

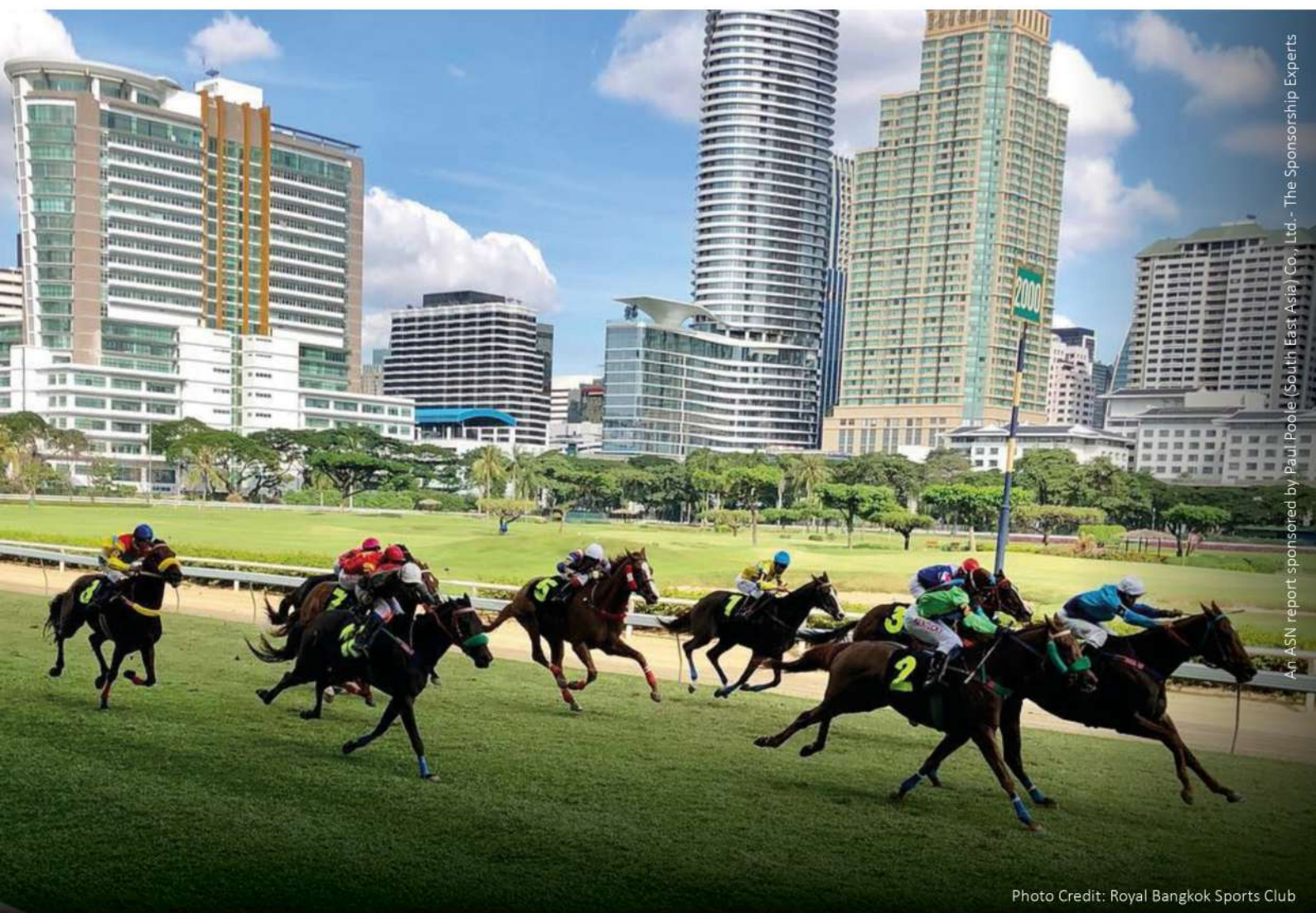


Photo Credit: Royal Bangkok Sports Club

GAMBLING ASIA MARKET ANALYSIS 2025

Report compiled June 2025

This report looks at the state of sponsorship by the *gambling industry in Asia, taking into consideration the diverse and changing regulatory environments. Detailed information is presented on the top Asian markets for gambling sponsorship, the various platforms and the major sponsoring brands – as well as 2024's most lucrative sponsorship deals. It then explores the emerging trends, both within Asia and in those markets, such as the UK, where Asia-centric gambling businesses invest in sponsorship.

Cost:

Free - premium subscribers

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

**Unless otherwise indicated, gambling in this report refers to all forms of gambling, including sports betting, online betting etc.*

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Overview

Global sponsorship investment in this sector in 2024 stood at approximately US\$ 2.1 billion rising to a projected US\$ 2.8 billion in 2029. Investment in the Asian market in 2024 was valued at US\$ 91.8 million – about 4.5% of total global investment.

However, while the global picture projected strong growth, in Asia things were less settled. The Asian industry experienced a 25% drop in 2024 from US\$ 122 million the previous year, reflecting the lack of clarity in the Asian regulatory space as well as the tightening of regulations on gambling sponsorship in UK and European football – favourite sponsorship platforms for Asian gambling operators.

Year	US\$ (million)	+ or - %
2020	125	
2021	102	-18%
2022	106	+4%
2023	122	+15%
2024	92	-25%



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 290,000 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 3,000 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 www.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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