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FOOTBALL ASIA MARKET ANALYSIS 2023

Report Compiled: October 2023

This report focuses on the main metrics in the state of football sponsorship in Asia. It covers the recovery following the COVID-19 pandemic, which countries led the field - and which demonstrated the fastest growth – and it looks at how football compared to other platforms. It contains detailed information on top-spending brands, as well as on sponsorship categories, and looks at the potential impact of the increased attention on Asian football.

Appendices I-V cover football sponsorship across individual countries.

Cost:

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Overview

Four countries, together with *Pan-Asia, dominated the Asian sponsorship market for football, accounting for US\$ 1,540.8 million, or 94.5% of all football sponsorship sales in 2022.

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

| Country | 2022 | |
|----------------------------|----------------|-----------------|
| | US\$ (000) | % of the market |
| Japan | 452.5 | 27.8% |
| China | 320.5 | 19.7% |
| South Korea | 98.5 | 6.0% |
| Thailand | 89.6 | 5.5% |
| Pan-Asia | 579.7 | 35.6% |
| TOTAL | 1,540.8 | 94.5% |
| TOTAL ALL COUNTRIES | 1,629.6 | 100.0% |

2019 - 2022: COVID-19 pandemic & the recovery



After a 40% slump in 2021, football sponsorship post-pandemic has shown promising recovery throughout Asia, with overall sales in 2022 close to pre-pandemic levels. The 2022 FIFA World Cup – which saw for the first time six countries from the Asian Football Confederation (AFC) qualify – together with the upcoming 2023 Women's World Cup (the first to be held in the southern hemisphere), appears to have given Asian football sponsorship a much-needed boost out of the pandemic doldrums.

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.

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