

Asia Pacific Sports Promoter - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020 - 2029

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Report description:

The Asia Pacific sports promoter market has generated revenue of USD 57.39 Billion in the current year and is poised to achieve a CAGR of more than 5% for the forecast period.

Key Highlights

- In-app purchases and Advertising have the largest revenue share in Asia Pacific sports market revenue. Recently, Cambodia hosted the world's biggest sports event (South East Asian Games) with the participation of 11 countries, showing the rising business platform that Asia Pacific economies are providing to sports promoters.
- Amid the onset of COVID-19 and the subsequent imposed restrictions, sports events in the Asia-Pacific region experienced a significant decline in revenue. Throughout the pandemic, sports-related media revenue in Asia Pacific plummeted by nearly 35%, exerting a detrimental effect on the sports promotion industry. As the Asia Pacific region gradually recovered from the pandemic, China, India, Japan, and Australia emerged as key contributors, accounting for over 82% of sports media revenue in the region.
- Recently completed IPL gathered the highest revenue, of which BCCI Owners and broadcasters directly earned 65%. In India, Advertisement exists as the segment with the largest revenue generation in the Sports Market, resulting in a rise of sports viewers in the country. These trends are leading to Asia Pacific as an emerging market for sports promoters.

Asia Pacific Sports Promoter Market Trends

Cricket And Football Events Leading Asia Pacific Market

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- Australia, India, New Zealand, and Pakistan are some of the countries where cricket is largely popular. ICC Men's Cricket World Cup, T20 World Cup, Indian Premier League, and Asia Cup are among some of the leading cricket matches in the region. Asia Pacific accounts for the largest share of the global cricket market. Post-COVID, the value of IPL observed significant growth, creating a major demand for sports promoters.
- Asia Pacific exists as the region with the largest number of football fans globally, more than 800 million, making it the next frontier of football, attracting players, managers, clubs as well and sports promoters for reaping market opportunities in the region. China has football fans of around 200 million, with the AFC Asian Cup and the Chinese Super League having a significant share as well.

Media, Advertisement and Digital Innovation Driving Sports Promoter Market

- Media helps in promoting sports through sponsorships, allowing sports teams, leagues, and players to partner with businesses and organizations to promote their products and services. Revenue from the sponsorship and advertising market in Asia has observed a continuous increase over the years, having a positive externality for sports promotion and advertisement as well.
- Sports digital marketing uses digital media with a variety of strategies aimed at promoting a sports brand, a sports person, or a sports team solely on the internet. In India, sports industry advertising revenue with a y-o-y growth of 49%. This is a leading sports promoter for adopting digital tools in expanding its business.

Asia Pacific Sports Promoter Industry Overview

As the Asia Pacific region is observing a continuous rise in economy as well as an increasing young population with which sporting events in the region are observing a continuous increase. Sports Promoters are adopting new innovative products to expand their marketing with rising e-sports. The sports promoter market in Asia Pacific is fragmented and is expected to observe steep growth over the coming period as Asia is attracting global sports organizations for their events.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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