



Photo Credit: Volleyball World

# THAILAND MARKET ANALYSIS 2023

Report Compiled: March 2023

This report focuses on key indicators in Thailand's sponsorship market, covering the economic background, significant trends and Thailand's position relative to Southeast Asia. Detailed information is presented on top-spending brands, major sponsor categories, the popularity of sport versus non-sport platforms and the top sport and non-sport sponsors.

Cost:

Free - premium subscribers

US\$500 excl. VAT - non-premium subscribers

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# Overview

Thailand ranks 4th in Asia for sponsorship spend, accounting for 3.1% of all spend in Asia in 2022, up compared to 2019's 1.9%.

Top 10 Asian Markets (2019-2022) (US\$ Millions)

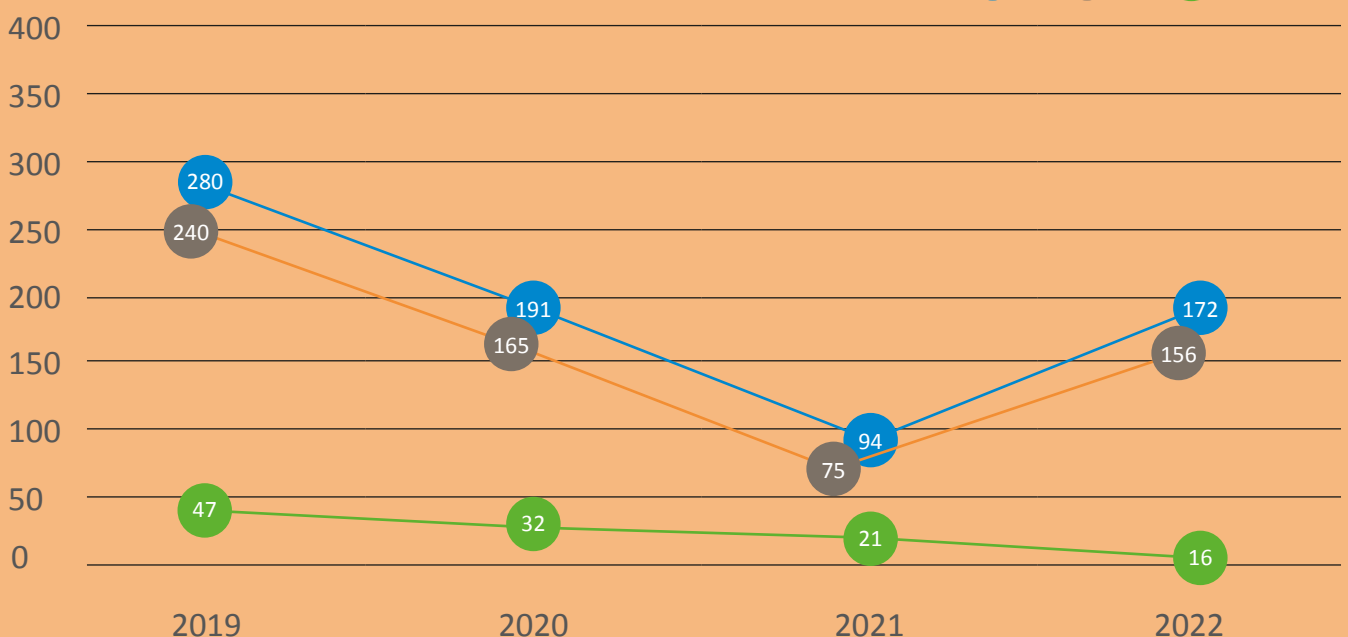
	2019	2020	2021	2022	% on 2019
China	5,252	4,492	3,642	3,015	57%
Japan	1,450	1,079	2,109	688	47%
India	819	632	491	384	47%
<b>Thailand</b>	<b>280</b>	<b>191</b>	<b>94</b>	<b>172</b>	<b>62%</b>
South Korea	309	267	141	149	48%
Singapore	174	107	68	52	30%
Malaysia	149	126	79	78	53%
Hong Kong	114	60	50	32	28%
Philippines	52	18	10	12	23%
Indonesia	45	21	15	12	28%
<b>TOTAL</b>	<b>8,643</b>	<b>6,994</b>	<b>6,699</b>	<b>4,593</b>	<b>53%</b>

Data for markets other than Thailand may be based partly on projections

The ASN Thai index shows Thailand coming back strongly from the COVID-19 pandemic period, although non-sport sponsorship has so far failed to register an upturn.

ASN Index: Thailand 2019 -2022

Index Sport Non Sport



# 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](http://asiasponsorshipnews.com)** to browse the site and explore all the tools and services.

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