



# Do promoted teams tail off in the second half of the season?

This preview was researched by the analysts at [Football Form Labs](#).

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**Strategy Summary:** *We look at how promoted sides across Europe's top seven leagues have done at various points throughout the season to see what value might lie out there.*

The short answer is that promoted sides have proven remarkably consistent at delivering results during their promoted season in the top flight, and remain equally so regardless of it being the first or second half of the season. As you can see from the table below, the W/D/L percentages have barely shifted, with as similar results produced from 1998/99 to 2018/19 as when just looking at more recent results since 2007/08. However, that doesn't mean there aren't any opportunities worth paying attention to.

Since	1st/2nd	Matches	Win	Draw	Lose	Win ROI	Draw ROI	Lose ROI
1998/99	All	15870	27.44%	26.49%	46.07%	-14.34%	-9.28%	-6.55%
1998/99	1st	8038	27.07%	26.37%	46.55%	-14.30%	-9.07%	-5.69%
1998/99	2nd	7832	27.82%	26.61%	45.57%	-14.37%	-9.49%	-7.43%
2007/08	All	8064	26.40%	25.19%	48.41%	-12.48%	-10.56%	-4.32%
2007/08	1st	4060	26.11%	25.79%	48.10%	-11.23%	-8.94%	-5.10%
2007/08	2nd	4004	26.70%	24.58%	48.73%	-13.76%	-12.22%	-3.54%

\* Promoted teams' results across Europe's top seven leagues

### Premier League's lack of winter break

Whereas other leagues have long implemented a winter break, the Premier League have only attempted that in the current uncompleted season, with the consequence being the usual pile-up of fixtures in short succession around the festive period. The likes of Italy, Germany and Spain only have the one main domestic cup competition, as opposed to the additional strain any FA Cup or League Cup runs can bring on often limited squads.

The break would seem to have an effect as from 1998/99 until 2018/19, promoted teams have struggled more on the road in the second half of the season in England. Of course, another factor is that teams already relegated can find themselves demotivated with nothing to play for, though this is not limited to the Premier League.

1st/2nd	Matches	Win	Draw	Lose	Win ROI	Draw ROI	Lose ROI
All	1197	17.63%	21.30%	61.07%	-21.96%	-20.54%	2.56%
1st	600	18.00%	21.33%	60.67%	-17.19%	-21.51%	-0.27%
2nd	597	17.25%	21.27%	61.47%	-26.74%	-19.58%	5.40%

*\* Promoted teams' results away from home in the Premier League since 1998/99*

Although a 2.56% profit presented itself across the entire campaign when backing the hosts to beat travelling promoted sides, an improved 5.4% was to be had when limited to just the second part of the season. This raises to 7.15% when excluding matches between two sides that came up together the previous season, while this trend has been on the rise with a tidy 11.91% gain since 2007/08 from 305 games and has proved a healthy strategy to get behind, especially considering best odds would see an improved return of around 5%.

### Promoted teams underestimated early on their travels in Spain.

While in England the pace of football is perhaps more ferocious than in the other big European leagues, the hotter climate of Spain can lead to some more passive games as sides conserve their energy for the full 90-minute ding-dong. It would appear that promoted sides have been underestimated coming into a new campaign, with a 6.29% profit to be had backing them to win on their travels during the first half of the season.

1st/2nd	Matches	Win	Draw	Lose	Win ROI	Draw ROI	Lose ROI
All	1216	19.49%	22.86%	57.65%	-7.68%	-18.30%	-2.38%
1st	612	20.92%	22.06%	57.03%	6.29%	-20.76%	-3.97%
2nd	604	18.05%	23.68%	58.28%	-21.82%	-15.79%	-0.77%

*\* Promoted teams' results away from home in La Liga since 1998/99*

This would appear strongest at the season's outset, with this rising to 16.70% across the opening 10 rounds of fixtures and 39.73% over the first five. However, delving a little further, Barcelona are in a league of their own for failing to meet the bookies admittedly high expectations at the Nou Camp in these situations, with a 147.54% return backing their visitors to come away with the spoils despite winning just 14.29% of these games.

### Promoted v promoted early in season – back the draw

Most promoted teams prepare for a top-flight adventure where they expect to be challenging down the lower reaches of the table. Understandably, whereas an early clash with one of the division's behemoths is essentially a free swing to snatch some unexpected points, encounters with fellow promoted outfits can be a cagier affair.

Across Europe's top seven leagues in England, Spain, Italy, Germany, France, Portugal and the Netherlands, the draw has proven profitable with a 2.12% return on investment between 1998/99 and 2018/19 over the course of the campaign. However, this is even more true early on as it rises to 3.89% over just the first half of the season, while it's been particularly pronounced across the opening 10 rounds of fixtures, jumping to a healthy 15.50% from 402 matches, and 22.52% from 186 matches across the first five.

1st/2nd	Matches	H Win	Draw	A Win	HW ROI	Draw ROI	AW ROI
All	1402	48.07%	28.60%	23.32%	-4.29%	2.12%	-24.18%
1st	706	48.58%	28.05%	23.37%	-4.14%	3.89%	-23.93%
2nd	696	47.56%	29.17%	23.28%	-4.44%	0.31%	-24.44%
first 10	402	47.26%	30.10%	22.64%	-10.65%	15.50%	-23.92%
first 5	186	44.09%	33.33%	22.58%	-20.22%	22.52%	-20.62%

*\* Promoted teams vs promoted teams across Europe's top seven leagues since 1998/99*

In particular, the Portuguese and Dutch leagues led the way. Where promoted teams have faced one another in those two leagues over this entire period, a 53.69% profit was to be had backing the stalemate from 736 games> Meanwhile, this becomes 70.47% from 369 matches from the first half of the campaign alone, 74.60% from 224 matches over the first 10 games, and 77.00% from 133 across the first five rounds of fixtures.