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ASIA MARKET ANALYSIS 2023

Report Compiled: November 2023

This report focuses on key indicators in Asia's sponsorship market, touching on the economic background, significant trends and the outlook. Detailed information is presented for Asia overall – and in the appendices for each of the Top 5 countries – covering top-spending brands, main sponsor categories and platforms, as well as the popularity of sport versus non-sport platforms.

Appendices I-V cover sponsorship across the Top 5 countries in Asia.

Cost:

Free - premium subscribers

US\$750 excl. VAT - non-premium subscribers

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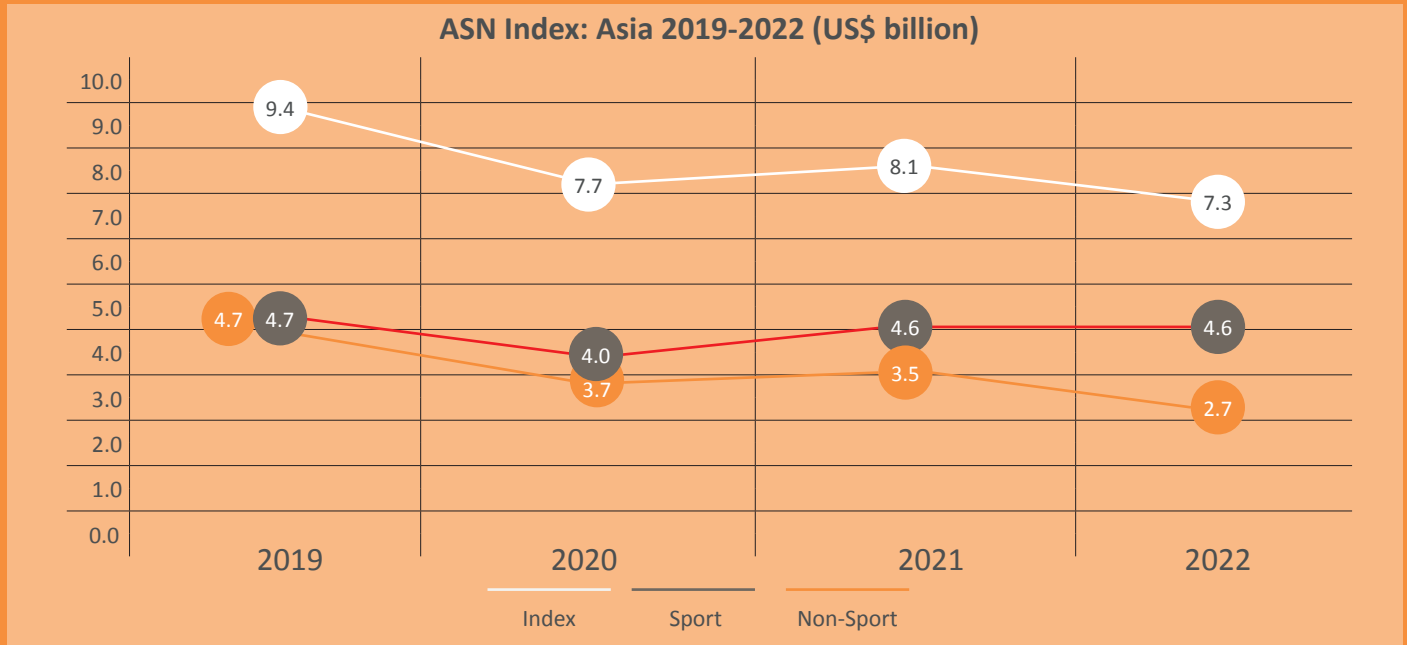
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Overview

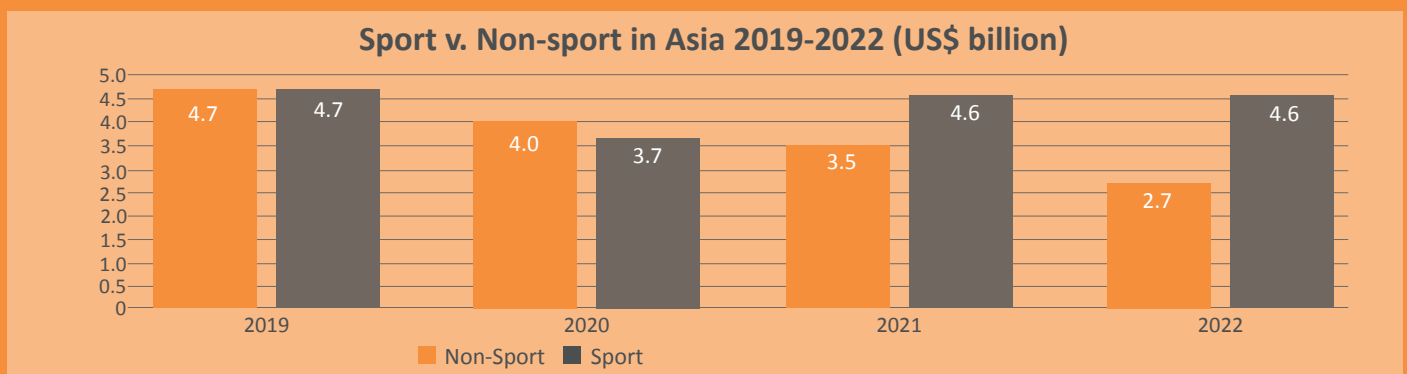
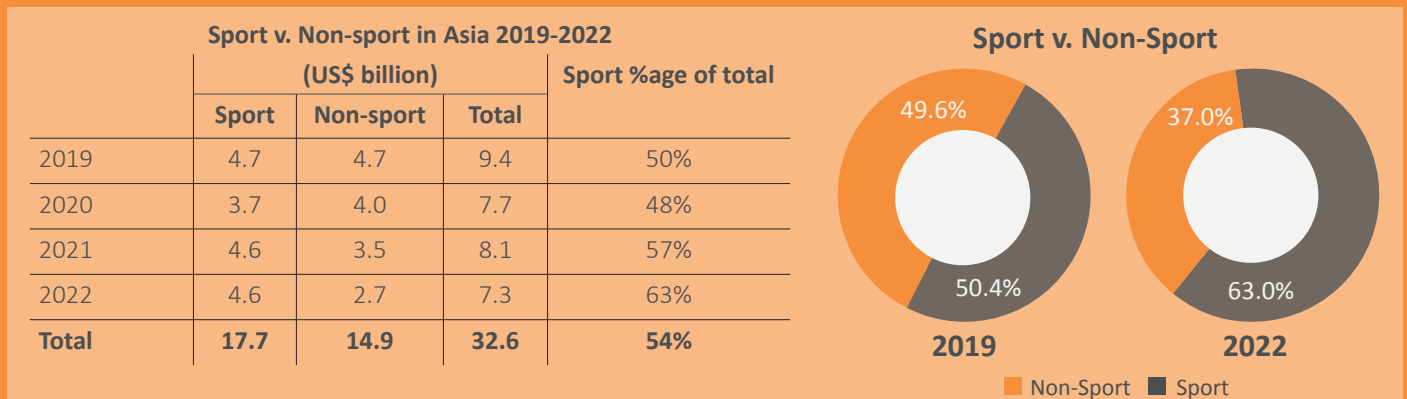
Despite 3.9% GDP growth across the region in 2022, sponsorship values in Asia – at US\$ 7.3 billion – were 22% down on 2019’s US\$ 9.4 billion. Negative growth was fairly well spread across all leading countries. At the same time, *Pan-Asia turned in +105% growth.

The region’s GDP is projected to grow by 4.6% in 2023.

*For the purpose of this report, ‘Pan-Asia’ means multi-market deals that extend beyond any one Asian territory.



The overall figures mask the fact that, while Sport sponsorship came out of the pandemic period only marginally down compared with 2019, Non-sport suffered a 43% fall-off in values. In 2019 Non-sport accounted for almost 50% of total sponsorship; in 2022, its share fell to 37%.



Asia Sponsorship News Co., Ltd.

Created by media professionals with decades of experience, Asia Sponsorship News (ASN) is the leading news and intelligence resource for the sponsorship industry in Asia.

Frustrated by the lack of insights into the multi-billion dollar sponsorship industry in Asia, ASN was created by a group of media professionals with decades of experience in the fields of media, marketing, analysis and sponsorship.

Over the past 15+ years, the ASN Index has tracked over US\$150 billion sponsorship spend in Asia and over 270,000 sponsorship deals in the region. Over the years there has been a clear trend that sponsorship spend is increasing faster than traditional media spend, as brands realise the benefits of engaging fans through sponsorship and brand partnership marketing.

ASN offers weekly newsletters with the latest news about sponsorship deals in Asia as well as insight into the articles and wider industry perspective. There is also a rights holder directory with more than 2,000 rights holder contact details. ASN also offers more customised services such as consulting, reports, lead generation, training and rights evaluation.

The Premium Tools section of the ASN website features the core analytics dashboard with deals listing and brand directory. An elaborate search engine allows Premium subscribers to use these tools to help drive sales and generate leads. In practice, a European football team may source an appropriate sponsor for a specific right using the ASN Index and its sophisticated search tool.

The ASN Index tracks more than US\$10 billion of sponsorship deals in Asia annually, 60 percent of which fall in the sports category.

We encourage everyone to go to asiasponsorshipnews.com to browse the site and explore all the tools and services.

ASN is operated by Asia Sponsorship News Co., Ltd. a subsidiary of Paul Poole (South East Asia) Co., Ltd.

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