

THIS IS **WHY**  
**GOLF**

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24.03.23

SPOTLIGHT ON

**GOLF FANS IN  
SOUTH KOREA**

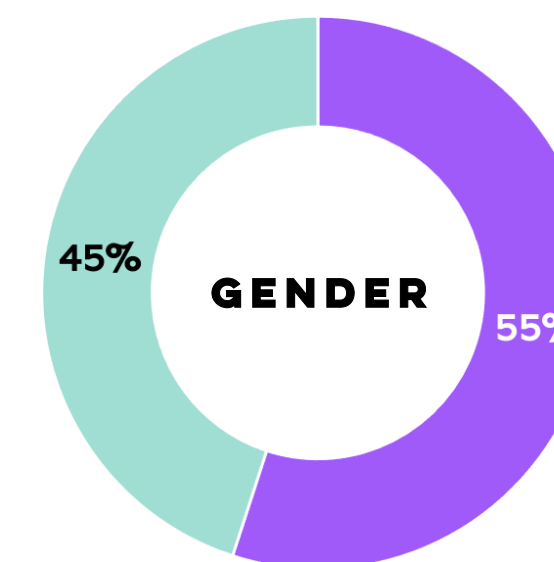
## GOLF FANS IN SOUTH KOREA

# GOLF FANS IN APAC

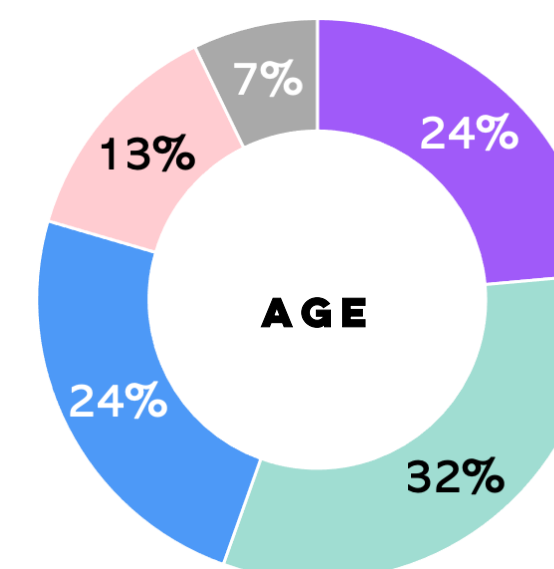
THERE ARE 187M GOLF FANS IN ASIA-PACIFIC WITH 6M IN SOUTH KOREA.

MARKET	% OF POPULATION INTERESTED	NUMBER OF FANS
CHINA	12%	86.2M
INDIA	12%	55.9M
INDONESIA	7%	9.0M
JAPAN	11%	7.1M
<b>SOUTH KOREA</b>	<b>17%</b>	<b>6.0M</b>
VIETNAM	10%	5.5M
PHILIPPINES	10%	5.5M
THAILAND	12%	3.7M
MALAYSIA	11%	2.3M
TAIWAN	14%	2.2M
AUSTRALIA	12%	2.1M
HONG KONG	11%	568K
SINGAPORE	11%	437K
NEW ZEALAND	13%	383K

## APAC GOLF FANS

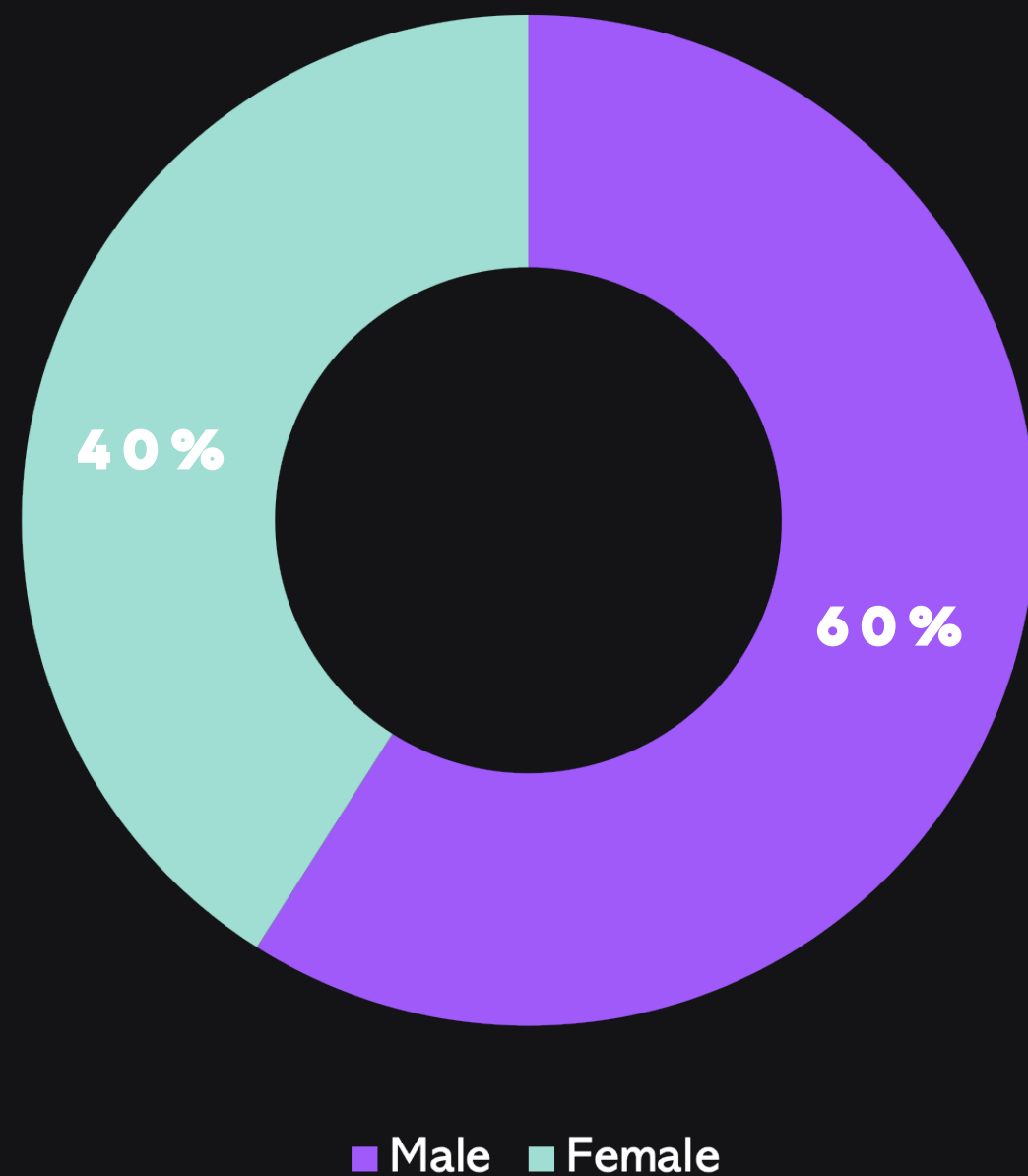


FEMALE MALE



16 TO 24 25 TO 34 35 TO 44  
25 TO 34 55 TO 64

# GENDER SPLIT



# WOMEN'S VS MEN'S SPENDING HABITS

KOREAN GOLFERS SPEND MORE PER CAPITA ON THEIR GOLF GEAR AND CLOTHING THAN ANY OTHER REGION, AND IT'S WOMEN WHO ARE LEADING THE CHARGE



IN 2022, OKMALL, A KOREAN E-COMMERCE SITE, REPORTED A 122% INCREASE IN THE SALES OF GOLF GOODS COMPARED TO THE PREVIOUS YEAR.



SALES OF WOMEN'S CLOTHES INCREASED BY 324% VS 130% FOR MEN'S.

# ATTRACTING THE YOUNGER GENERATION

IN THE LAST 5 YEARS,  
KOREA HAS SEEN A  
**20% GROWTH**  
IN THE NUMBER OF  
GOLFERS UNDER 40  
YEARS OLD.

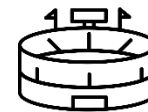
## GEN Zs (AGE 16-29)



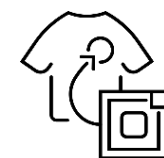
77% OF GEN Zs PREFER TO SHOP ONLINE RATHER THAN IN-STORE.



THEY ARE 71% MORE LIKELY TO FOLLOW CELEBRITIES OR INFLUENCERS ON SOCIAL MEDIA.



86% OF GEN Zs ARE AWARE OF SPONSORS WHEN WATCHING OR ATTENDING AN EVENT.



33% OF GEN Zs THINK ABOUT A BRAND MORE POSITIVELY WHEN IT SPONSORS THEIR FAVORITE SPORTS LEAGUE OR TEAM.



80% OF GEN Zs IN KOREA AGREED TO THE STATEMENT "I'D BE PREPARED TO PAY MORE FOR A PRODUCT IF I KNEW THE BRAND SUPPORTED AN ISSUE I CARED ABOUT".



GEN Zs WANT BRANDS TO BE SMART (46%), INNOVATIVE (40%) AND TRENDY (42%).

# WOMEN'S SPORT

**WOMEN'S  
SPORT  
SHOULD BE  
HIGHLIGHTED  
MORE BY THE  
MEDIA**

**34% OF  
GOLF FANS**

**VS 27% OF  
GENERAL  
SPORTS FANS**

**WOMEN'S  
SPORT  
SHOULD  
RECEIVE  
MORE  
INVESTMENT**

**44% OF  
GOLF FANS**

**VS 35% OF  
GENERAL  
SPORTS FANS**

**WOMEN'S  
SPORT IS  
EXCITING TO  
WATCH**

**27% OF  
GOLF FANS**

**VS 17% OF  
GENERAL  
SPORTS FANS**

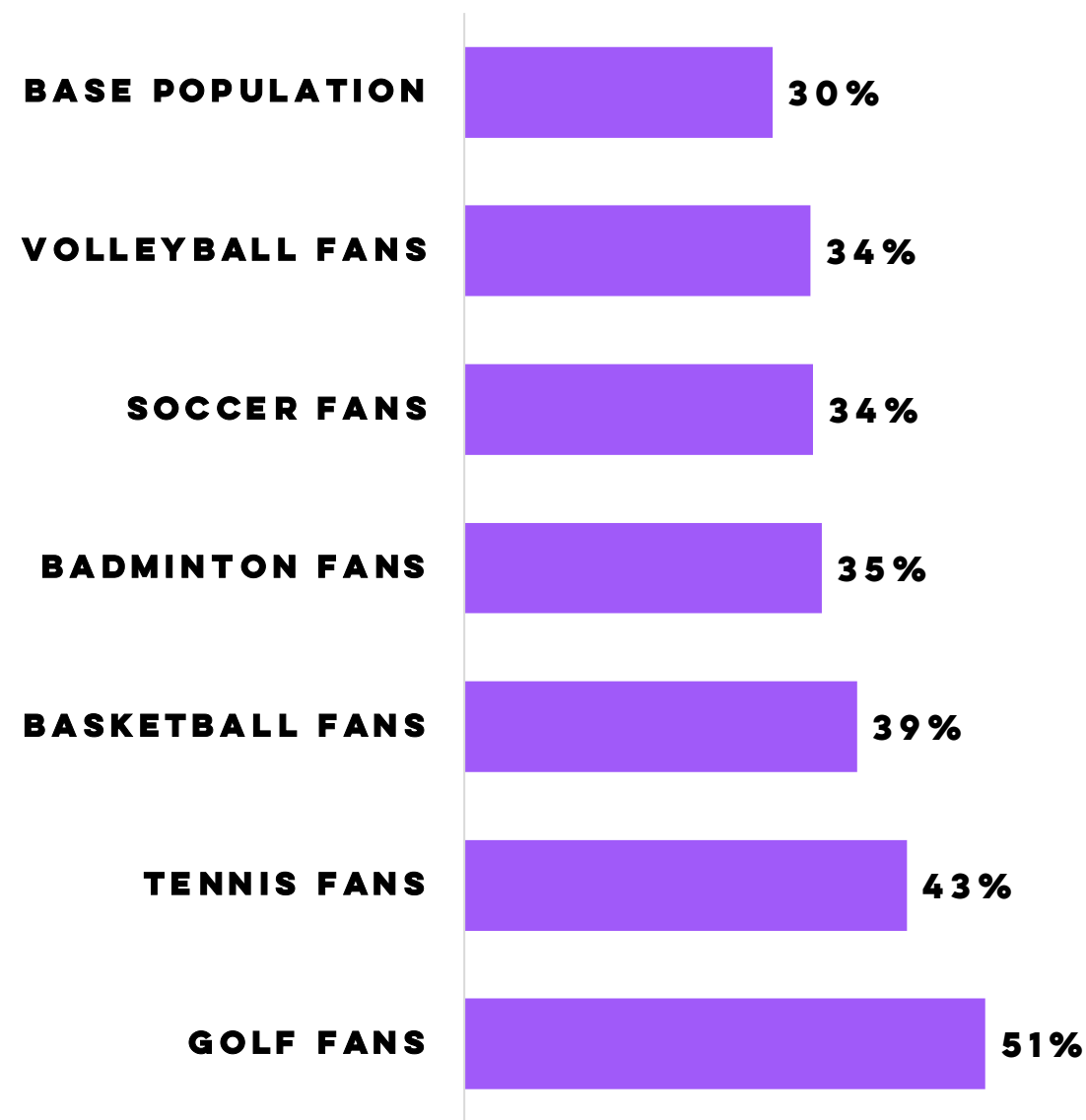
**I FOLLOW A  
FEMALE  
ATHLETE OR  
TEAM ON  
SOCIAL  
MEDIA**

**19% OF  
GOLF FANS**

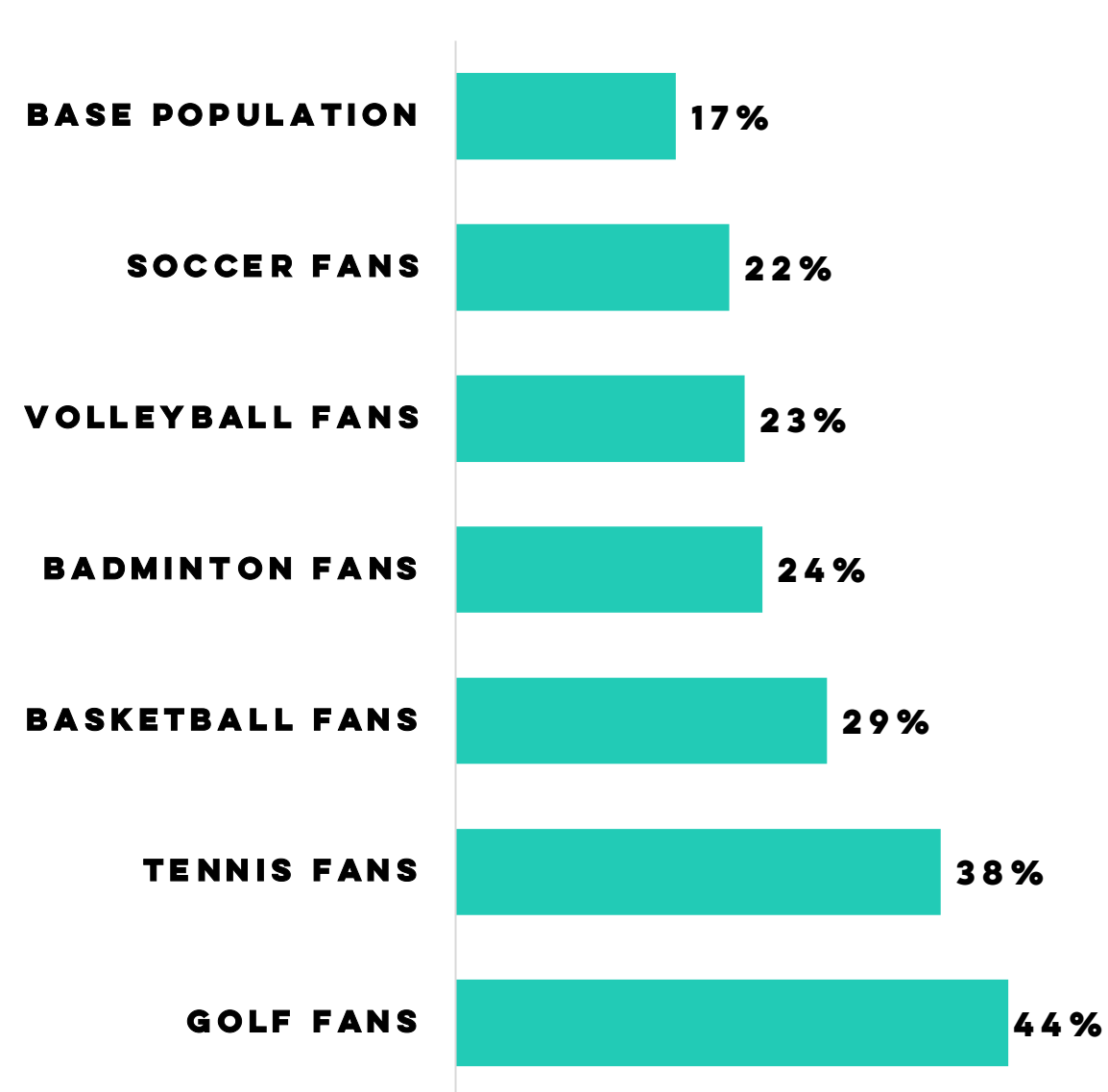
**VS 10% OF  
GENERAL  
SPORTS FANS**

# INCOME, SOCIO-ECONOMICS & EDUCATION

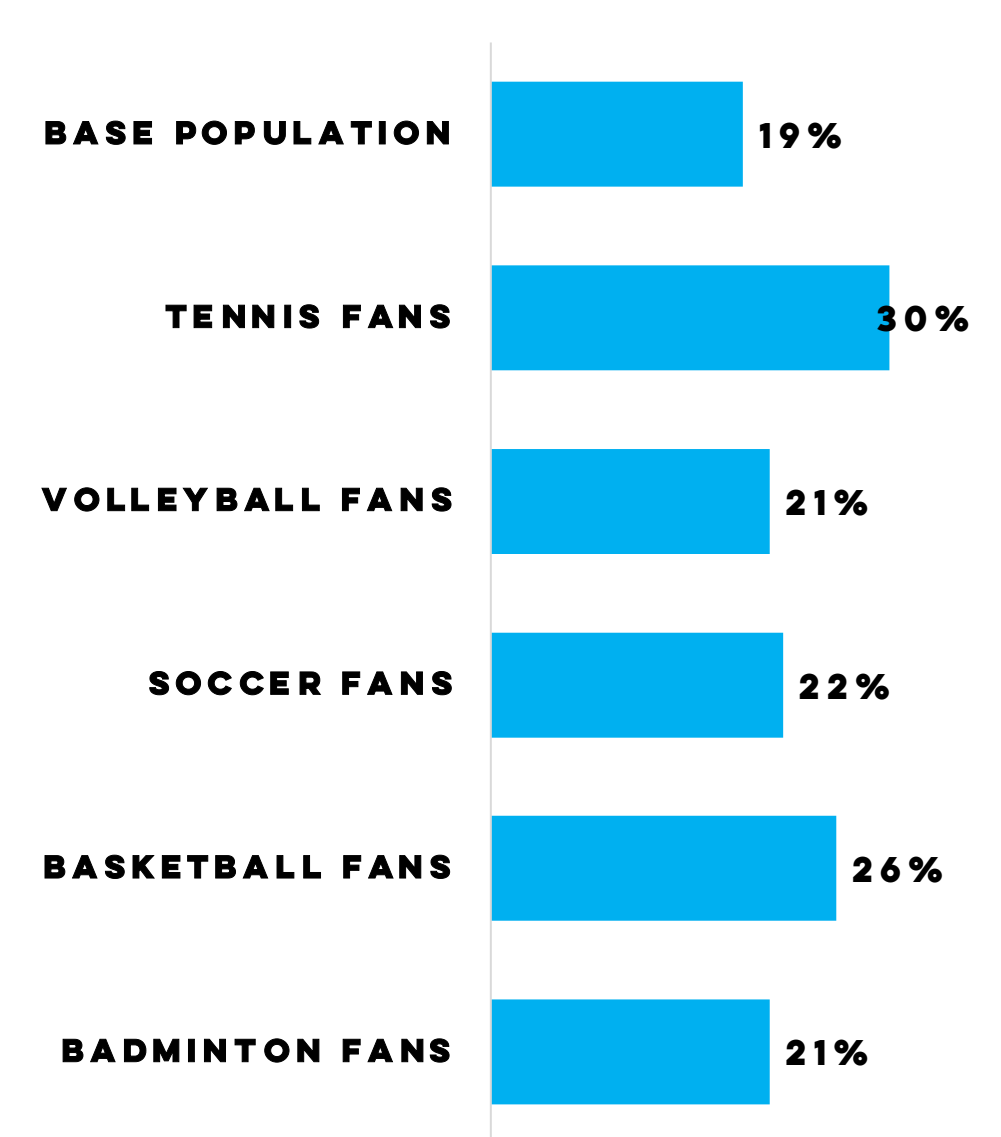
% OF FANS IN HIGH-INCOME SEGMENT



% OF FANS IN THE HIGHEST SOCIO-ECONOMIC SEGMENTATION



UNIVERSITY OR POSTGRADUATE DEGREE



# ATTRACTIVE B2C AUDIENCE

I TEND TO BUY THE PREMIUM VERSION OF A PRODUCT



MY HOUSEHOLD OWNS A LUXURY CAR



I AM INTERESTED IN TRAVEL



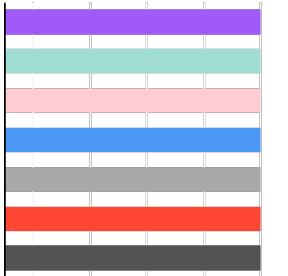
I HAVE PURCHASED LUXURY OR DESIGNER CLOTHES IN THE LAST 12 MONTHS



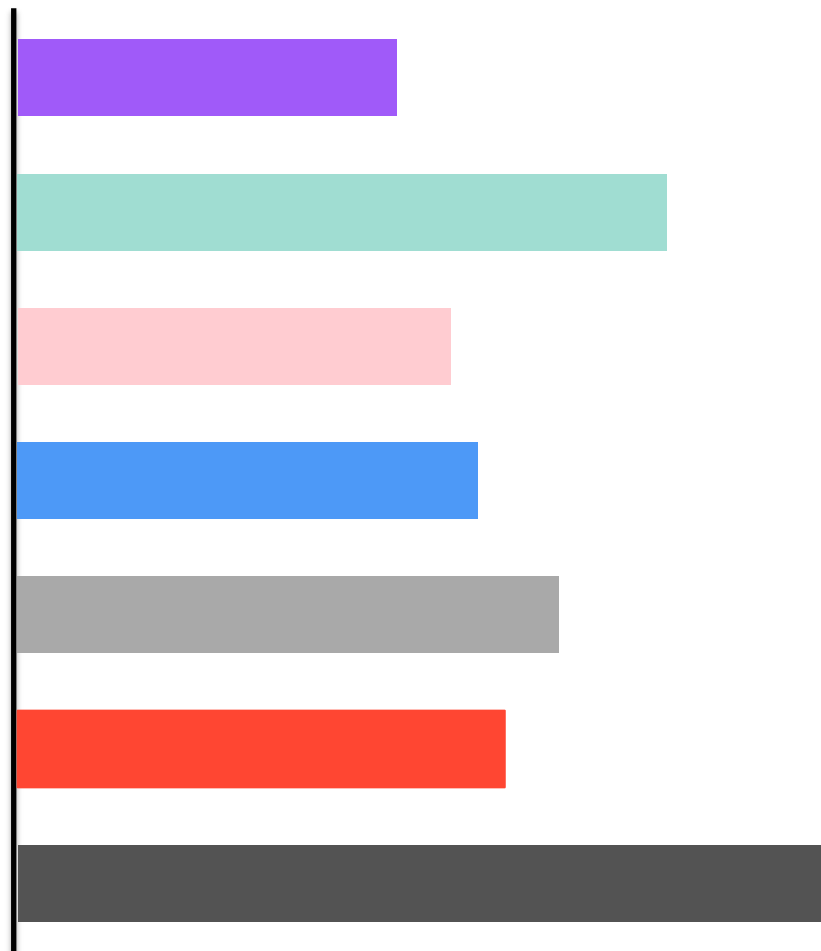


# ATTRACTIVE B2B AUDIENCE

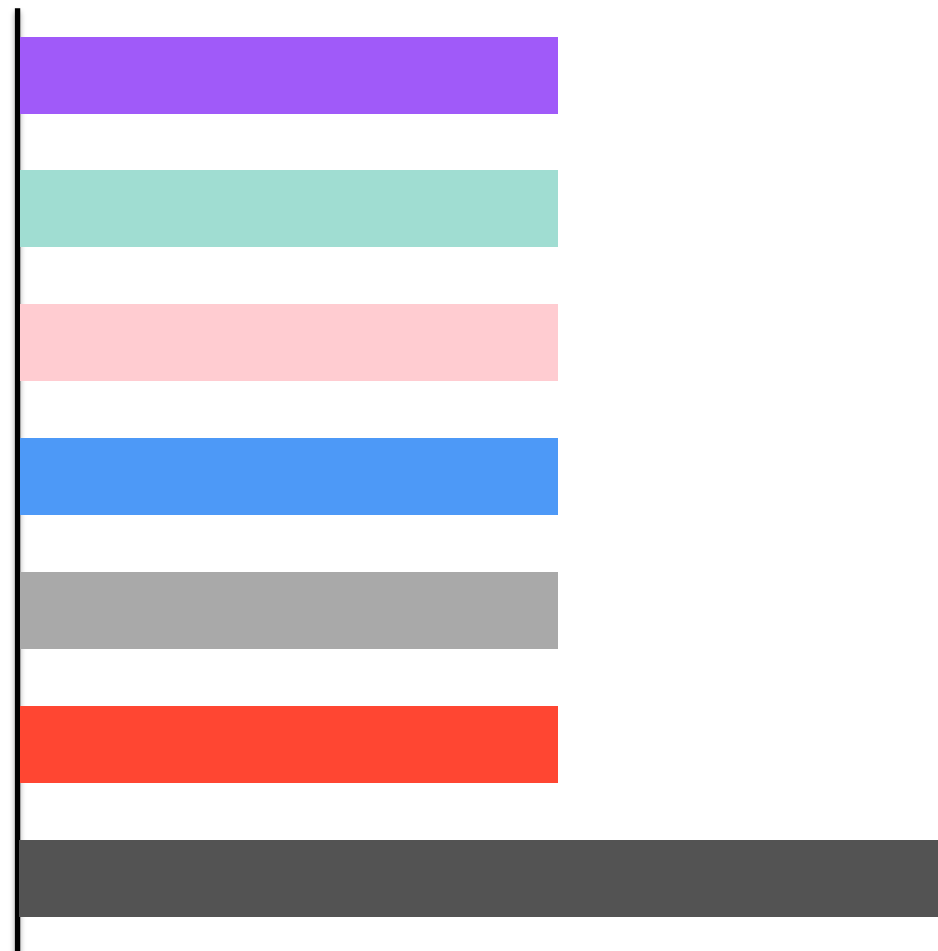
KOREA POP.  
TENNIS  
VOLLEYBALL  
SOCCER  
BASKETBALL  
BADMINTON  
GOLF



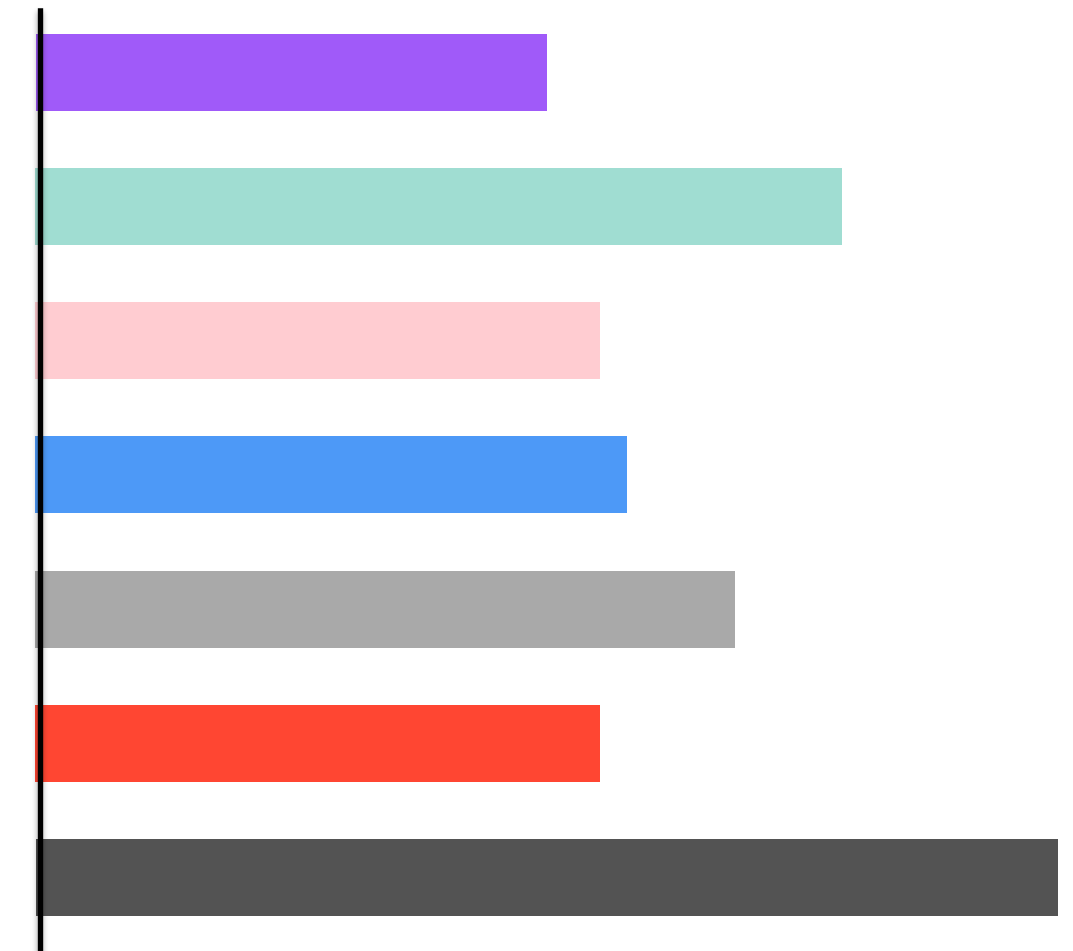
30% OF GOLF FANS ARE IN A LEADERSHIP OR MANAGEMENT ROLE IN THEIR CAREERS



7% OF GOLF FANS ARE COMPANY OWNERS OR FOUNDERS



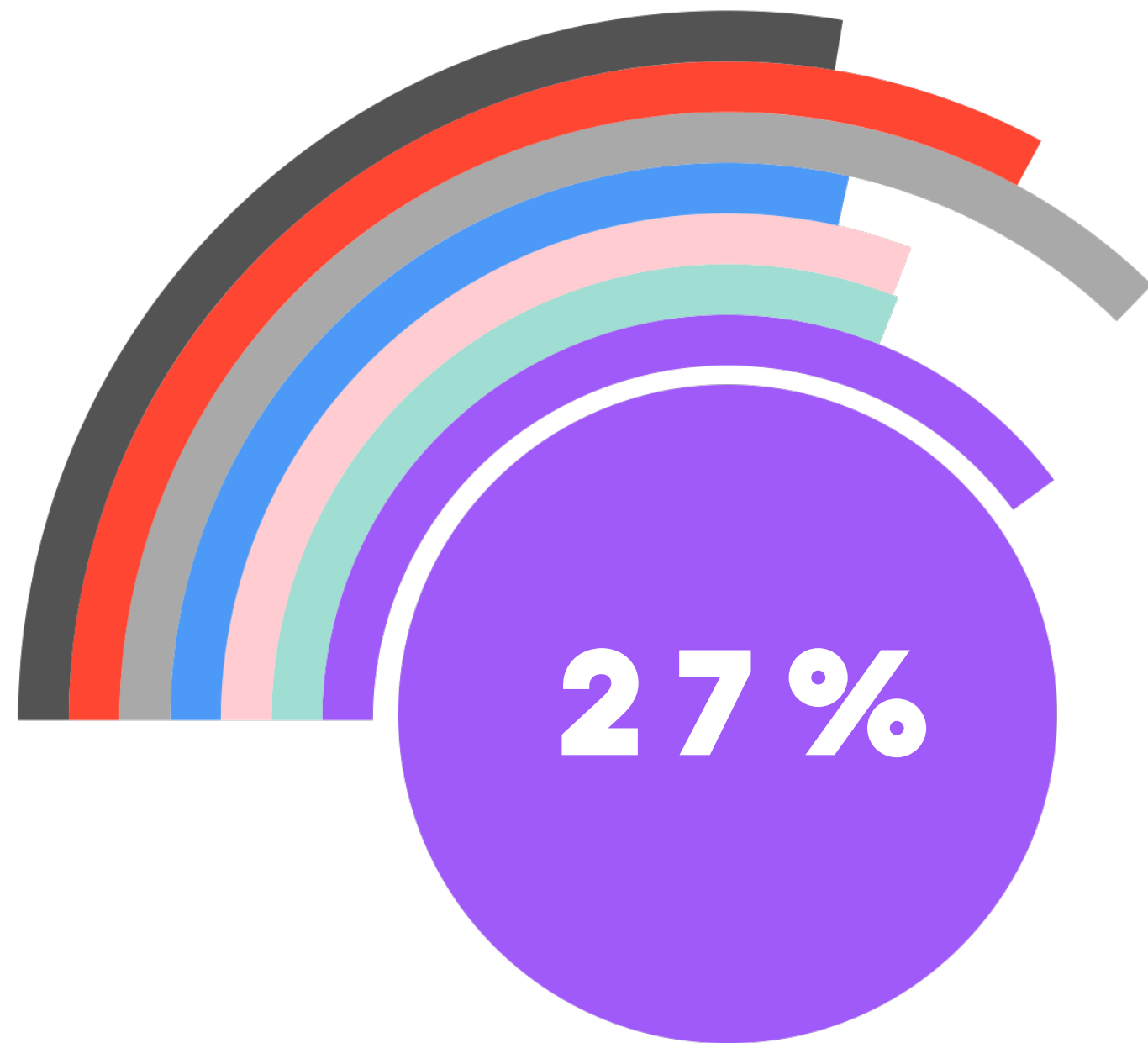
38% OF GOLF FANS ARE DECISION MAKERS AT WORK



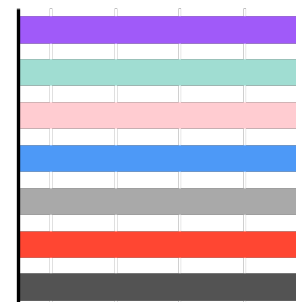
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GOLF FANS IN SOUTH KOREA

# TRADITIONALISTS



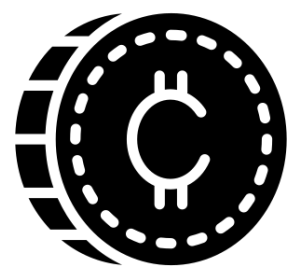
GOLF  
BADMINTON  
BASKETBALL  
SOCCER  
TENNIS  
VOLLEYBALL  
KOREA POP.



27% OF GOLF  
FANS DESCRIBE  
THEMSELVES AS  
TRADITIONAL

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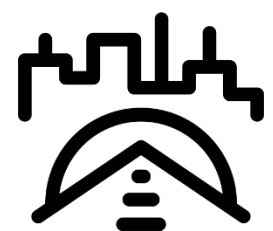
# ...YET INNOVATIVE



**10% OF GOLF FANS PURCHASE CRYPTOCURRENCIES/FAN TOKENS** VS 6% FOR GENERAL SPORTS FANS



**7% OF GOLF FANS PURCHASE DIGITAL COLLECTIBLES** VS 4% FOR GENERAL SPORTS FANS



**13% OF GOLF FANS ACCESS CONTENT IN THE METAVERSE** VS 6% FOR GENERAL SPORTS FANS

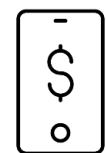
# SOUTH KOREANS ARE TECH-SAVVY

- **42% OF GOLF FANS IN SOUTH KOREA LIKE TO BE THE FIRST TO TRY NEW THINGS.**
- **MORE THAN 1 IN 3 SOUTH KOREAN GOLFERS MENTION THAT THEY ARE CONFIDENT IN USING NEW TECHNOLOGY.**
- **GOLF FANS IN SOUTH KOREA ARE 54% MORE LIKELY THAN AN AVERAGE KOREAN TO BE INVESTING IN CRYPTOCURRENCY.**
- **AMONGST SOME OF THE TOP EMERGING TECHNOLOGIES, THEY ARE MOST EXCITED ABOUT AI (72%), INTERNET OF THINGS (52%), AND METAVERSE (45%).**
- **COMPARED TO OTHER MAJOR SPORTS FANS, GOLF FANS ARE MOST LIKELY TO BE WORKING AS A PURCHASER OF IT PRODUCTS AND SERVICES - THEY ARE MORE THAN TWICE AS LIKELY AS GENERAL SPORTS FANS TO BE IN THIS ROLE.**
- **GOLF FANS ARE MOST LIKELY TO BE PURCHASING SMART HOME PRODUCTS IN THE NEXT SIX MONTHS AS COMPARED TO OTHER SPORTS FANS - THEY ARE ALSO NEARLY TWICE AS LIKELY AS THE KOREA POPULATION TO DO SO.**
- **GOLF FANS WANT BRANDS TO BE INNOVATIVE (41%) AND SMART (51%).**

# DIGITAL ENTHUSIASTS



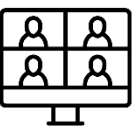
**68% OF GOLF FANS PREFER TO SHOP ONLINE.**



**AS COMPARED TO OTHER SPORTS FANS, GOLF FANS ARE MOST LIKELY TO HAVE EITHER **BROWSED FOR PRODUCTS ONLINE (73%)** OR PURCHASED A **PRODUCT / SERVICE (57%)** IN THE LAST WEEK.**



**ON MOBILE, THEY ARE ALSO **MORE LIKELY TO USE A MOBILE PAYMENT SERVICE SUCH AS APPLE PAY OR SAMSUNG PAY (37%).****



**GOLF FANS ARE **54% MORE LIKELY** THAN OTHER SPORTS FANS TO GO **ONLINE TO MAKE NEW CONNECTIONS.****



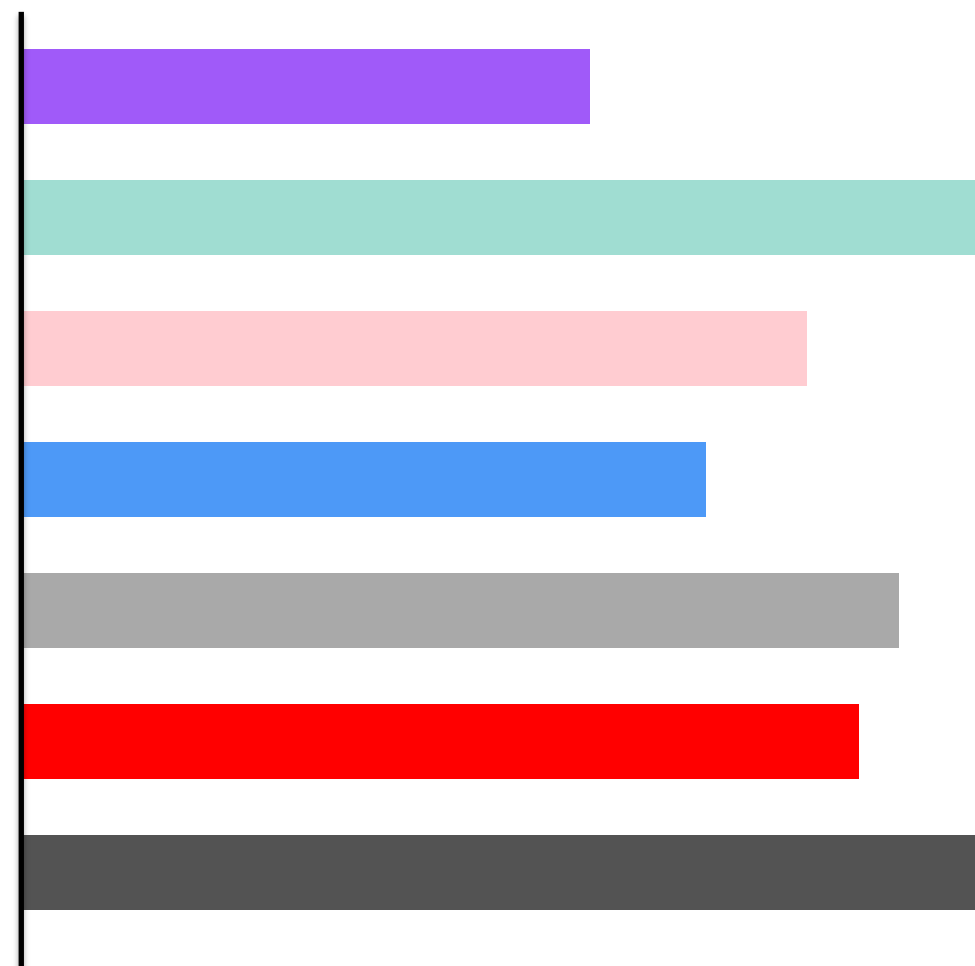
**ON SOCIAL MEDIA, THEY ARE **93% MORE LIKELY** THAN KOREA POPULATION TO BE **FOLLOWING WATCHING/FOLLOWING SPORTS.****

# HEALTH TECH

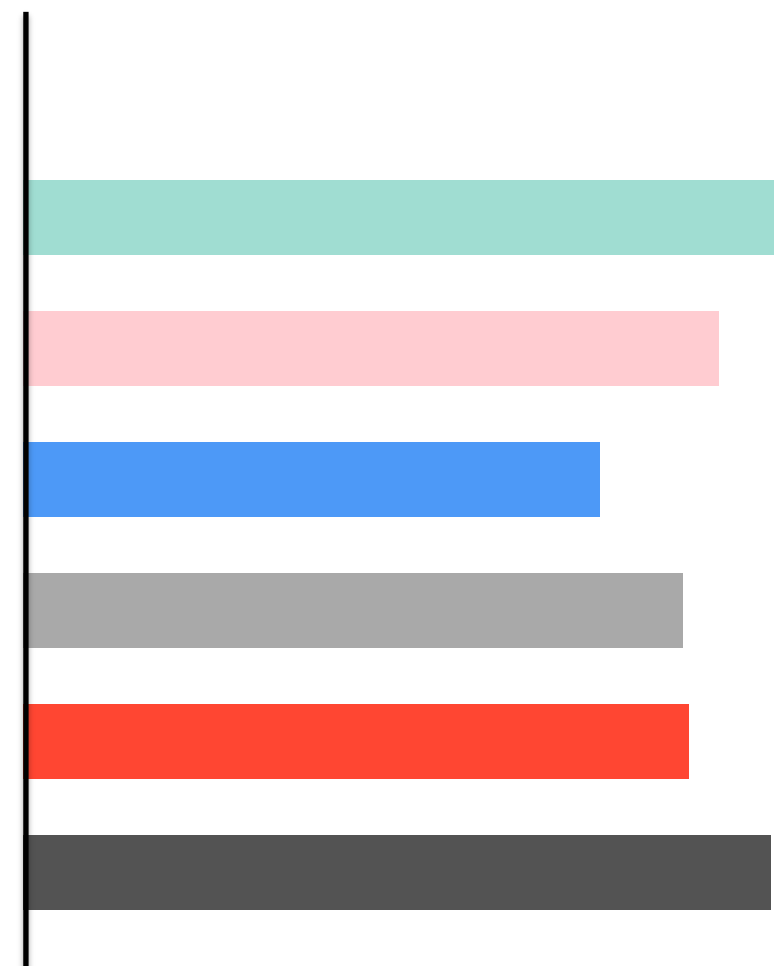
KOREA POP.  
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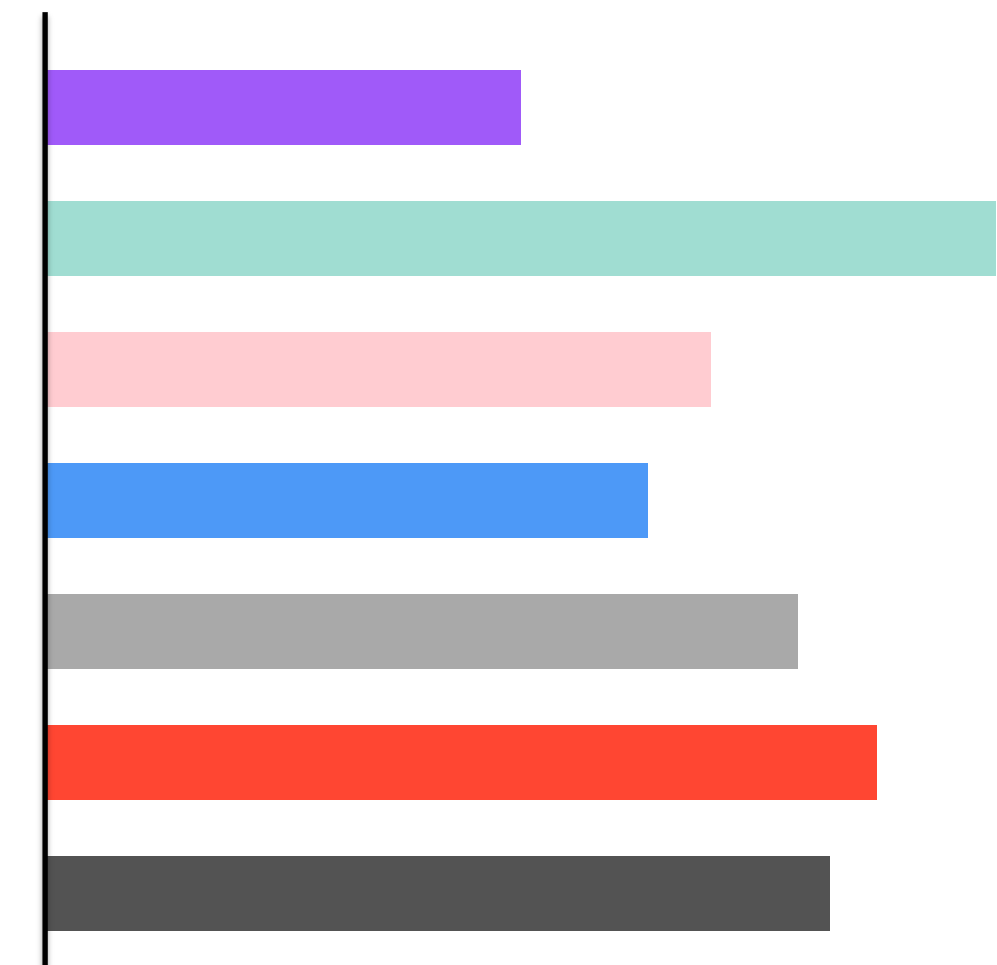
39% OF GOLF FANS TRUST NEW TECHNOLOGY TO IMPROVE THEIR HEALTH



38% OF GOLF FANS ARE COMFORTABLE WITH APPS TRACKING THEIR ACTIVITY



10% OF GOLF FANS OWN A SMART WEARABLE DEVICE



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# HEALTH CONSCIOUS

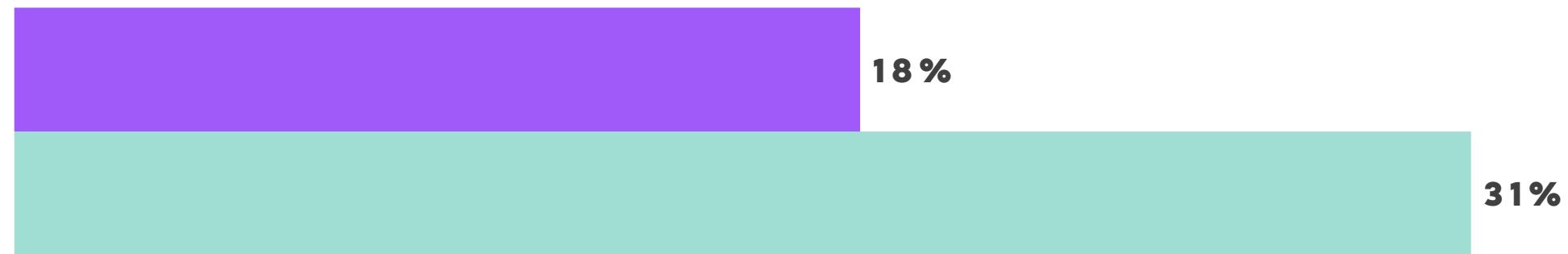
**61%** OF GOLF FANS DESCRIBE THEMSELVES AS HEALTH-CONSCIOUS VS **49%** FOR THE BASE POPULATION

**46%** OF GOLF FANS ARE INTERESTED IN PLAYING SPORTS VS **26%** FOR THE BASE POPULATION

**31%** OF GOLF FANS GO TO THE GYM VS **16%** FOR GENERAL SPORTS FANS

# ROLE OF SPORTS IN SOCIETY

**SPORTS ORGANISATIONS AND ATHLETES SHOULD TAKE A STAND AGAINST SOCIAL ISSUES**



**SPORTS ORGANISATIONS AND ATHLETES SHOULD SUPPORT LOCAL COMMUNITIES**



**SPORTS BRINGS PEOPLE FROM DIFFERENT BACKGROUNDS TOGETHER**



■ SPORTS FANS ■ GOLF FANS



GOLF FANS IN SOUTH KOREA

# OF GOLF FANS...

**43%**

WANT BRANDS TO BE  
ECO-FRIENDLY

**45%**

SAY SPORTS  
ORGANISATIONS  
SHOULD ACT IN A  
SUSTAINABLE WAY

**52%**

ALWAYS TRY TO  
RECYCLE

**94%**

MORE LIKELY THAN AN  
AVERAGE SPORT FAN  
TO BE FOLLOWING A  
FEMALE ATHLETE OR  
TEAM ON SOCIAL  
MEDIA

**87%**

OF THE KOREAN  
POPULATION STATE  
THAT "CONTRIBUTING  
TO MY COMMUNITY" IS  
IMPORTANT

**55%**

MORE LIKELY THAN AN  
AVERAGE SPORT FAN  
TO OWN A HYBRID OR  
ELECTRIC CAR

GOLF FANS IN SOUTH KOREA

# SPONSORSHIP AWARENESS

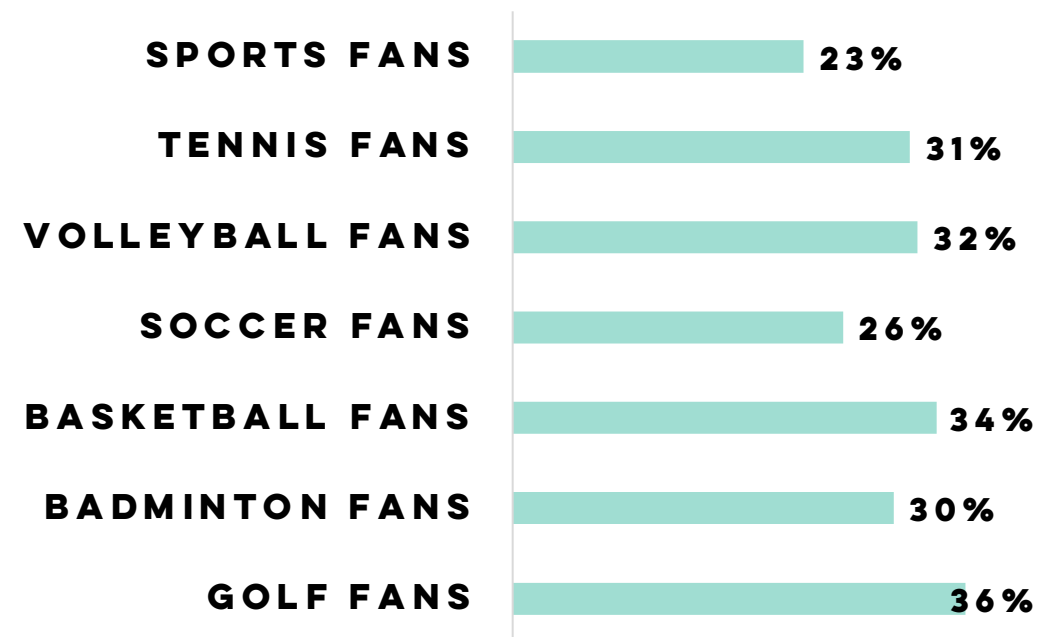
93%

OF GOLF FANS  
NOTICE SPONSORS  
WHEN WATCHING OR  
ATTENDING SPORTS  
EVENTS, 11% HIGHER  
THAN GENERAL  
SPORTS FANS

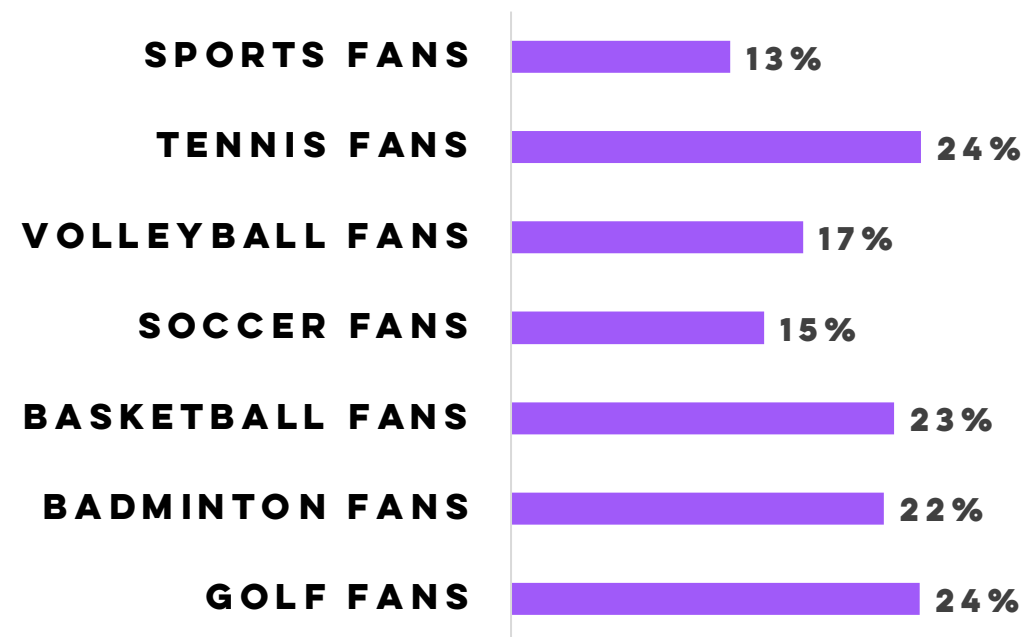
# SPONSORSHIP IMPACT

IF A BRAND OR PRODUCT SPONSORS YOUR FAVORITE SPORTS LEAGUE OR TEAM, WHICH OF THESE ARE YOU LIKELY TO DO?

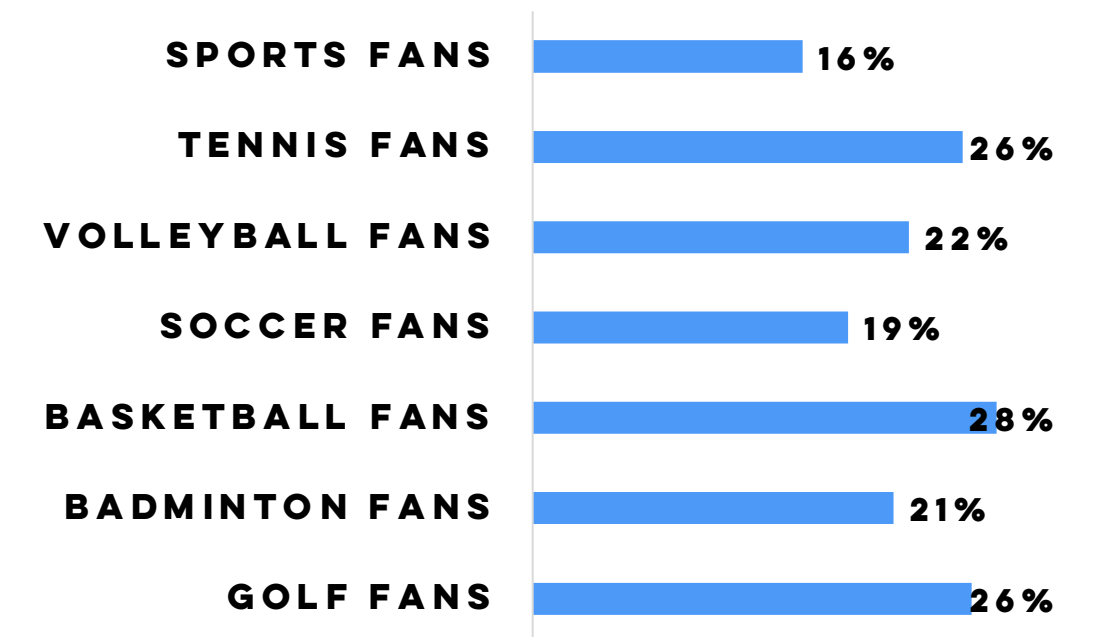
## ENGAGE WITH A BRAND OR PRODUCT



## PURCHASE THE BRAND OR PRODUCT



## CONSIDER THE BRAND OR PRODUCT OVER ITS COMPETITORS



GOLF FANS IN SOUTH KOREA

# ATTITUDES TOWARDS LIVE EVENTS

**81%**

MORE LIKELY THAN SPORTS FANS TO MENTION THAT THEY MISS GOING TO SPORTING EVENTS DURING THE COVID-19 PANDEMIC LOCKDOWN

**51%**

OF GEN ZS PREFER TO SPEND MONEY ON AN EXPERIENCE OVER A NEW PRODUCT.

**45%**

MORE LIKELY THAN OTHER SPORTS FANS TO ATTEND LIVE EVENTS POST COVID-19.

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**G O L F F A N S I N  
S O U T H K O R E A**