



LEBRON JAMES AND THE LOS ANGELES LAKERS TOP THE NBA'S MOST POPULAR JERSEY AND TEAM MERCHANDISE LISTS IN EUROPE FOR THE SECOND CONSECUTIVE YEAR

- Kevin Durant of the Brooklyn Nets Ranks No. 2 on Top-Selling Jersey List -

LONDON, March 10, 2021 – The National Basketball Association (NBA) today announced that LeBron James and the Los Angeles Lakers have secured the top spots on the NBA's Most Popular Jersey and Team Merchandise lists in Europe for the second consecutive year. Results are based on sales from [NBAStore.eu](https://www.nbastore.eu), the official online NBA Store in Europe operated by Fanatics (International) Limited, since the beginning of the 2020-21 NBA season.

The Brooklyn Nets' Kevin Durant is ranked No. 2 on the jersey list, followed by the Golden State Warriors' Stephen Curry at No. 3, the Nets' Kyrie Irving at No. 4 and James Harden at No. 5. The Dallas Mavericks' Luka Dončić (Slovenia) is ranked No. 6 on the jersey list, followed by the Milwaukee Bucks' Giannis Antetokounmpo (Greece) at No. 7.

Trailing the Lakers on the Most Popular Team Merchandise list in Europe are the Nets (No. 2), Warriors (No. 3), Boston Celtics (No. 4) and Chicago Bulls (No. 5).

Top 10 Most Popular NBA Jerseys

1. LeBron James, Los Angeles Lakers
2. Kevin Durant, Brooklyn Nets
3. Stephen Curry, Golden State Warriors
4. Kyrie Irving, Brooklyn Nets
5. James Harden, Brooklyn Nets
6. Luka Dončić, Dallas Mavericks
7. Giannis Antetokounmpo, Milwaukee Bucks
8. Ja Morant, Memphis Grizzlies
9. Jimmy Butler, Miami Heat
10. Zach Lavine, Chicago Bulls

Top 10 Most Popular Team Merchandise

1. Los Angeles Lakers
2. Brooklyn Nets
3. Golden State Warriors
4. Boston Celtics
5. Chicago Bulls
6. Miami Heat
7. Milwaukee Bucks
8. Dallas Mavericks
9. Toronto Raptors
10. Philadelphia 76ers

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