



Photo Credit: Volleyball World

# VOLLEYBALL ASIA MARKET ANALYSIS 2023

Report Compiled: May 2023

This report focuses on the main metrics in the state of volleyball sponsorship in Asia. It covers the period following the COVID-19 pandemic, which countries lead the field - and which demonstrate the fastest growth - and it looks at how volleyball compares 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 upcoming Volleyball Nations League.

Individual country profiles of volleyball sponsorship can be found in appendices I-IV

Cost:

Free - premium subscribers

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

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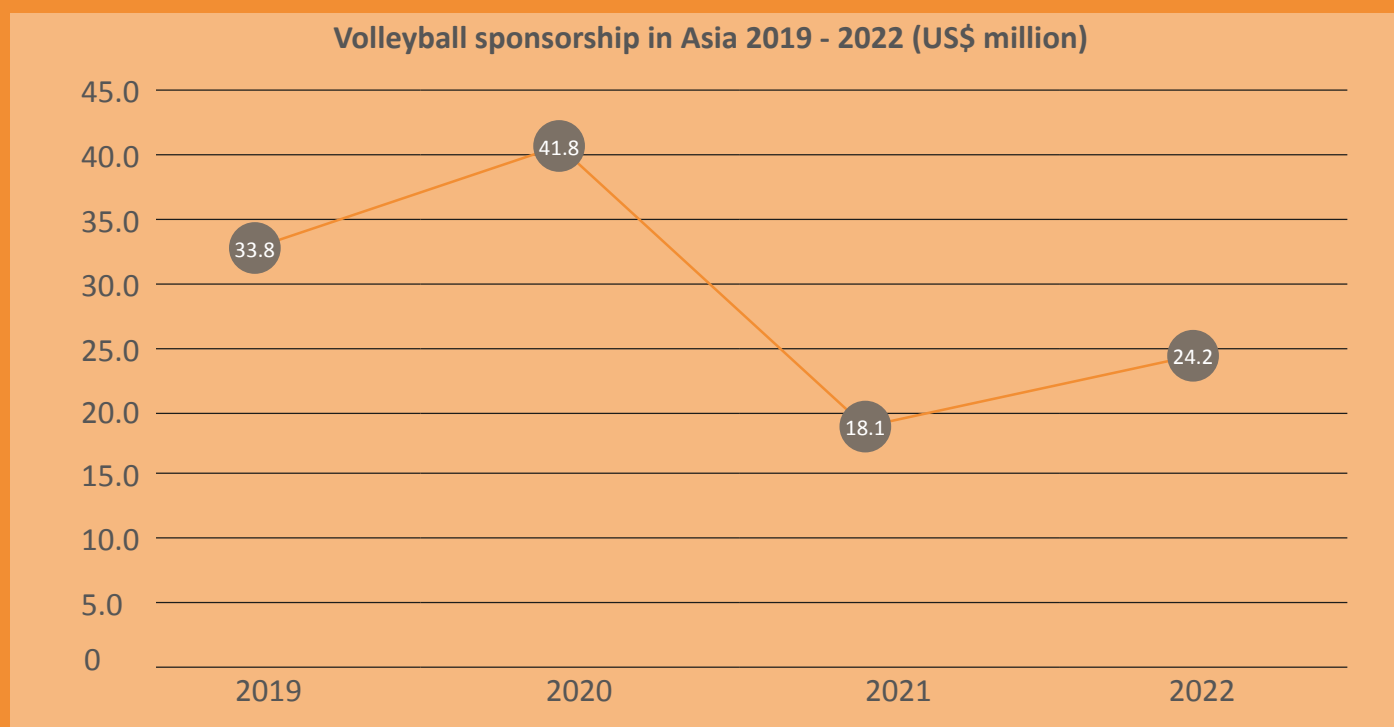
# Overview

Four countries dominate the Asian sponsorship market for volleyball, accounting for US\$ 23.3 million, or 95.8%, of all volleyball sponsorship sales in 2022.

Country	Thailand	India	Japan	China	TOTAL
% of market	31.3	27.3	24.1	13.1	95.8

## COVID-19 pandemic & the recovery

Throughout Asia, post-pandemic sponsorship sales have shown promising recovery but, with the exception of Thailand, are yet to achieve 2019 levels. A 24% increase 2020 on 2019 (from US\$ 33.8 million in 2019 to US\$ 41.8 million in 2020) came just as the pandemic effect started to bite, reflecting contracts already in hand – and perhaps a lack of appreciation of how far-reaching the pandemic impact would be. The low point, -57% year-on-year, was reached in 2021.



Thailand, Asia's biggest growth market across almost all metrics, bucked the trend in 2022 as the only market to exhibit strong growth – with a massive +76% on pre-pandemic 2019. Women's volleyball, in particular, has gained immense popularity in Thailand due to the success of the Women's National Team and we've seen new brands, such as Eurocake, Daikin, Mikassa and CP Meiji coming on board since 2020, adding to the contribution of Asia's number two volleyball sponsor, Est Cola, title sponsor of the Thai Volleyball League since 2018.

(US\$ million)			
	2019	2022	
Thailand	4.2	7.3	+76%
India	9.5	5.5	-42%
Japan	6.3	5.6	-11%
China	11.7	3.7	-69%



# 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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