

Shirt sales show Rashford already fans' favourite

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Marcus Rashford goes into the Euro2016 Tournament as England's second-most popular striker, according to figures from leading football retailer UKSoccershop (<http://www.uksoccershop.com/>). Since the announcement of the squad, sales of replica England shirts emblazoned "Rashford" have soared ahead of "Vardy" and are now challenging "Kane" for the top spot.

When the new England shirts were unveiled in March, it was less than a month since Rashford had made his debut for Manchester United. Since then the lion's share of striker shirts sales have been split between Vardy (35%) and Kane (30%). But all that changed with the inclusion of Rashford in the squad; now a quarter of striker shirts have his name on them!

It's been a dramatic rise to fame for Manchester United starlet Marcus Rashford. In a top flight career of only four months he's netted in a Manchester derby, scored a brace in the Europa League, and made his England debut.

Now as Wayne Rooney drops into the midfield, he also seems to be slipping out of the limelight; Rashford has outstripped his club and country captain in Euro 2016 shirt sales! It's a stark contrast to previous tournaments; Rooney was the best-selling player in 2006, 2010, and 2012 before being replaced by Steven Gerrard in 2014.

Elsewhere, 20 years on from Euro 96, the retro shirt which was adorned by the likes of Shearer, Sheringham, and Gazza is currently outselling the current home shirt as England look to replicate, or exceed, the success of that tournament.

You can view the full statistics below:

Striker Sales Since Preliminary Squad Announcement:

1. Harry Kane (30%)
2. Marcus Rashford (25%)
3. Jamie Vardy (20%)
4. Wayne Rooney (18%)
5. Daniel Sturridge (7%)

Striker Sales Since Kit Release:

1. Jamie Vardy (35%)
2. Harry Kane (30%)
3. Wayne Rooney (20%)
4. Danny Welbeck (10%)
5. Daniel Sturridge (5%)

Entire Sales Since Preliminary Squad Announcement:

1. Harry Kane (22%)
2. Jack Wilshere (20%)

3. Marcus Rashford (15%)
4. Jamie Vardy (12%)
5. Adam Lallana (10%)
6. Wayne Rooney (9%)
7. Ross Barkley (5%)
8. Delle Alli (4%)
9. Daniel Sturridge (2%)
10. Raheem Sterling (1%)

Best Selling Kits Since England 2016 Shirt Released:

1. England Euro 1996 Home Shirt (40%)
2. England Euro 2016 Home Shirt (35%)
3. England 1990 WC Home Shirt (15%)
4. England 1982 Home Shirt (5%)
5. England 1982 Away Shirt (5%)