# STATE OF PLAY IN ASIA



#### **ASIA: THE NEXT FRONTIER FOR PICKLEBALL**

### **1.9 BILLION**



people from 12 territories in Asia are aware of pickleball



Mostly 18-35 years old have played pickleball



#### TERRIFIC TRAJECTORY

Pickleball has grown



#### S.E.A CHANGE

**VIETNAM** MALAYSIA





Territories with the highest awareness growth rates from 2023 to 2024

#### **FUN, FITNESS FOR ALL**

**Top Reasons for Playing Pickleball** 





It's fun!

For health

Easy to learn

#### **GAME ON!**

#### **812 MILLION**

have played the sport at least once



#### **282 MILLION**

playing at least once a month



#### **PICKING UP PICKLEBALL**

**Vietnam Respondents** 

know of pickleball, the most of all territories

(play once a month)

## **TOP 3 TERRITORIES WITH FREQUENT PLAYERS**

178M

60M





#### A SENSE OF COMMUNITY

More reasons for playing pickleball



friends & family are playing

to make new friends

#### Methodology

The findings emerged from an online survey of over 14,000 respondents across 12 territories: China; Chinese Taipei; India; Indonesia; Japan; Malaysia; the Philippines; Singapore; South Korea; Hong Kong, China; Thailand and Vietnam.

The sampling was done based on a territorially representative sample of each territory, with at least 1,000 respondents per market. The responses were then extrapolated based on population size.

#### YouGov®

An international online research data and analytics technology group with operations worldwide, including the Asia Pacific. YouGov draws on a detailed understanding of over 29 million registered panel members to deliver accurate, actionable consumer insights.

UPA ASIA

The owner of the premier professional and amateur pickleball tour, the PPA Tour Asia, and pickleball league, MLP Asia. Developing professional pickleball athletes and fostering a community in Asia, UPA Asia will forge world-class events, teams, professional pathways, high-performance training and long-term partnerships.