25–34 were the most common victims, making up 28% of all cases, closely followed by 18–24-year-olds (26%).

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How do football ticket scams work?

- These are known as purchase scams, where people are tricked into paying for goods or services that don't exist.
- Scammers post fake adverts or listings on social media, offering tickets at discounted prices or for sold-out games.
- Victims are asked to pay upfront – usually by bank transfer – but the tickets never arrive and the fraudster disappears.

How can fans protect themselves from scams?

- **Take your time:** If you're offered tickets for a match that's in high demand, don't let the fear of missing out make you rush your decision. Take a moment to stop, think, and check if the offer is genuine.
- **Stick to official sources:** Only buy tickets directly from official Premier League Club websites, ticket offices or their authorised partners. Don't trust deals you see advertised on social media.
- **Use a secure payment:** Never move away from an official payment platform to make a direct payment via bank transfer or virtual currency. Use the site's recommended payment methods to stay protected.

What does the Premier League say?

The Premier League advises fans to buy tickets directly from clubs, who will also list any authorised ticket partners on their official websites, including legitimate resale options.

Many football clubs employ dedicated staff to tackle ticket misuse and buy tickets from unauthorised sellers to identify the source of resold tickets. Some Premier League clubs also publicise details and/or numbers of fans who have been banned for touting.

From season 2026/27 the Premier League will require a minimum of 70% of tickets to be digital, which will offer enhanced security and tackle (but not fully solve) touting.

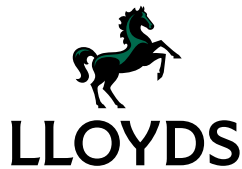
The Premier League has a [safe buying guide](#) on its website to help fans when buying tickets.

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Notes

Methodology

Football ticket scam data: Figures based on analysis of relevant purchase scams (football tickets) reported by Lloyds Banking Group customers, including customers of Lloyds, Halifax and Bank of Scotland, between June 2023 and May 2025 (covering the last two seasons).

** Estimates for the industry-wide volume and value of cases are based on Lloyds Banking Group's current account market share of c.20%, and assume a corresponding volume and value of cases among customers of other UK banks.*

About Lloyds Banking Group and fraud prevention

Lloyds Banking Group is committed to protecting customers from fraud and scams, investing hundreds of millions of pounds in advanced technology and dedicated resources to detect and prevent financial crime.

With a 24/7 fraud prevention team and cutting-edge tools, the Group works tirelessly to stay ahead of evolving threats, including those enabled by AI and social engineering.

The Group also collaborates closely with law enforcement, regulators, and industry bodies to share intelligence and disrupt criminal networks.

Through its public awareness campaigns Lloyds empowers individuals and businesses with the knowledge and tools to stay safe from scams.

For more information visit: <https://www.lloydsbank.com/help-guidance/protecting-yourself-from-fraud.html>

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About the Stop! Think Fraud campaign

Stop! Think Fraud is the UK Government's national campaign to help people protect themselves from scams. Led by the Home Office and supported by partners across law enforcement, banking, tech, retail and the charity sector, the campaign empowers individuals and small businesses with the tools and knowledge they need to stay ahead of fraud.

Launched in 2024, Stop! Think Fraud provides practical advice on how to spot the signs of fraud, secure personal information, and take action if targeted. The campaign encourages everyone to take a moment to stop, think and check before responding to suspicious messages or offers - because anyone can fall victim to fraud.

By raising awareness and promoting simple, effective steps to stay safe, Stop! Think Fraud is building a national movement to disrupt fraudsters and protect communities across the UK.

For more information visit: <https://stopthinkfraud.campaign.gov.uk/>

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