



Photo Credit: Oracle Red Bull Racing

MOTORSPORT ASIA MARKET ANALYSIS 2025

Report compiled October 2025

This report focuses on the main metrics in the state of motorsport sponsorship in Asia. It covers which countries led the field and it looks at how motorsport sponsorship compared to other platforms. It contains detailed information on top-spending brands, as well as on sponsorship categories. It also looks at the potential impact of electric and hybrid powertrains, and the influence of gambling and technology on the sector's growth potential.

Cost:

Free - premium subscribers

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

Unless otherwise indicated, 'motorsport' in this report includes all major four- and two-wheel competitive series, events and teams across Asia, as well as international competitions with strong Asian participation or sponsorship.

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Overview

**For the purpose of this report, 'Pan-Asia' means multimarket deals that extend beyond any one Asian territory.*

Year-on-year comparison	US\$ (million)	+ or - %
2015	373	
2016	335	-10%
2017	333	-1%
2018	364	+9.9%
2019	323	-11%
2020	272	-16%
2021	329	+21%
2022	478	+45%
2023	512	+7%
2024	480	-6%

After two consecutive years of expansion, sponsorship investment in motorsport across Asia contracted slightly in 2024, falling 6% to US\$ 480 million. Despite this dip, the sector retained its position as the second-largest sports sponsorship platform in Asia, behind football but ahead of basketball, tennis and cricket.

Investment has remained concentrated in a handful of high-value, multi-market partnerships, underscoring motorsport's enduring appeal as a premium brand marketing platform combining technology, precision and global reach.

While the post-pandemic rebound of 2021-23 has softened, the 2024 correction reflects normalisation after two record years.

Top markets 2024	US\$ (million)	% of total
Pan-Asia	216.2	45%
Japan	153.5	32%
Malaysia	51.7	11%
India	19.4	4%
Singapore	17.9	4%
Sub Total Top 5	458.7	96%
China	6.9	1%
Thailand	6.9	1%
Indonesia	3.3	1%
Macau	3.1	1%
Philippines	0.8	0%
TOTAL	479.6	100%

The Pan-Asia market continues to dominate with US\$ 216 million (45%), followed by Japan (32%) and Malaysia (11%) – together accounting for more than 85% of total spend, while the top five markets account for 96%.

The dominance of Pan-Asia sponsorship deals mirrors Formula 1's global nature and the reach of leading rights holders such as Formula 1 Group, Dorna Sports and Red Bull Racing.

At the same time, both Thailand and India are expanding their motorsport offerings through increased infrastructure investment and the addition of major events like Formula 1 and Formula E.

Thailand has approved a US\$ 1.23 billion plan to host a Formula 1 street race in Bangkok starting around 2028 and is working to secure continued MotoGP events. India is expanding its calendar with events like Formula E and has also recently hosted MotoGP.

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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