

## **Asia Pacific Sports Team And Clubs - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2020 - 2029**

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### **Report description:**

The Asia Pacific sports team and clubs market has generated revenue of USD 66.009 billion in the current year and is poised to achieve a CAGR of more than 5% for the forecast period.

#### Key Highlights

- Asia Pacific exists as the region with the largest share of the population globally, with more than 60% share. This makes the Asia Pacific lead in global consumption with a rising sports Industry. China, Japan, India, South Korea, and Indonesia exist among the Asia Pacific countries, having the leading position in the global ranking.
- Asia Pacific has become a crucial location for global sporting events. The Australian Open, Beijing Winter Olympics, Asian Games, and Fifa Under-17 World Cup were among the major sports held in Asia Pacific last year with global participation. Homegrown Asia Pacific sports leagues are occupying a status on the global stage. India Premier League clubs Mumbai Indians and Chennai Super Kings exist as the most valuable sports franchises after Liverpool FC.
- The period of COVID-19 was a hard time for sports teams and organizations, with cancellations of events, empty seats, and limited seating in the stadium. Sports organizations observed a fall in revenue during the period, and restrictions led users to adopt technology over going to stadiums.
- With the rising sports team & club market, Sports tech in Asia Pacific is observing a continuous increase. E-sports market revenue in Asia Pacific has observed a continuous increase over the period. Team ownership with buying stakes in Asia Pacific league teams is bringing Western ideas and money. Asia-Pacific (APAC) countries such as India, with their leagues of IPL (cricket), ISL (football), Pro kabaddi, and others, are promoting their sports team and clubs in the global market with the generation of a significant amount of revenue.

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## Asia Pacific Sports Team And Clubs Market Trends

### Technological Innovations in the Market

- Sports teams and clubs are increasing their market penetration through innovative digital tools of digital advertising, e-commerce, and online streaming services. This has diversified the revenue streams with personalized and enhancing fan participation. There is an increase in the number of people accessing TV programs through internet connections, resulting in audience choices outside the traditional TV channels to platforms such as Amazon Prime Video, Apple TV app, and other channels.

- Existing leagues, such as the IPL (Indian Premier League) in India, are observing growth with a rise in fantasy sports. In the year 2023, IPL fantasy sports generated the highest revenue, creating positive growth for streamed teams/clubs in the market. People watching sports via online live streams in Asia Pacific countries of China, Indonesia, and Taiwan had a significant share of greater than 50% last year.

### Increase In Number Sporting Events

- Over the past years, cricket and football leagues in Asia Pacific have observed a significant increase in viewership. Asian Games, Indian Premier League, and India Super League are among the sporting events attracting huge viewers from the region and outside the region as well. Asia's leading economies, China, Japan, India, and South Korea, are spending a huge sum to popularize sports and sporting events in their countries.

- International teams and leagues, especially football clubs, are entering the Asian market to show off their products and raise their audience. IPL leagues are focusing on increasing the number of matches in each session, generating more revenue for the sports. Recently held World University Games in China raised opportunities for China sports brands and teams. With Asia emerging as a stage for hosting global sports events, it is encouraging participation of its regional sports teams and clubs and opening new opportunities for the market as well.

## Asia Pacific Sports Team And Clubs Industry Overview

Asia Pacific sports team and clubs exist as a fragmented market, observing continuous growth with more sports being promoted and global investment being made through Western clubs and commercial businesses. Digital media and technology have significantly increased revenue generation in the market, with more people following the sports. Leagues like One Championship, Chinese Super League, Indian Premier League, Indian Super League, and Nippon Professional Baseball are giving rise to increasing sports teams and clubs in the region. Chennai Super Kings, Melbourne FC, Kawasaki, Sri Lanka Cricket, and Raintree Club are among fre of the sports clubs and teams existing in different countries of Asia Pacific.

### Additional Benefits:

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

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