



THIS IS WHY GOLF

Powered By ENDEAVOR **ANALYTICS**



02.12.22

SPOTLIGHT ON

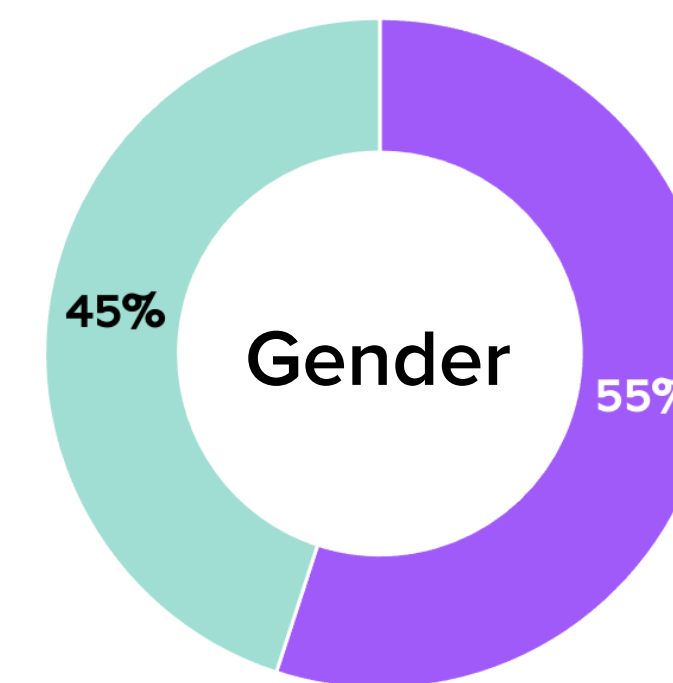
**GOLF FANS IN
THAILAND**

GOLF FANS IN APAC

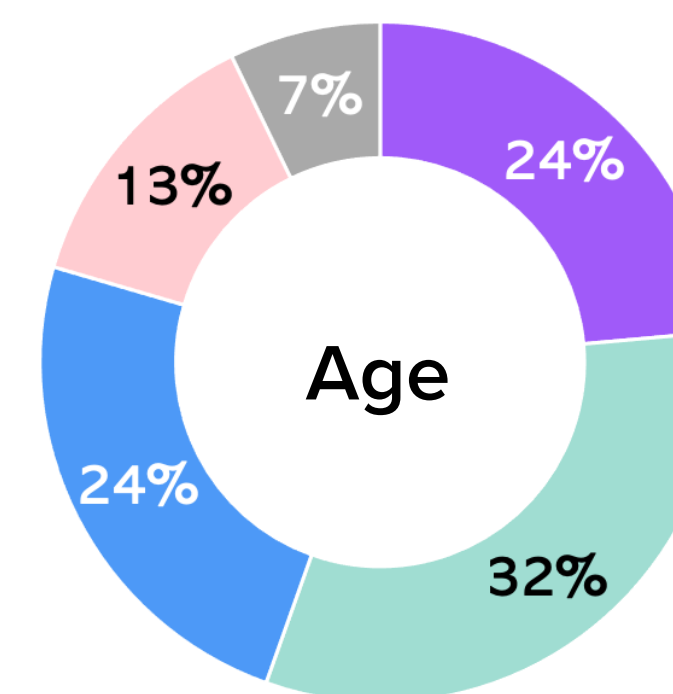
There are 176.6m golf fans in Asia-Pacific with 3.9m in Thailand.

Market	% of population interested	Number of fans
China	12%	87.7m
India	12%	44.4m
Indonesia	7%	8.4m
Japan	11%	7.6m
South Korea	17%	6.1m
Vietnam	10%	5.7m
Philippines	10%	5.0m
Thailand	12%	3.9m
Malaysia	11%	2.3m
Taiwan	14%	2.2m
Australia	12%	2.0m
Hong Kong	11%	579k
Singapore	11%	459k
New Zealand	13%	373k

APAC Golf Fans



Female Male

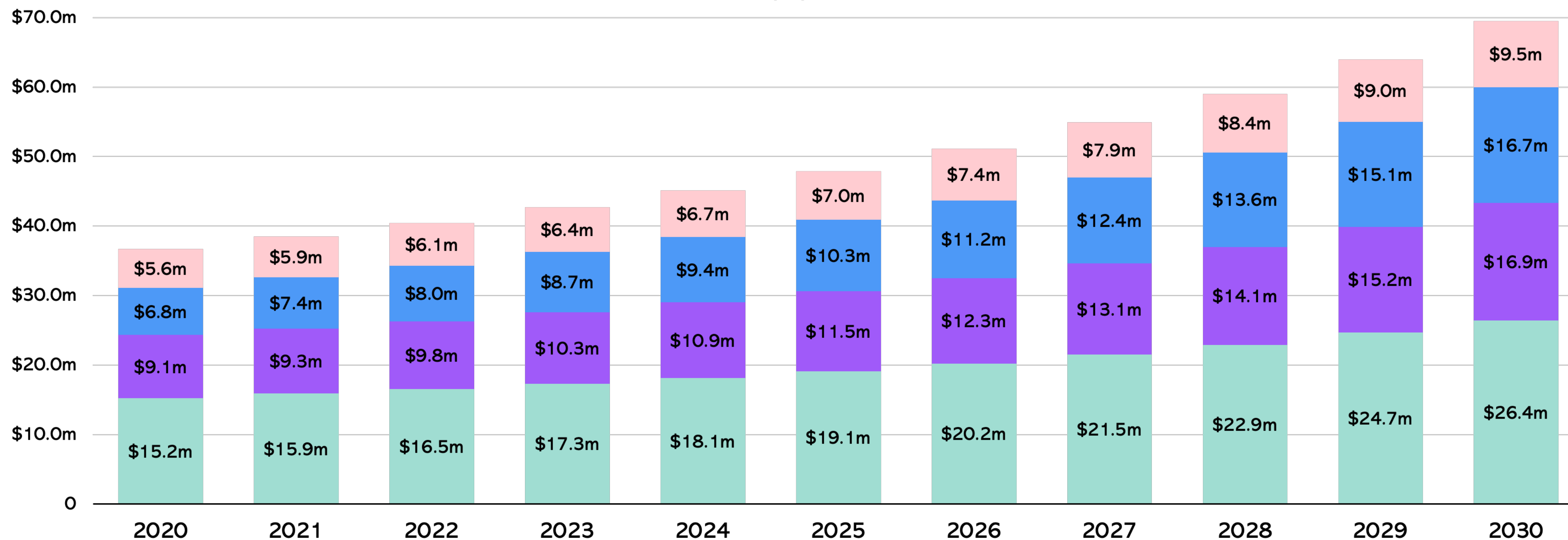


16 to 24 25 to 34 35 to 44
45 to 54 55 to 64

THAI GOLF EQUIPMENT MARKET

The golf equipment market will grow 72% in Thailand between 2022 and 2030, a CAGR of 6.8%.

Thailand Golf Equipment Market Size

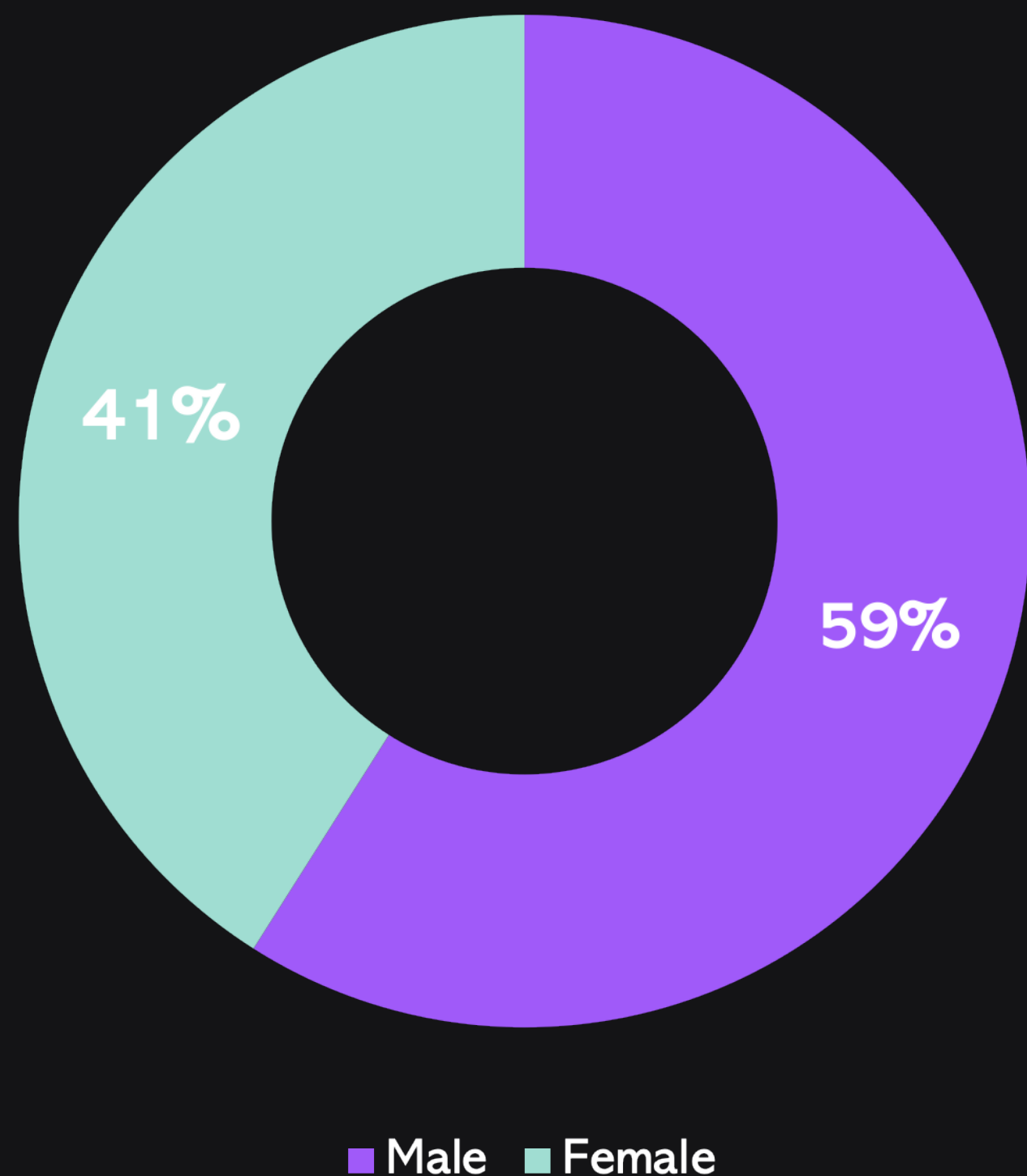


Source: Allied Market Research 2022

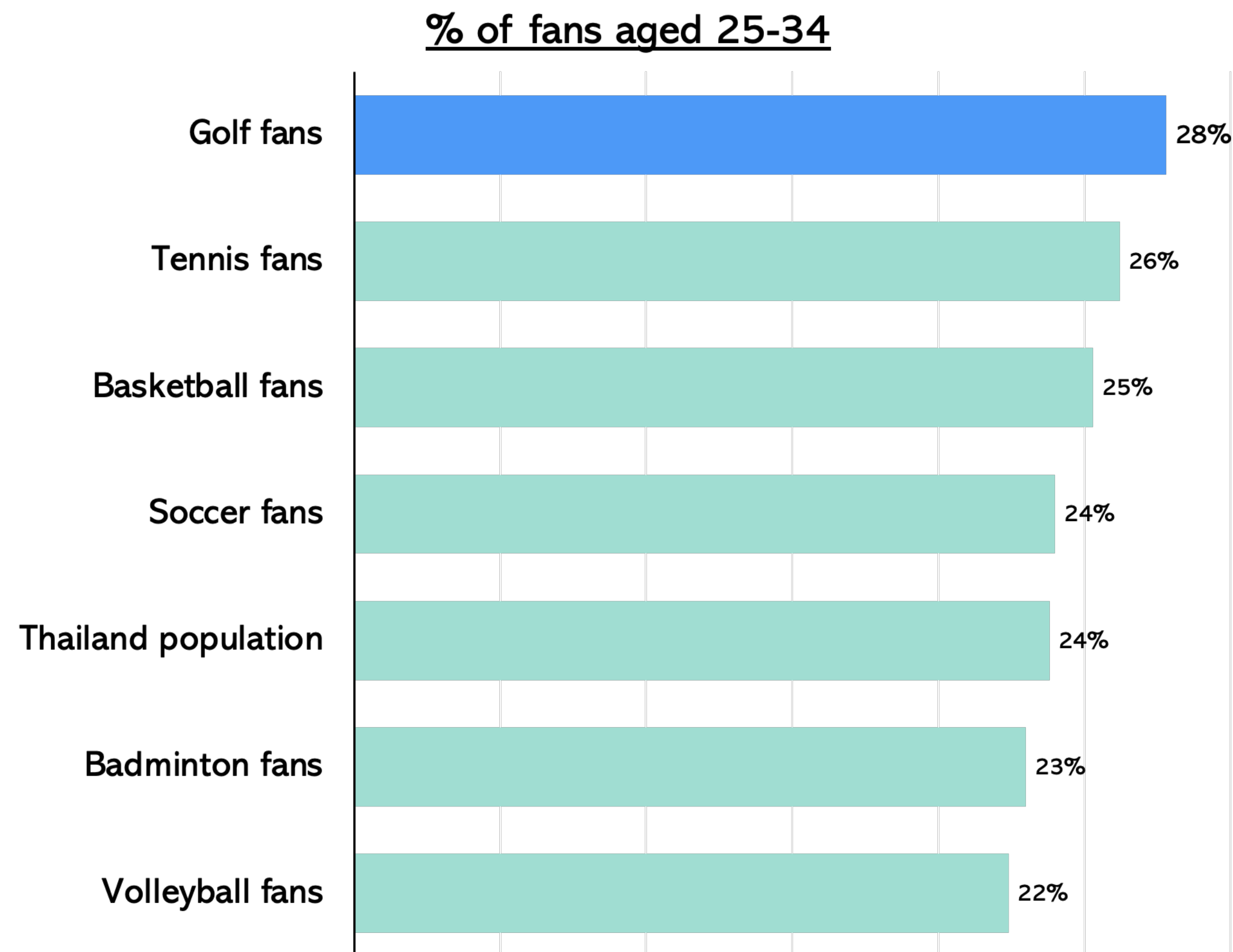
Note: Currency = US\$

■ Golf Clubs
 ■ Golf Balls
 ■ Golf Shoes
 ■ Others

GENDER & AGE

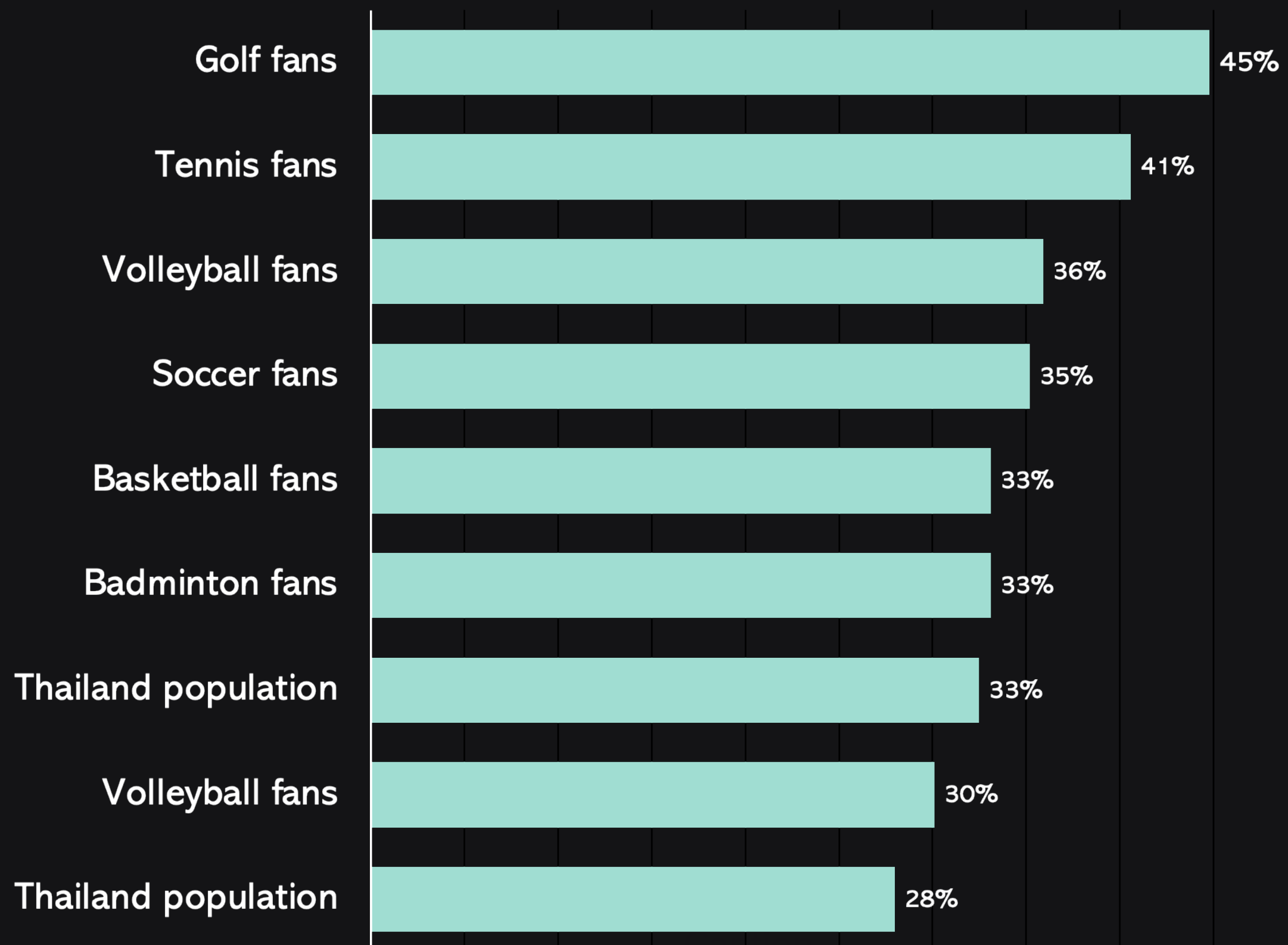


28% of golf fans are aged 25-34, the highest proportion of benchmarked sports.

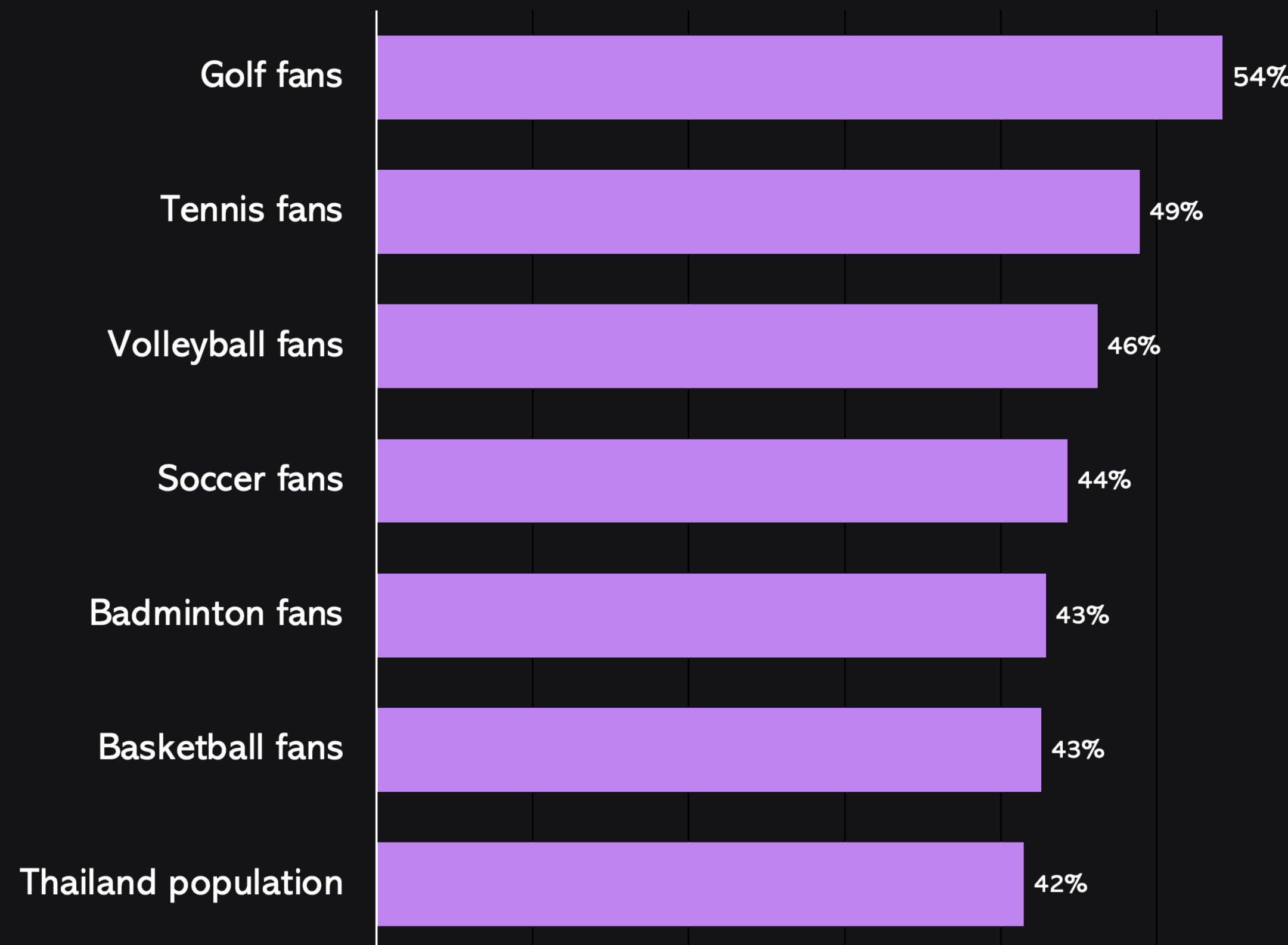


FAMILY AND HOUSEHOLD

Married

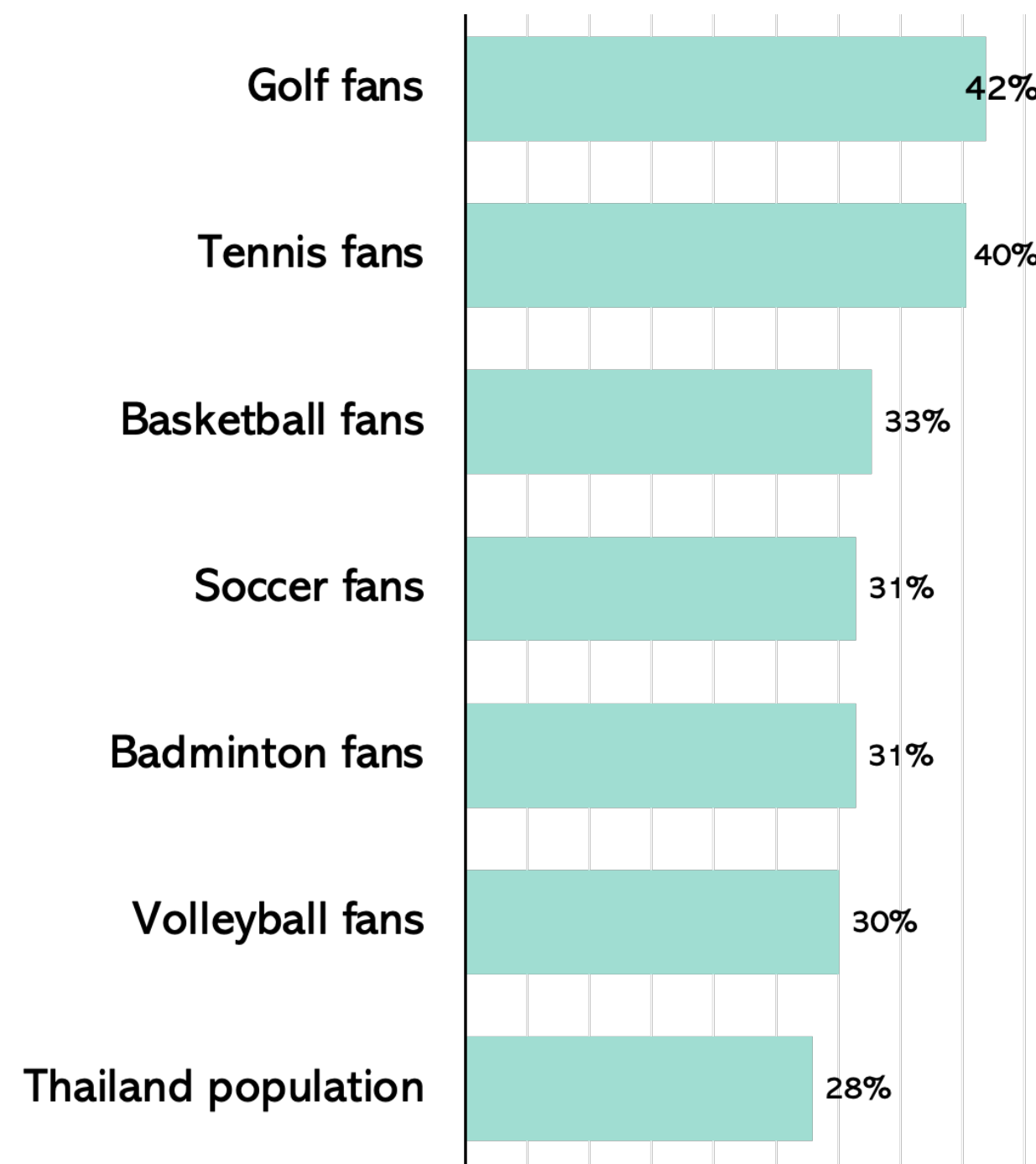


Have child(ren)

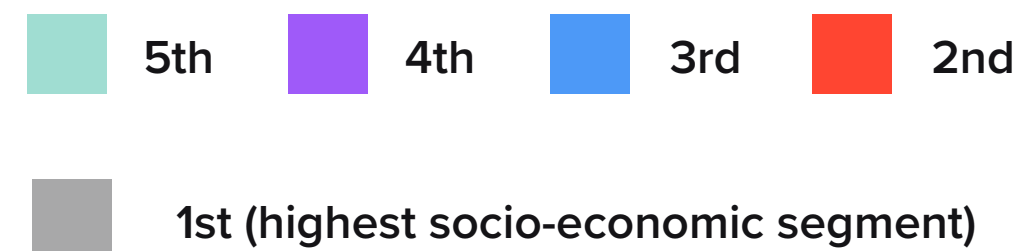
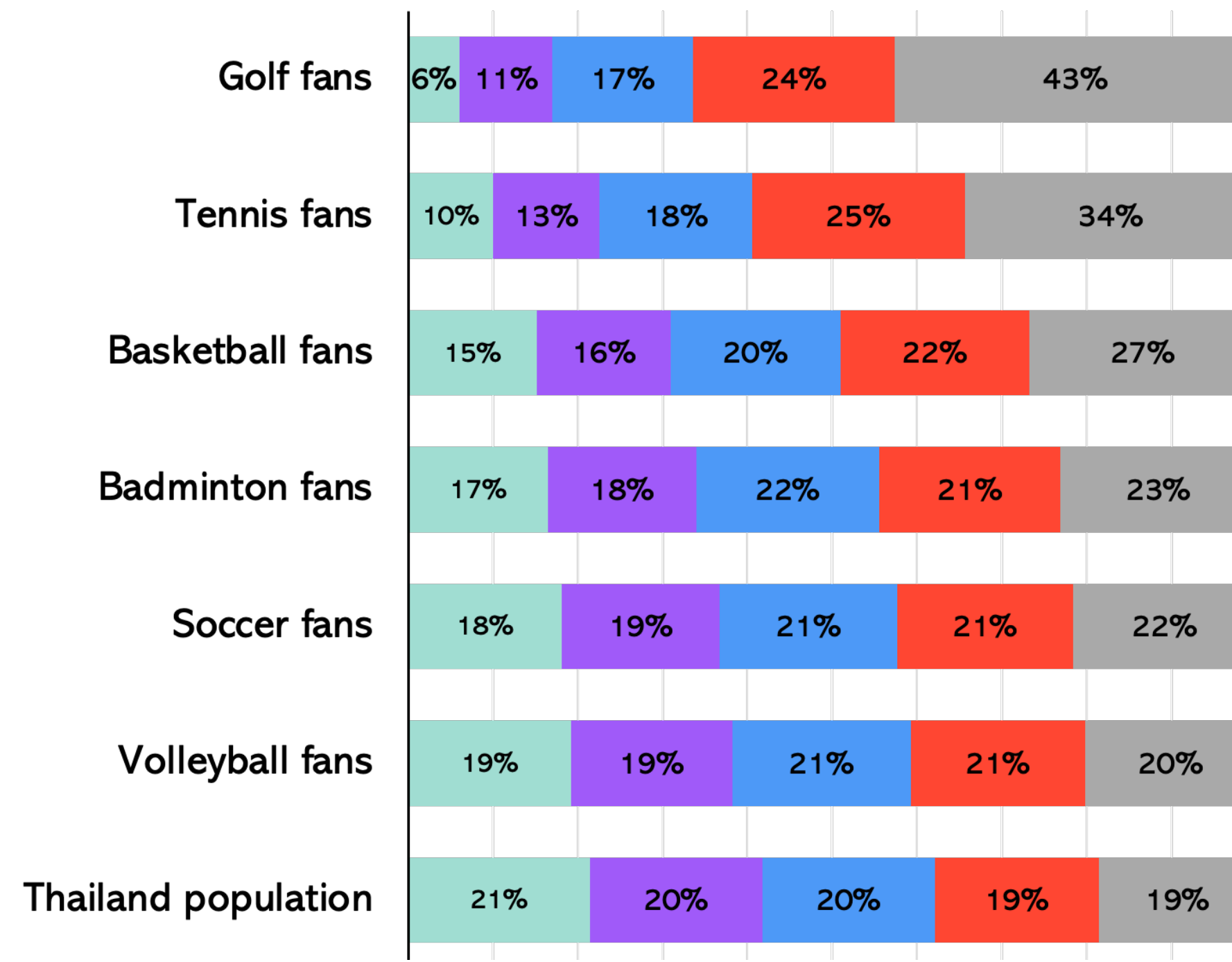


INCOME, SOCIO-ECONOMICS & EDUCATION

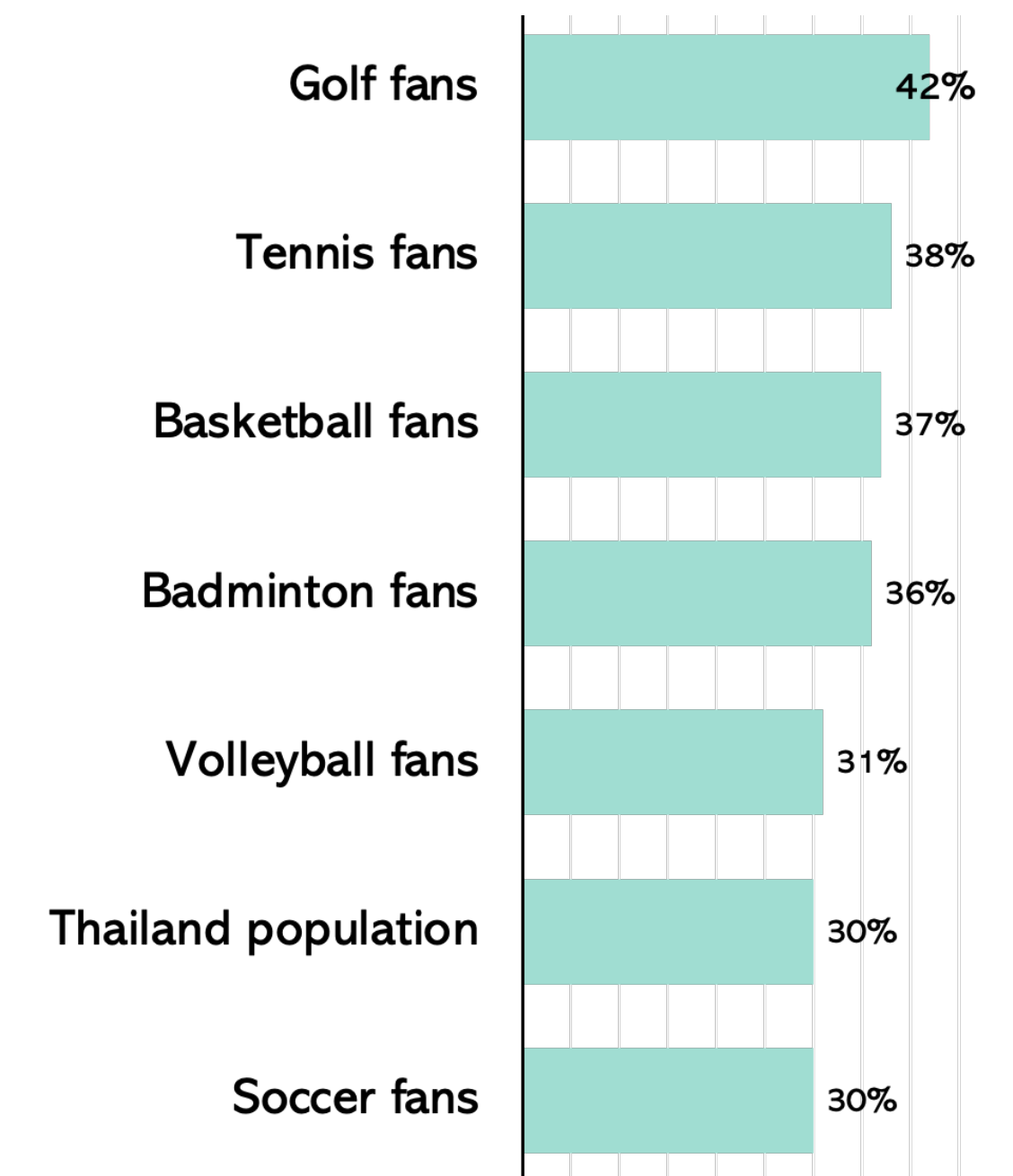
% of fans in high-income segment



Socio-economic segmentation

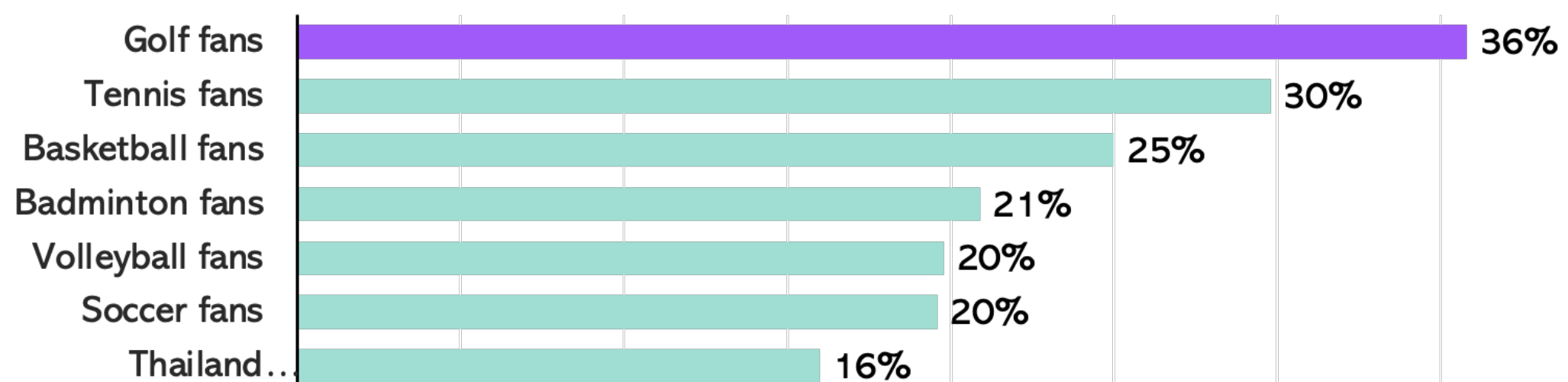


University of postgraduate degree

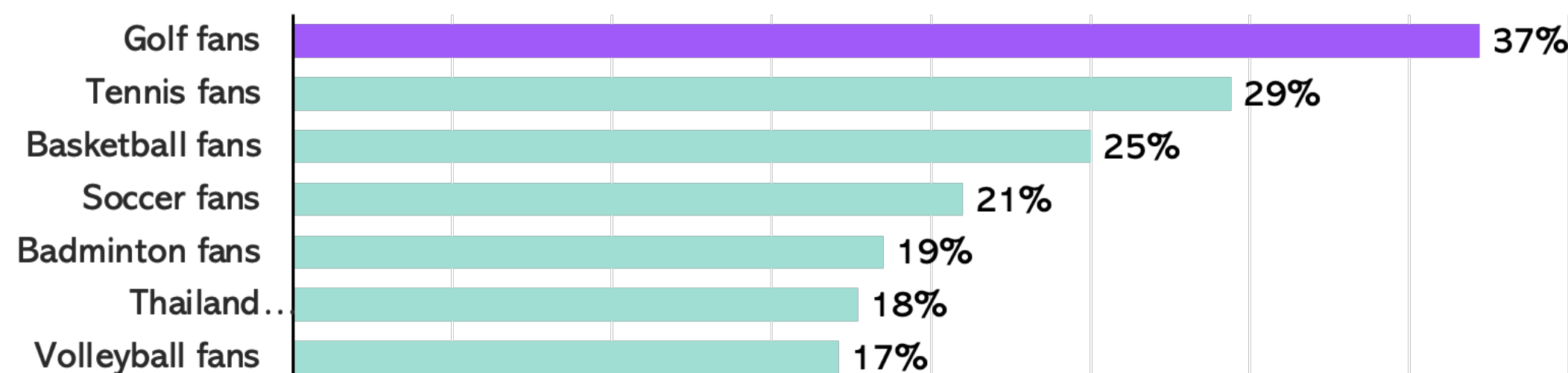


ATTRACTIVE B2C AUDIENCE

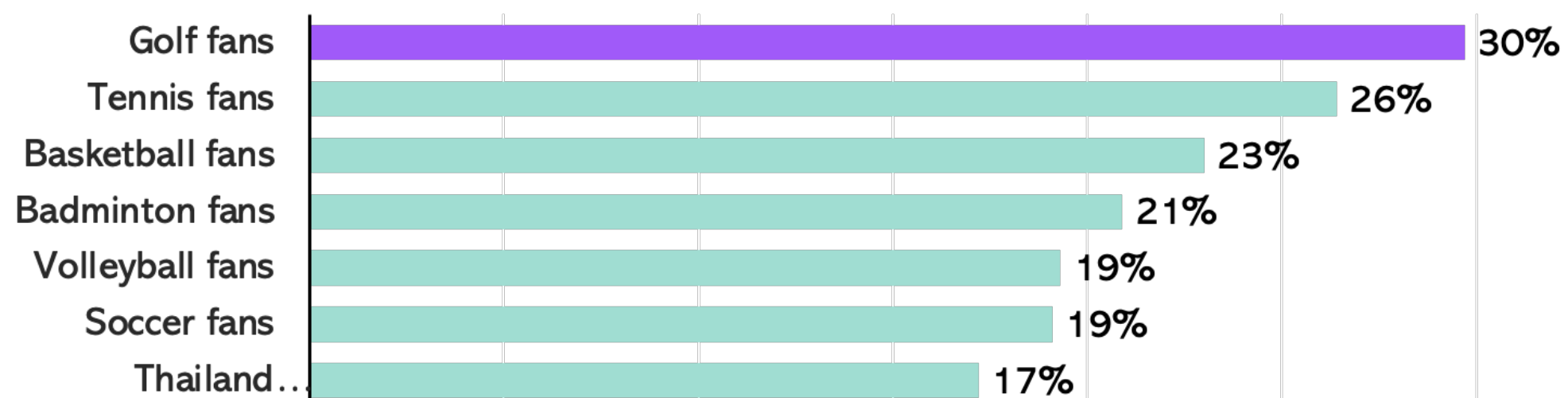
I tend to buy the premium version of products



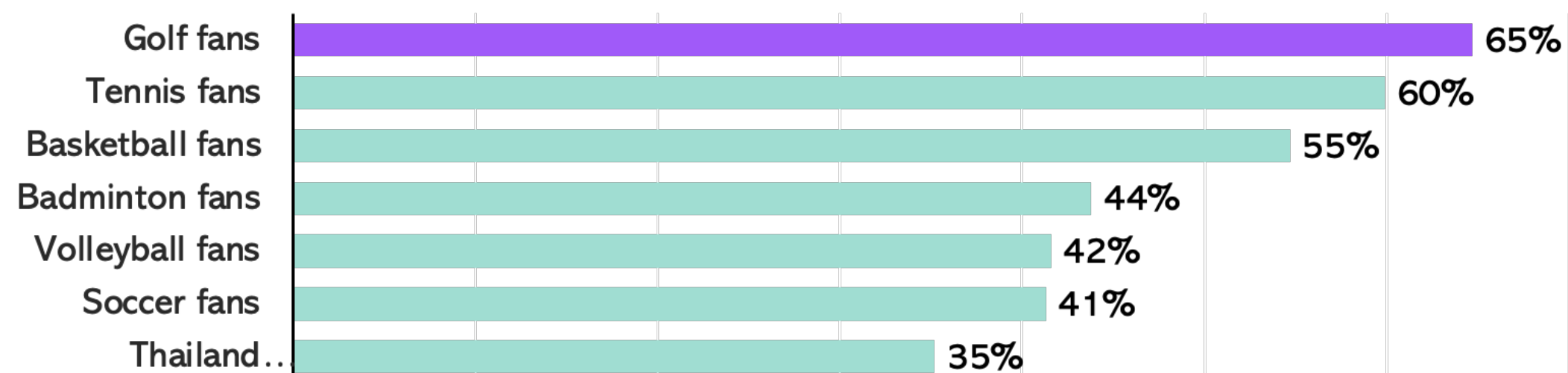
I travel medium- or long-haul at least twice per year



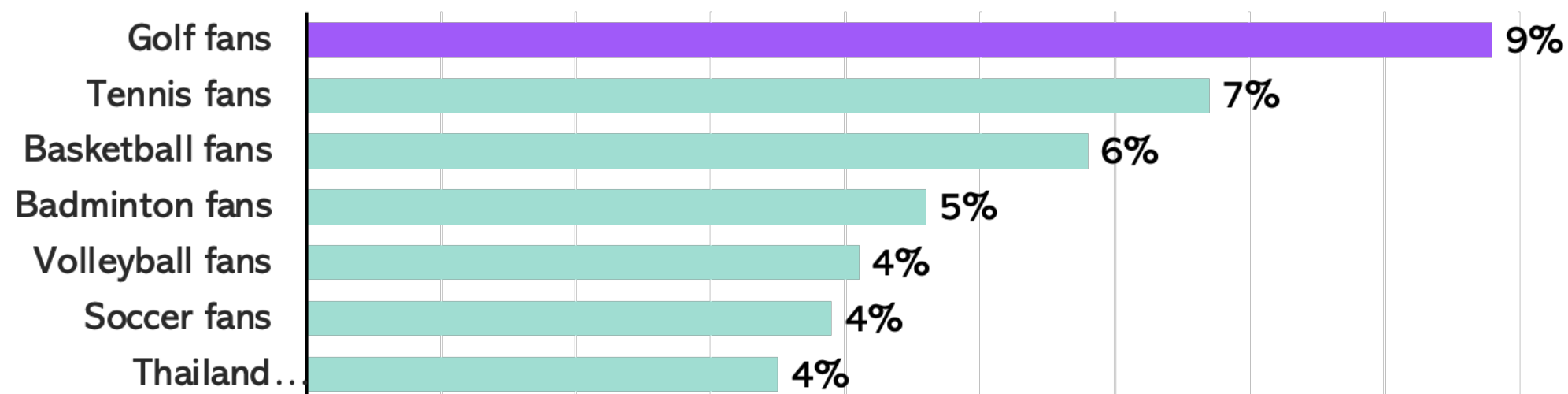
I like to stand out in a crowd



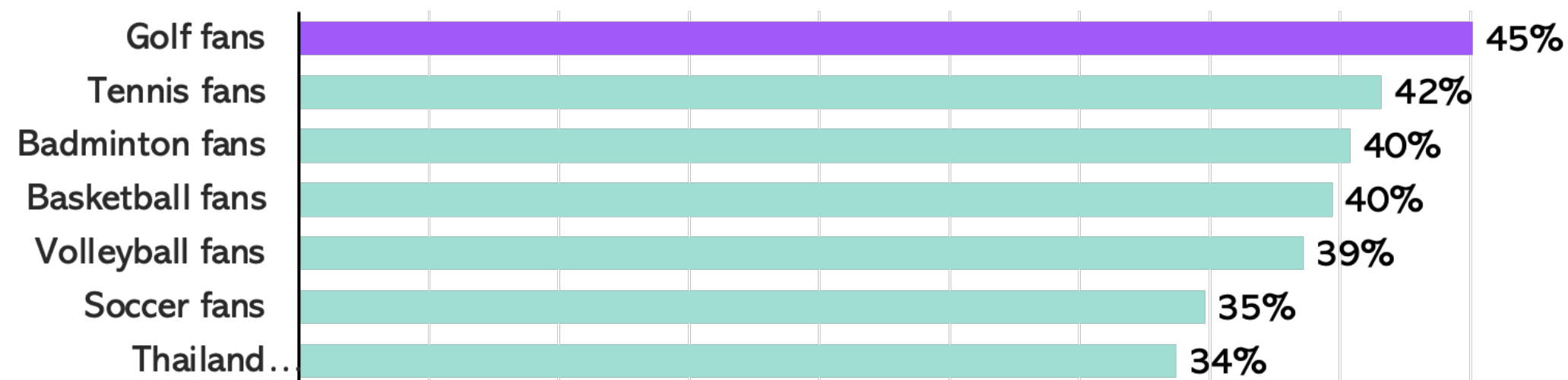
I have purchased designer/luxury clothes in the past 12 months



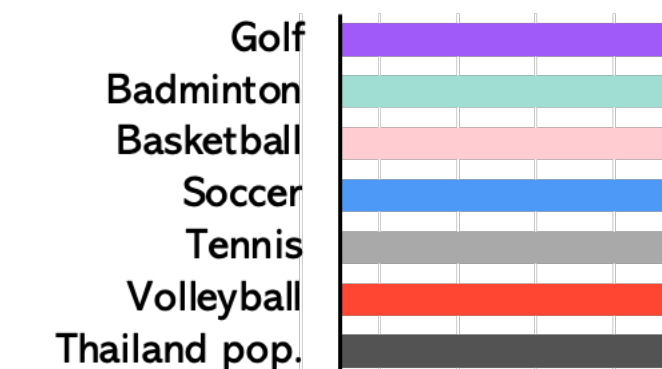
My household owns a luxury car



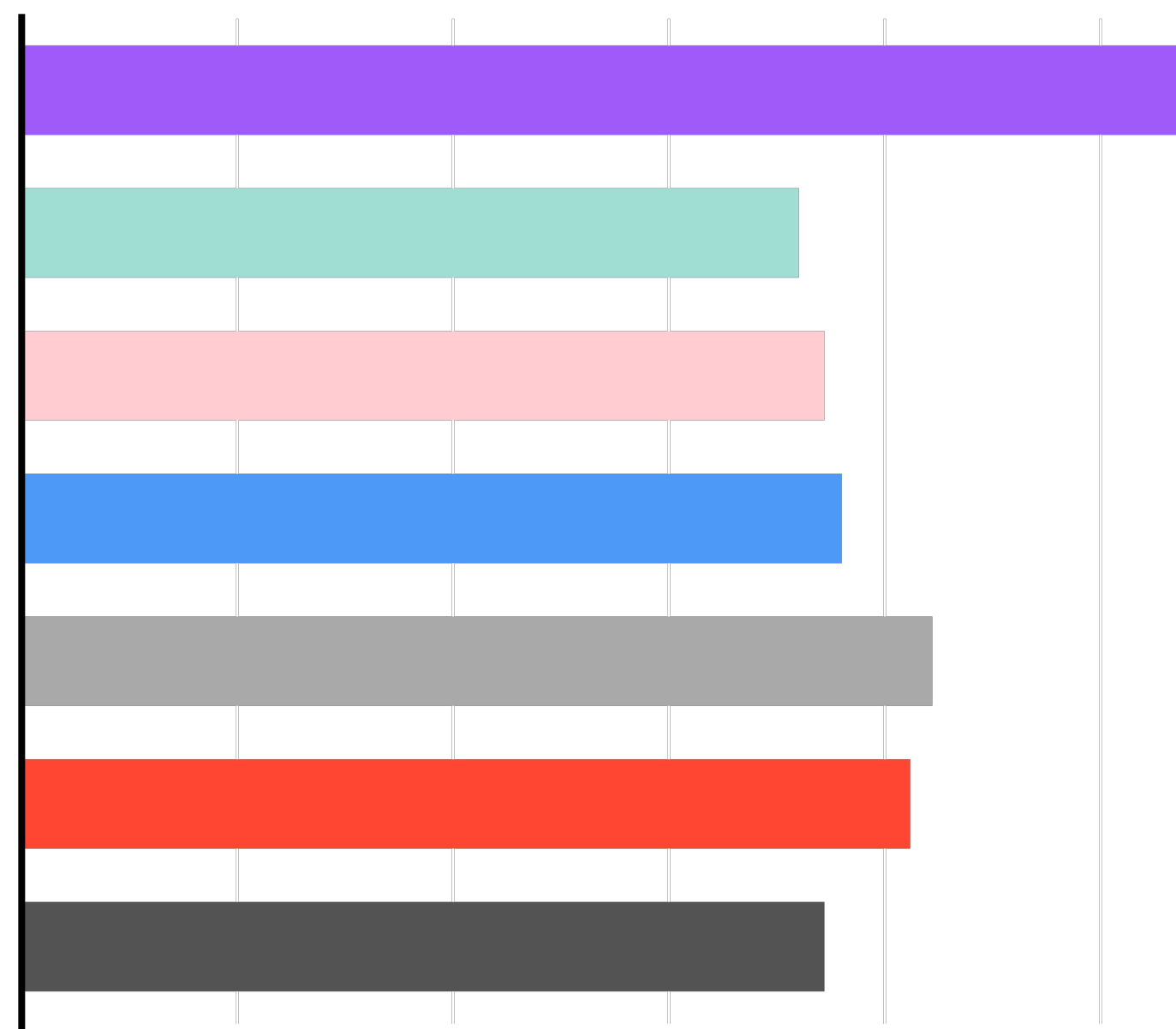
I desire brands that are exclusive



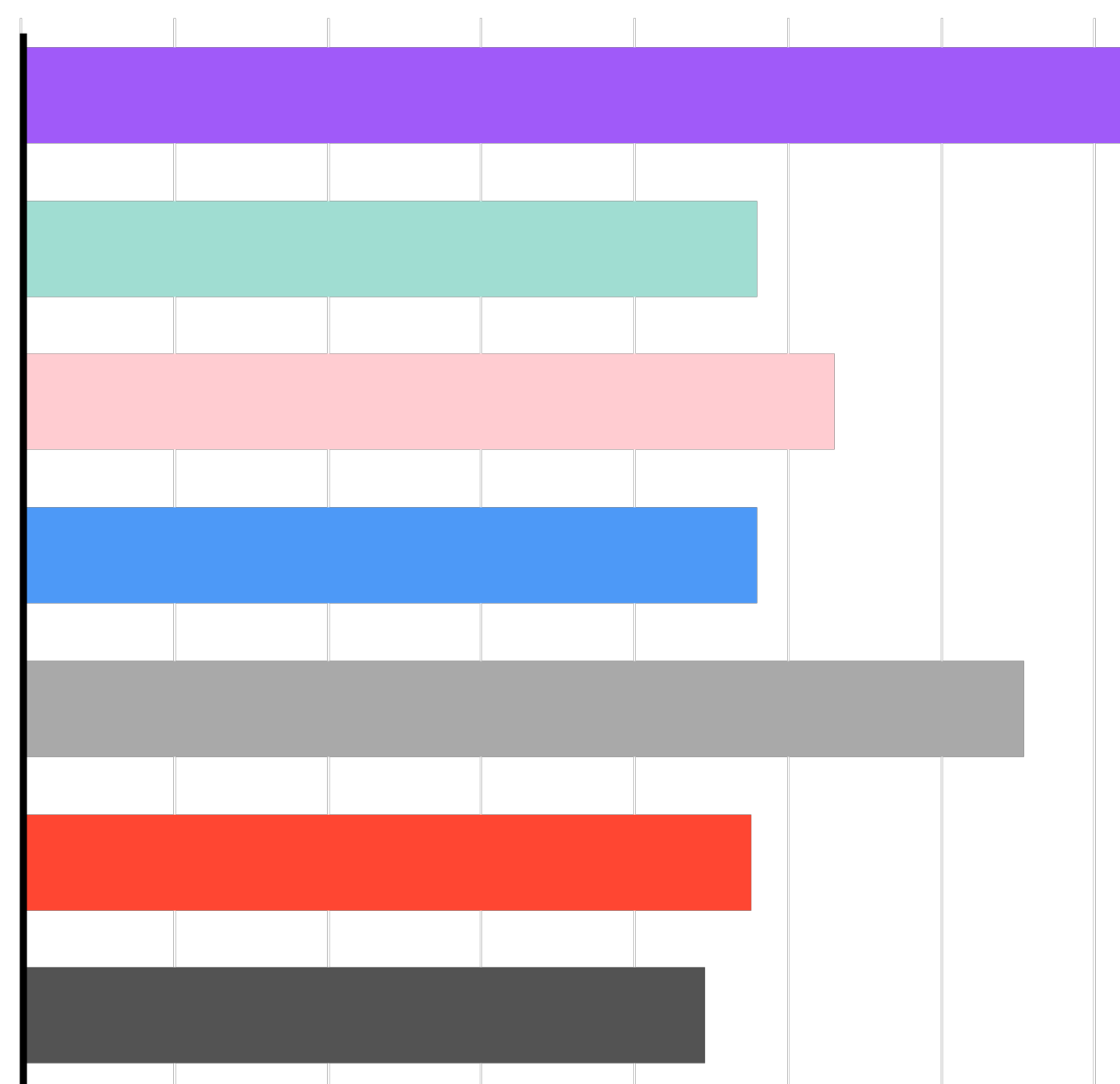
ATTRACTIVE B2B AUDIENCE



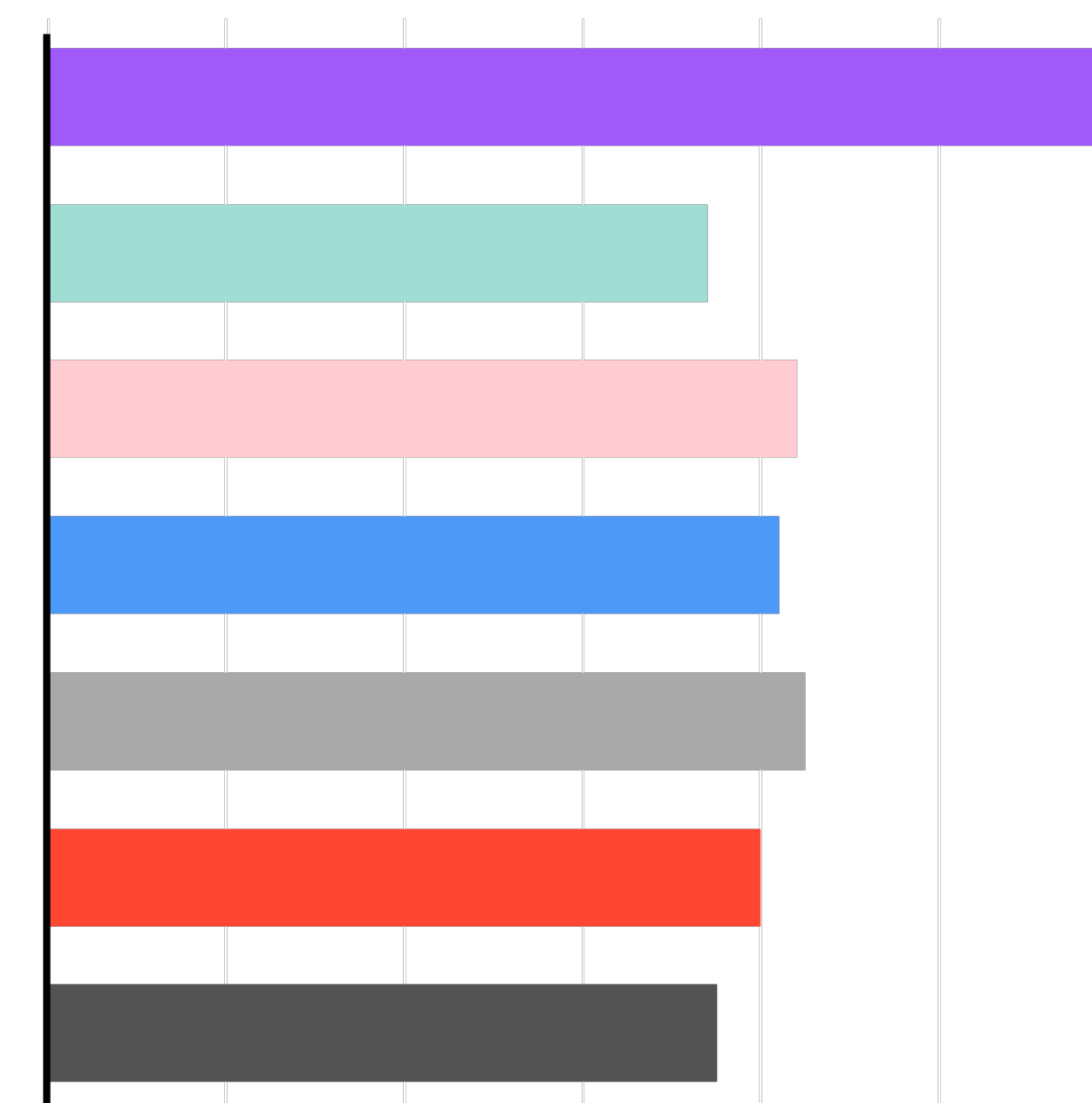
27% of golf fans are in a leadership or management role in their careers



37% of golf fans are decision makers at work



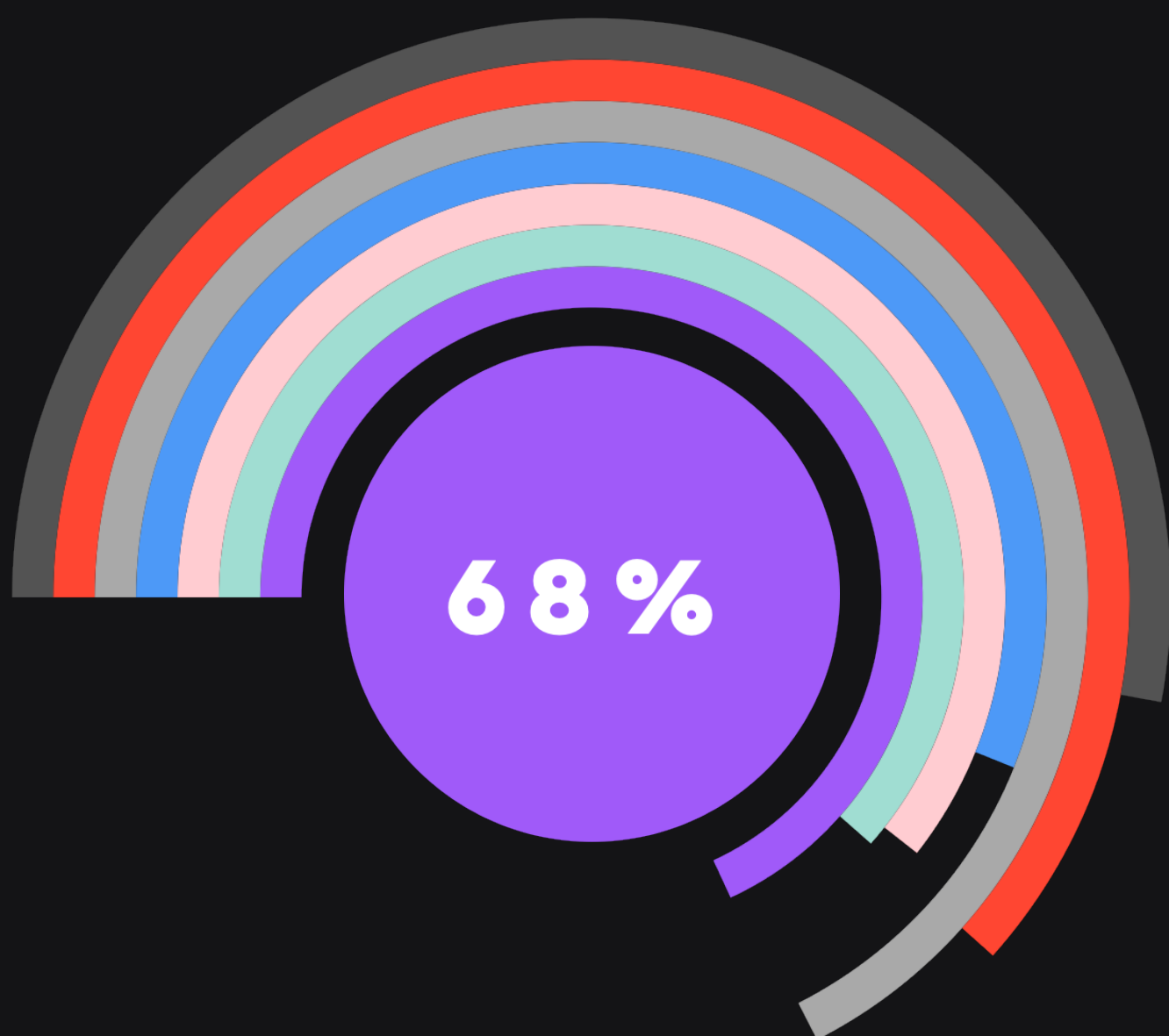
12% of golf fans are company owners or founders



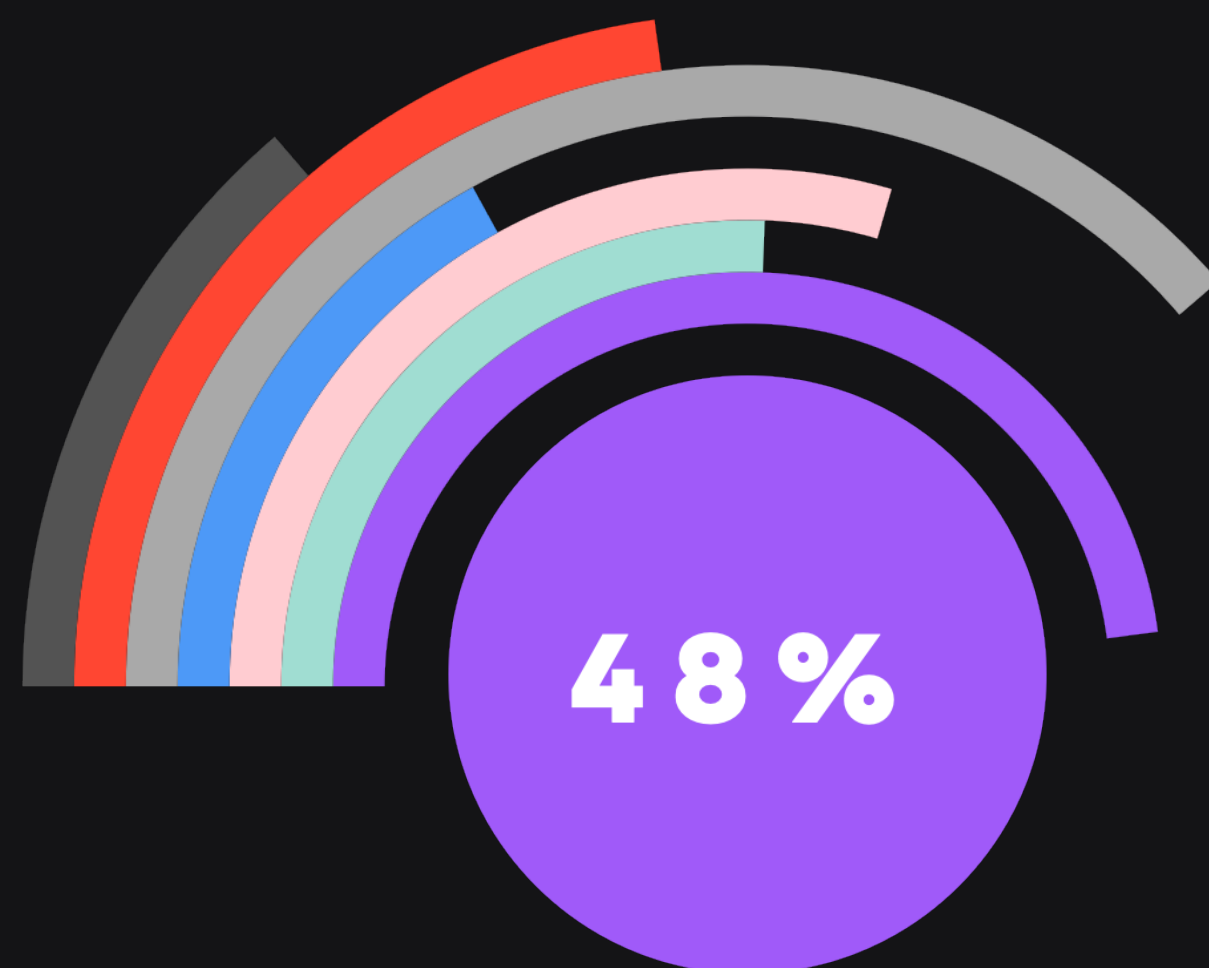
ENDEAVOR ANALYTICS

HEALTH CONSCIOUS

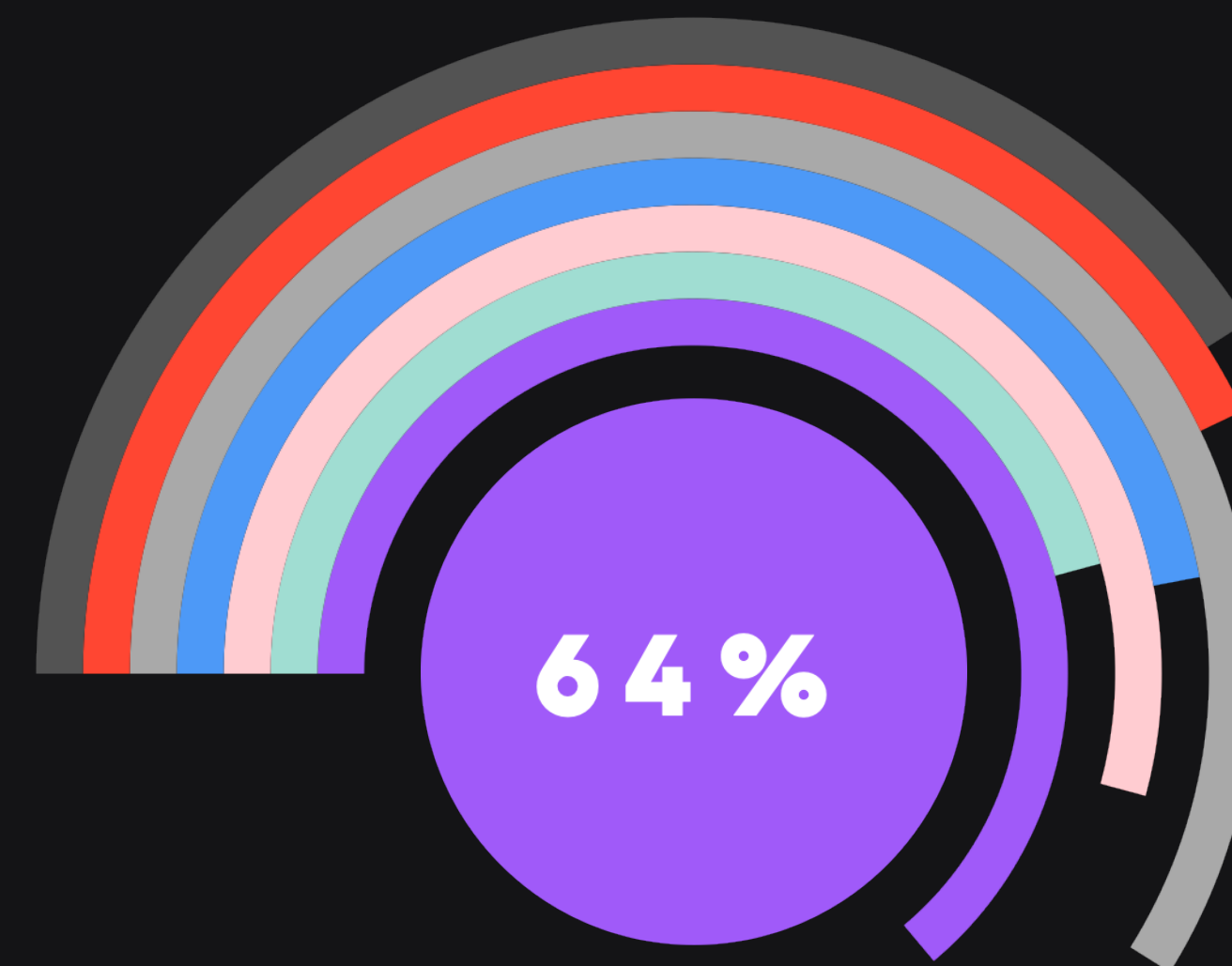
% of fans who describe themselves as health-conscious



% of fans who take part in six or more sports



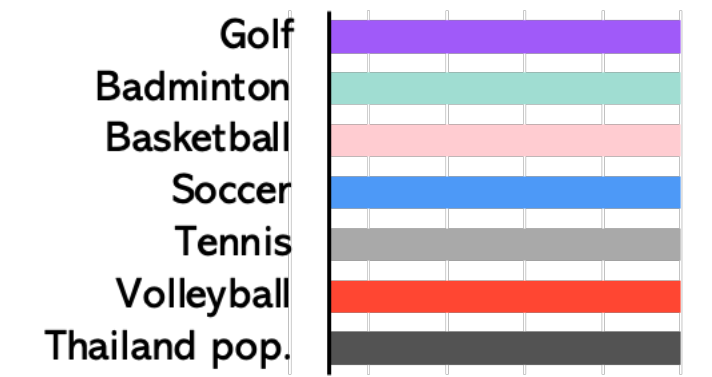
% of fans who go to the gym weekly



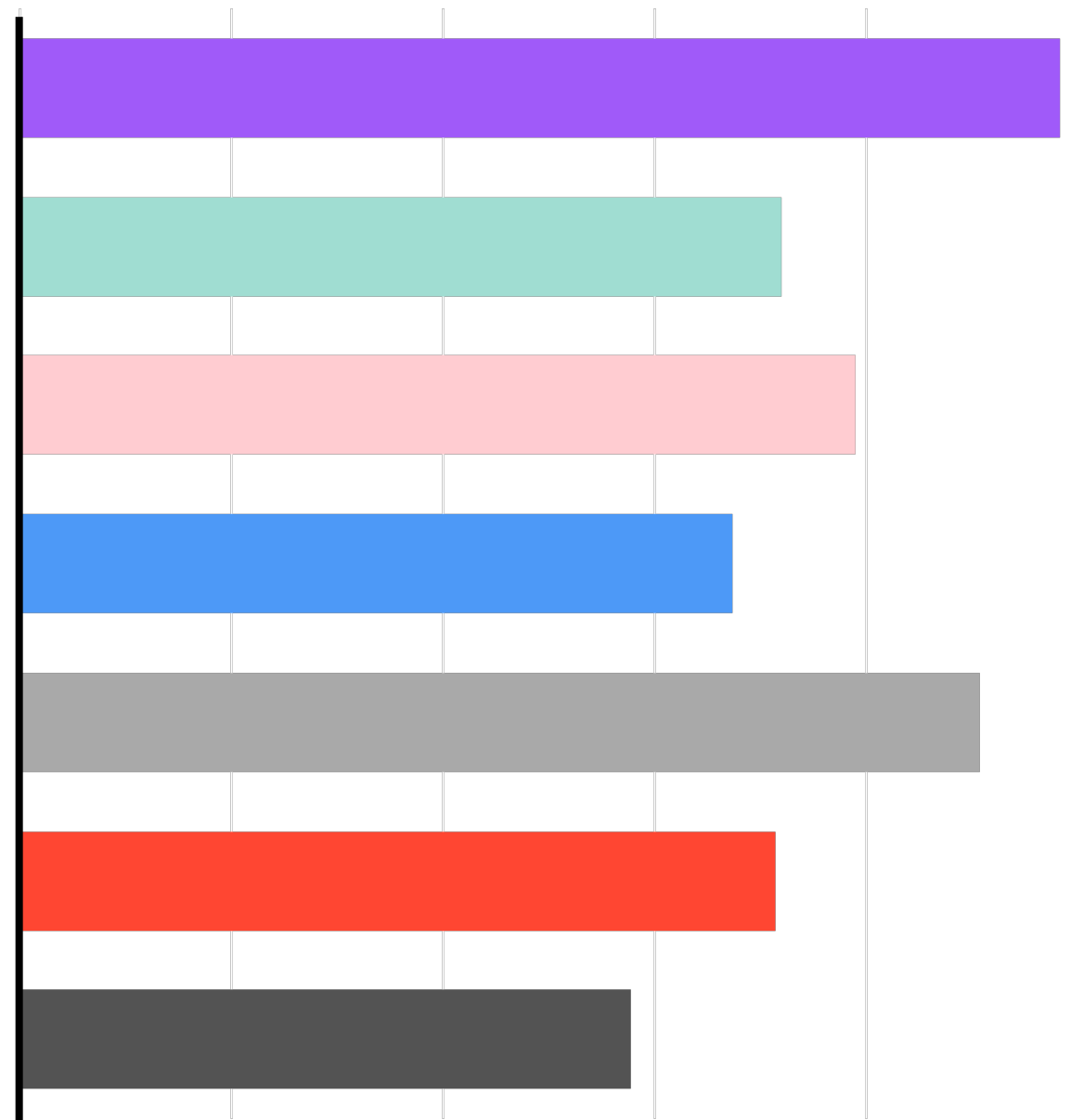
ENDEAVOR ANALYTICS

- Golf
- Badminton
- Basketball
- Soccer
- Tennis
- Volleyball
- Thailand pop.

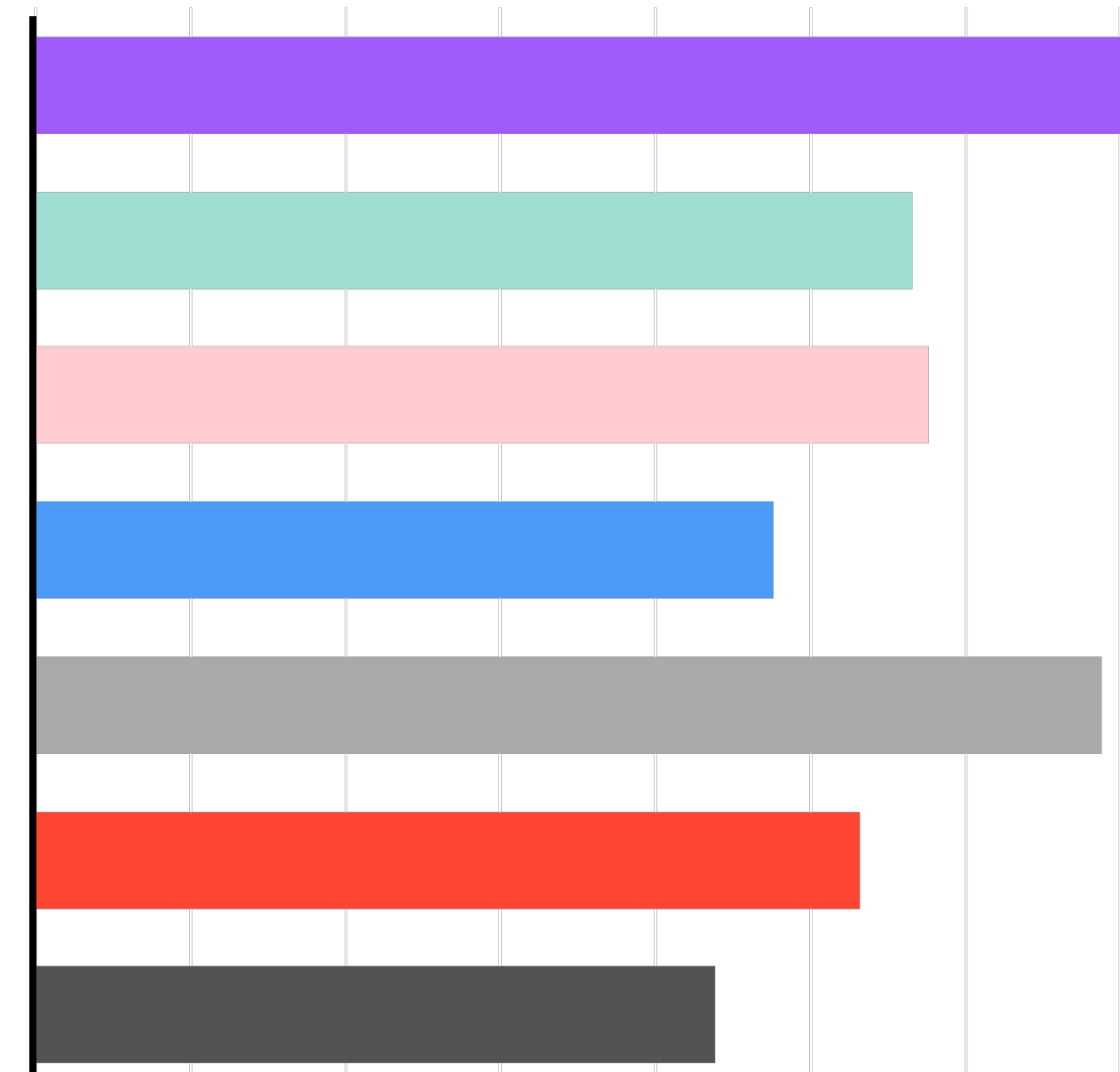
HEALTH TECH



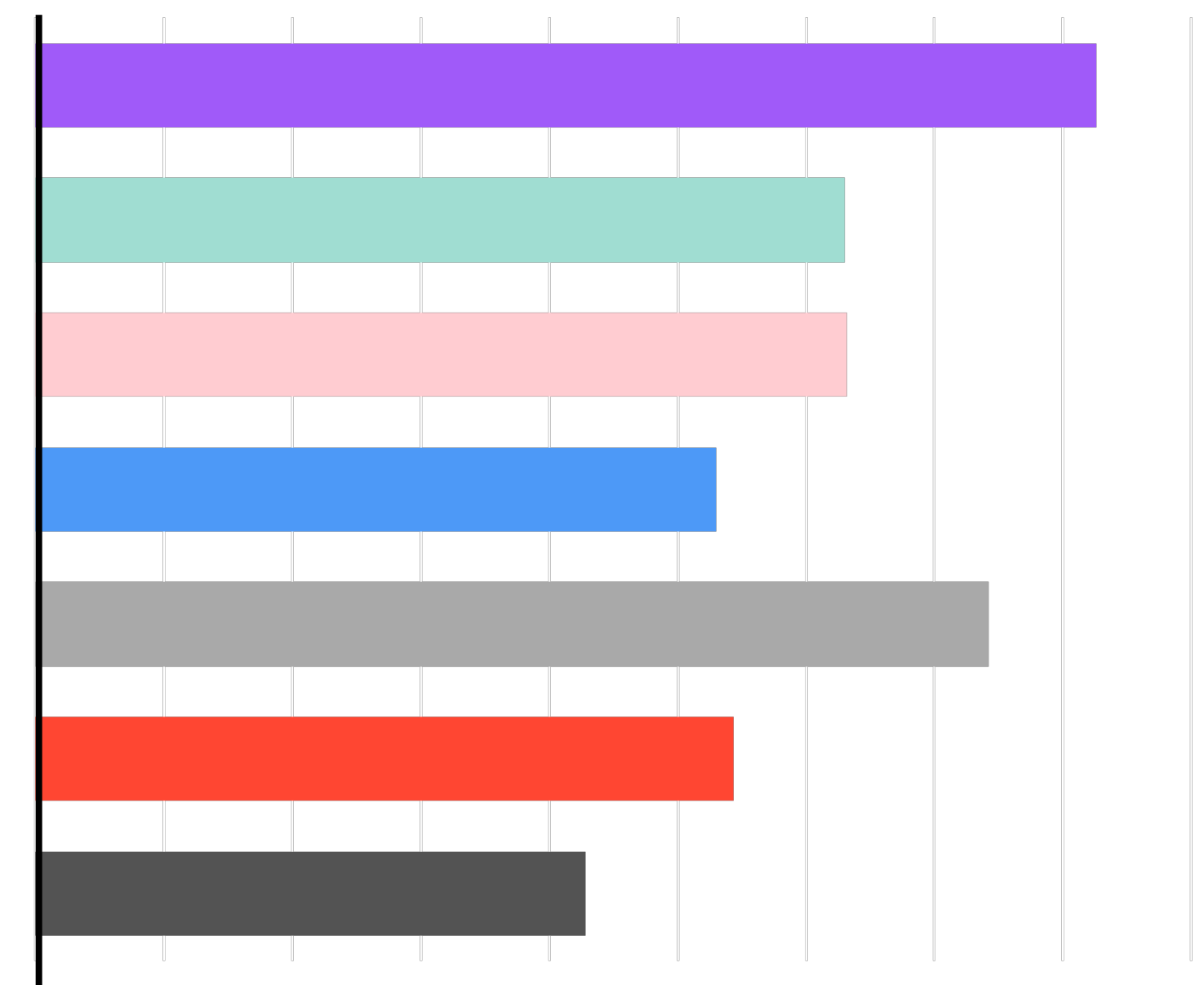
49% of golf fans trust new technology to improve their health



36% of golf fans are comfortable with apps tracking their activity



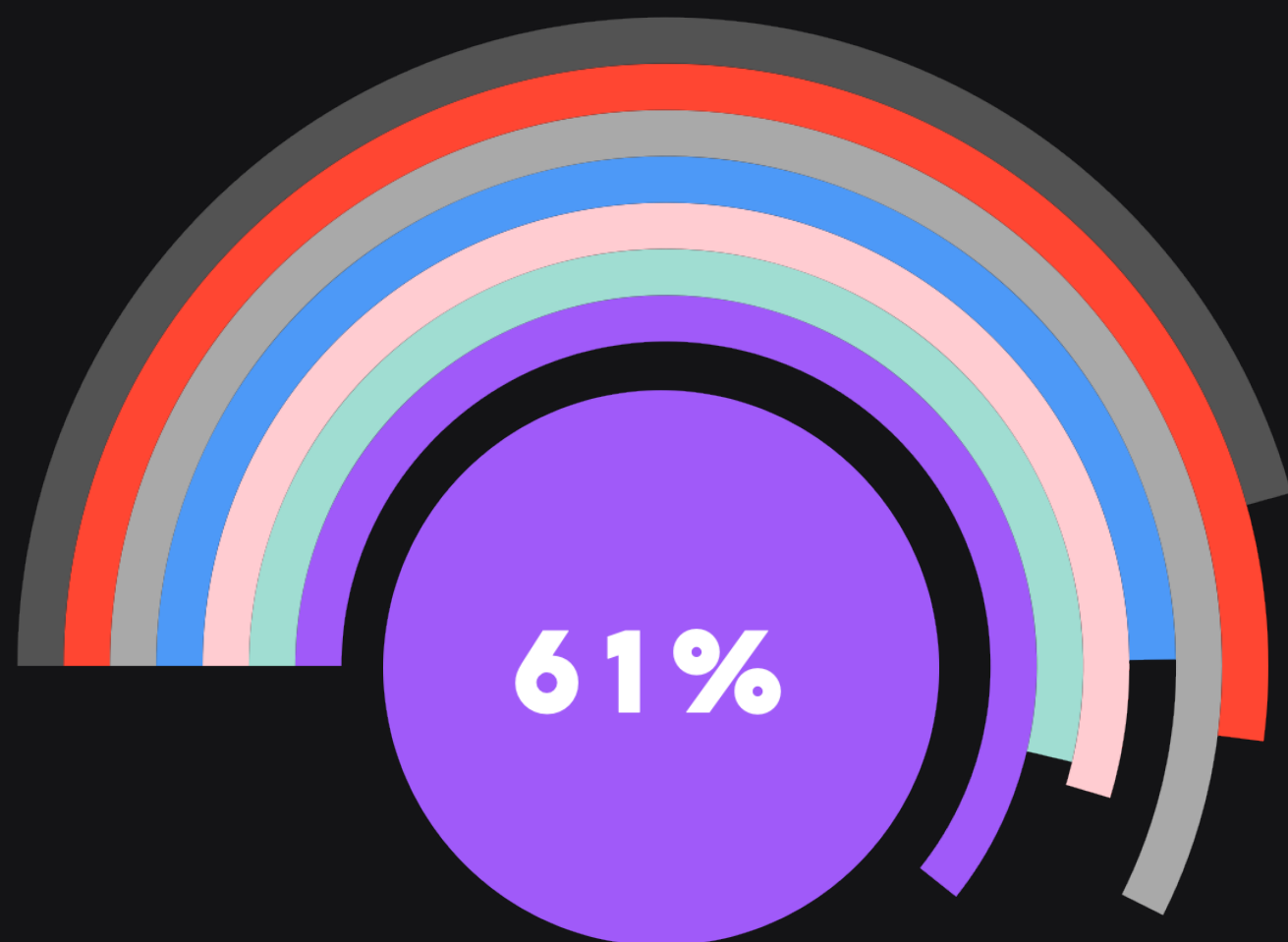
41% of golf fans own a smart wearable device



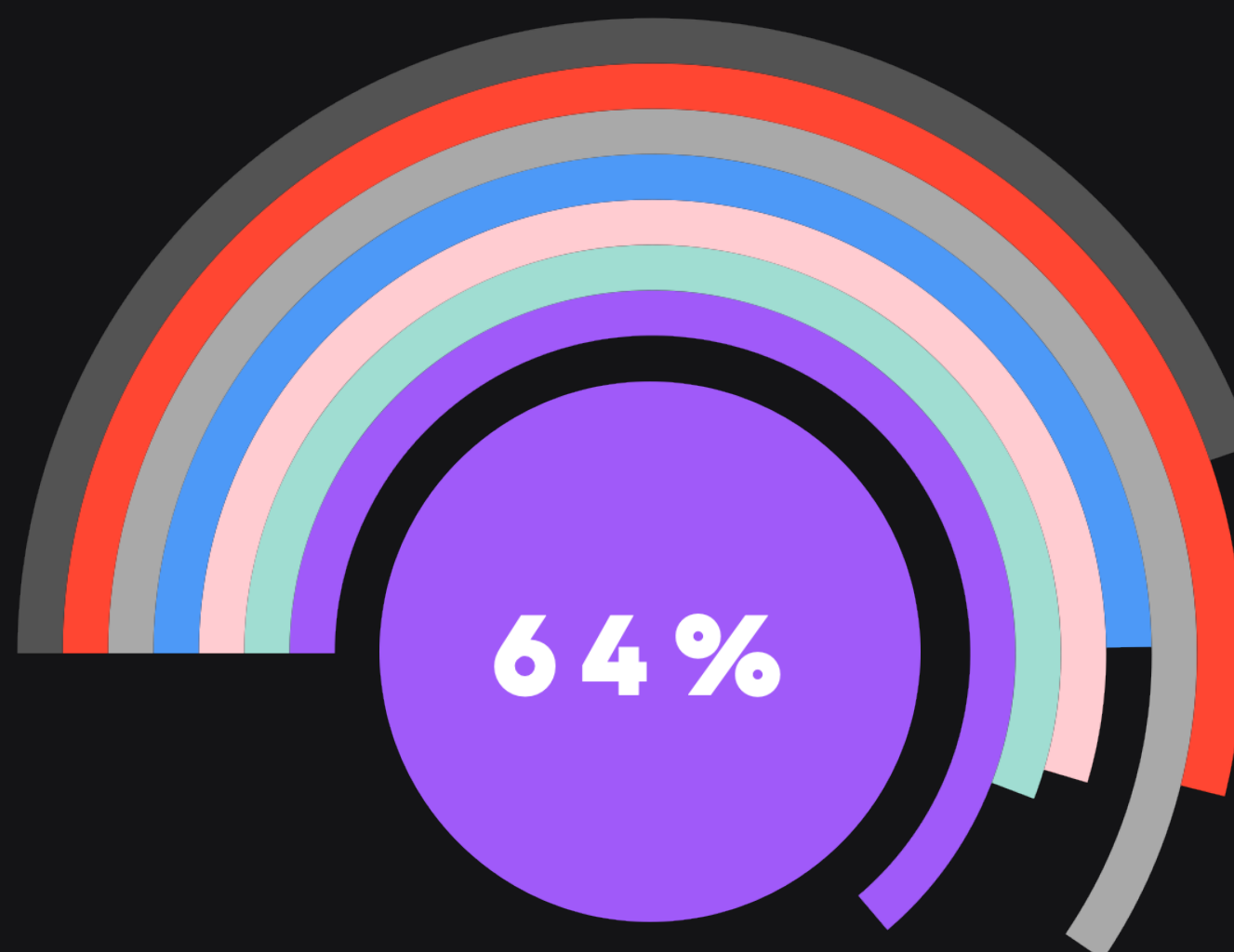
ENDEAVOR ANALYTICS

TECH-SAVVY

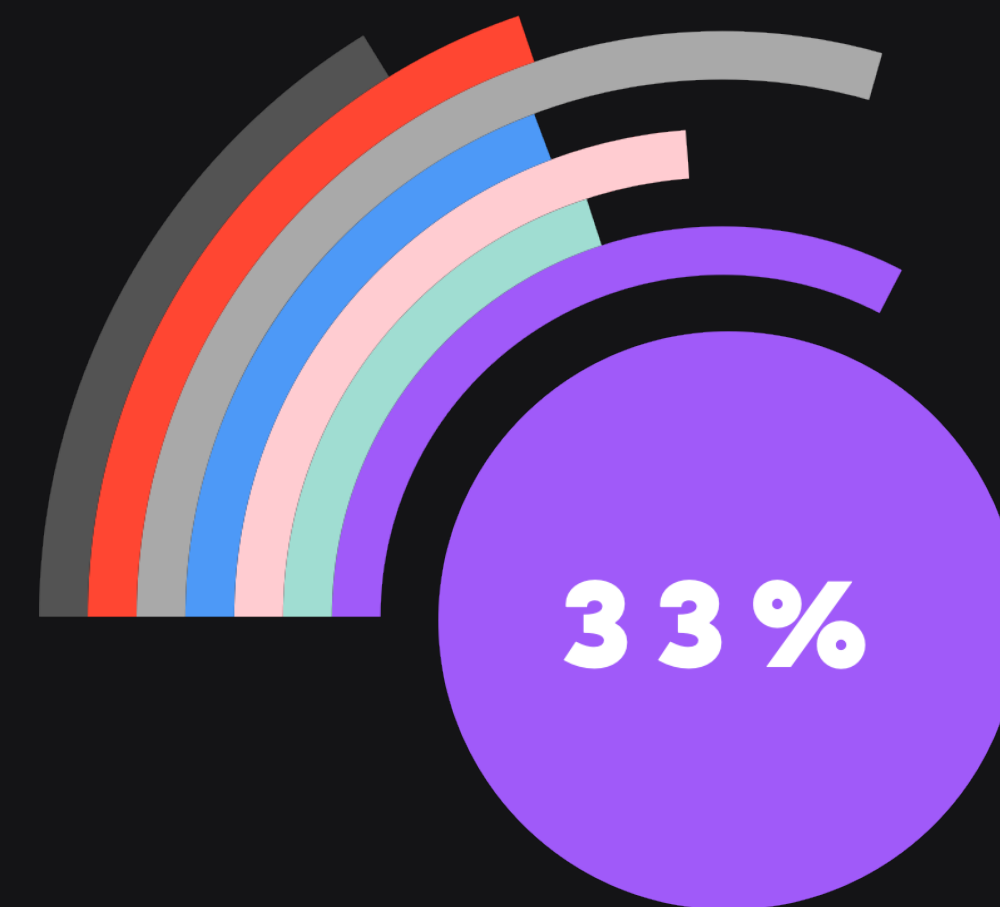
I am confident using new technology



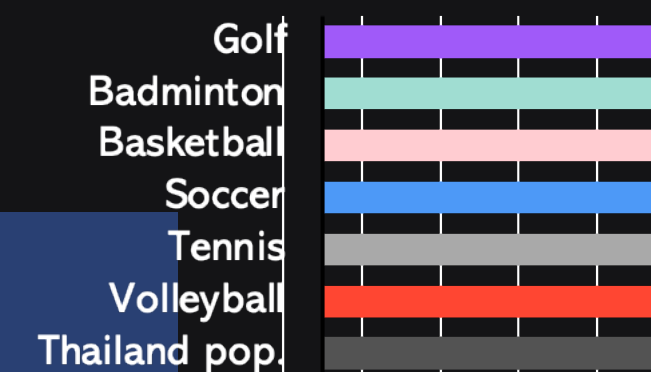
I follow the latest technology trends and news



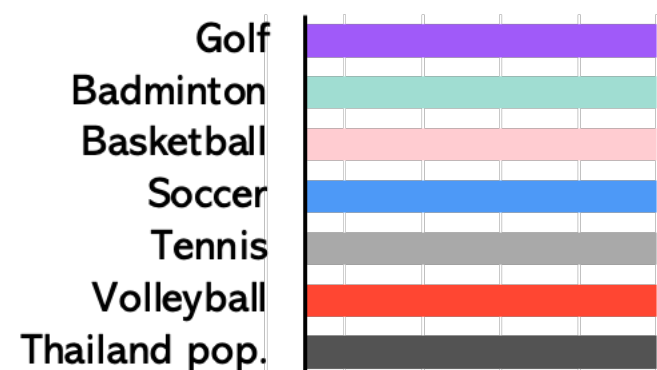
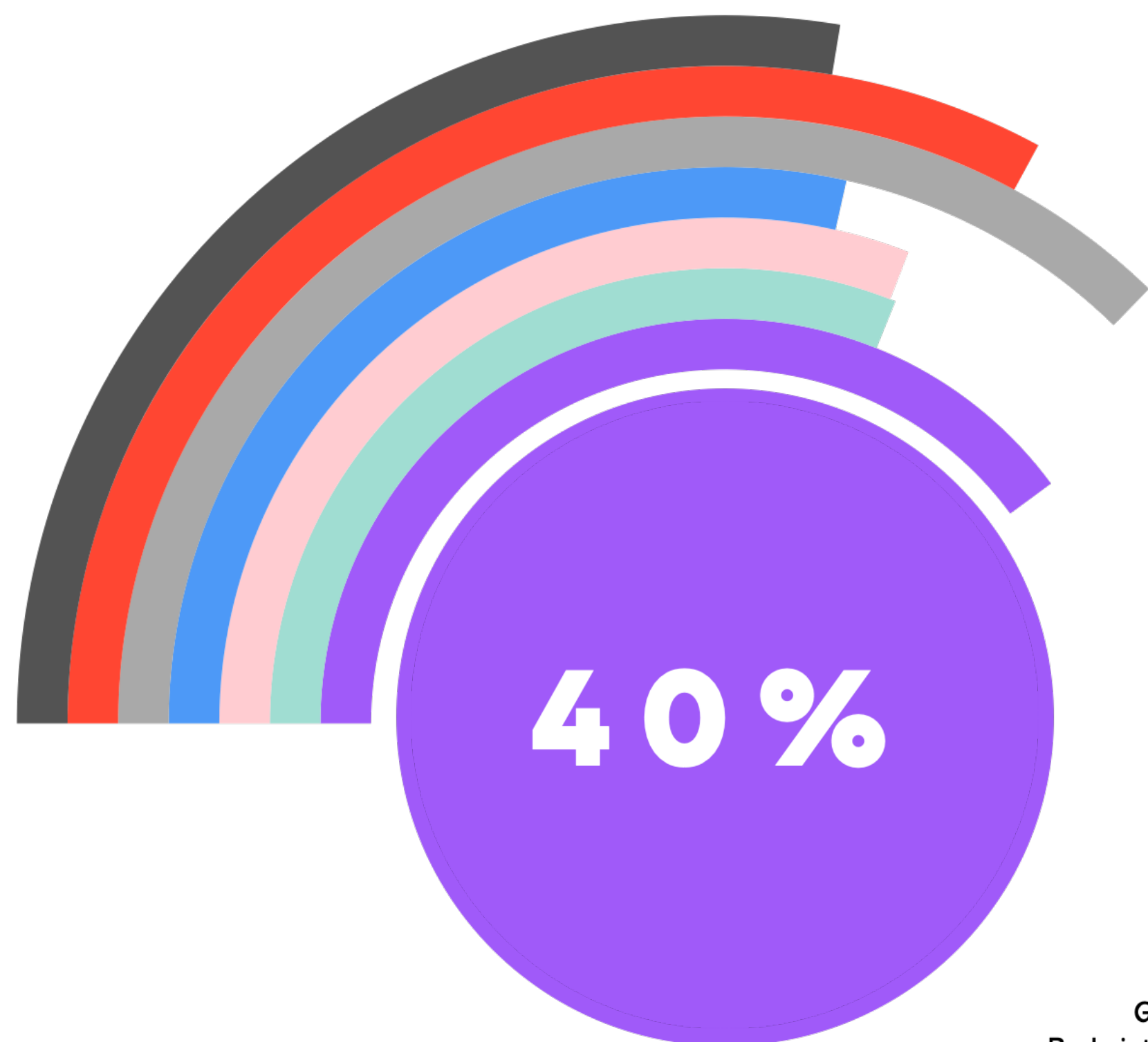
I buy new tech products as soon as they are available



ENDEAVOR ANALYTICS

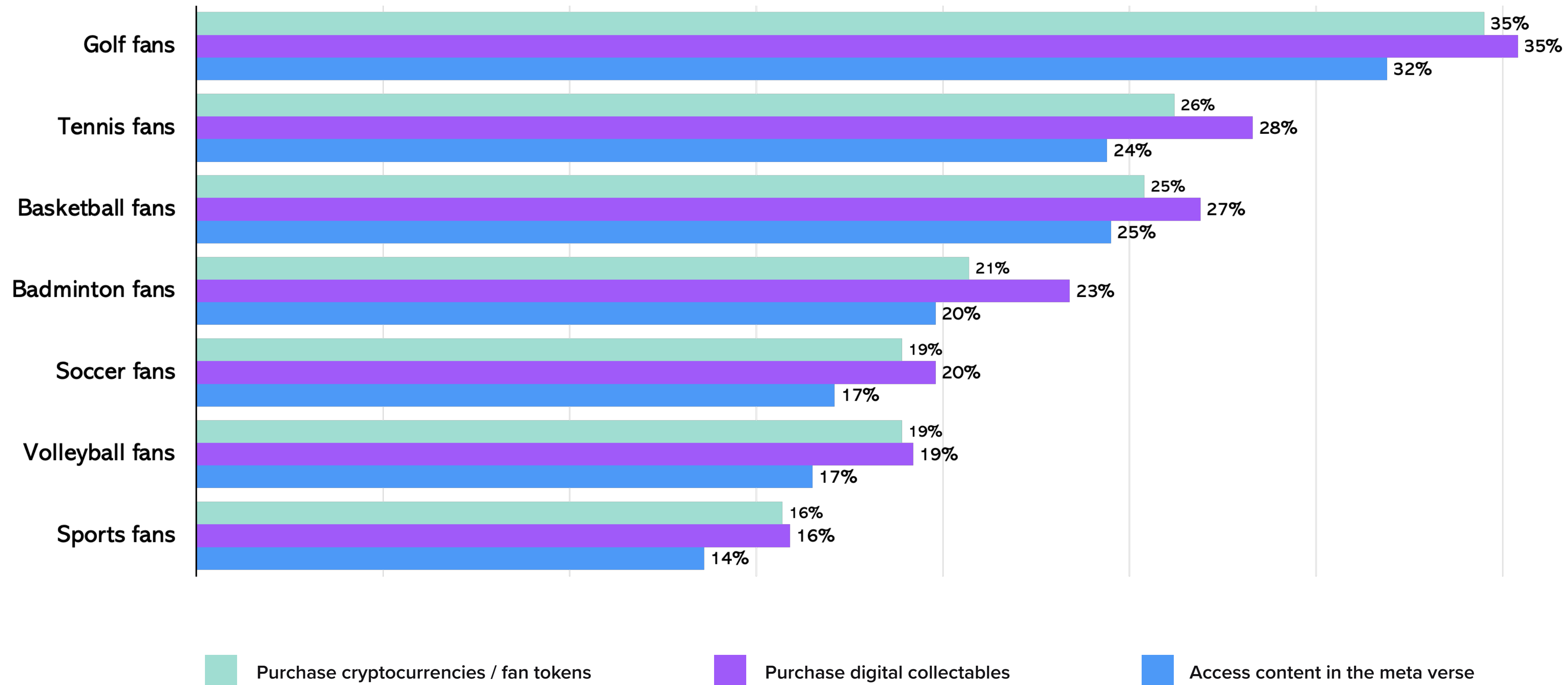


TRADITIONALISTS

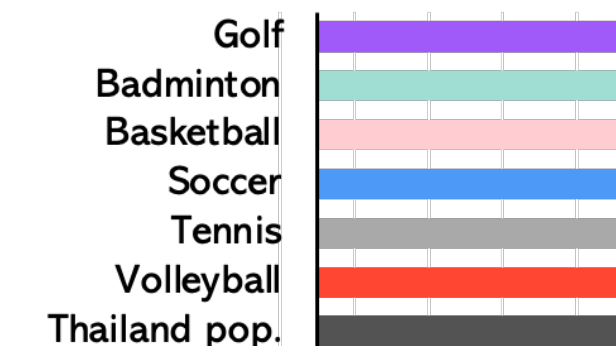


40% OF GOLF FANS DESCRIBE THEMSELVES AS TRADITIONAL

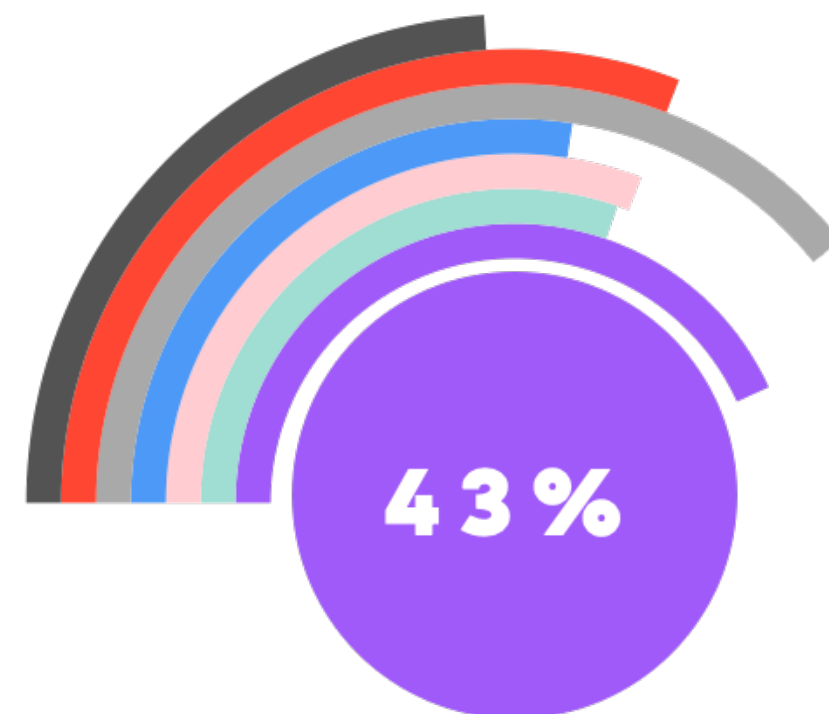
... YET INNOVATIVE



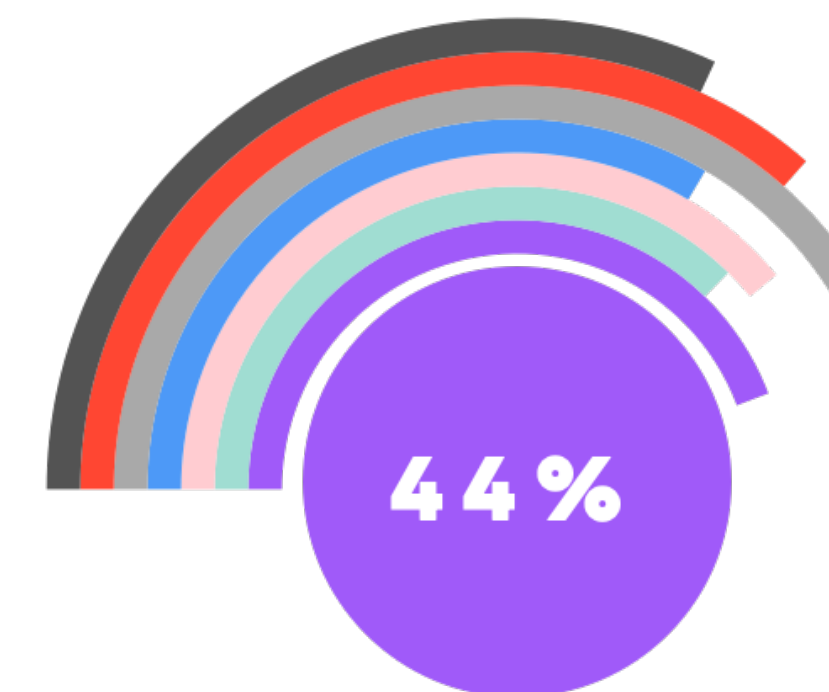
COMMUNITY



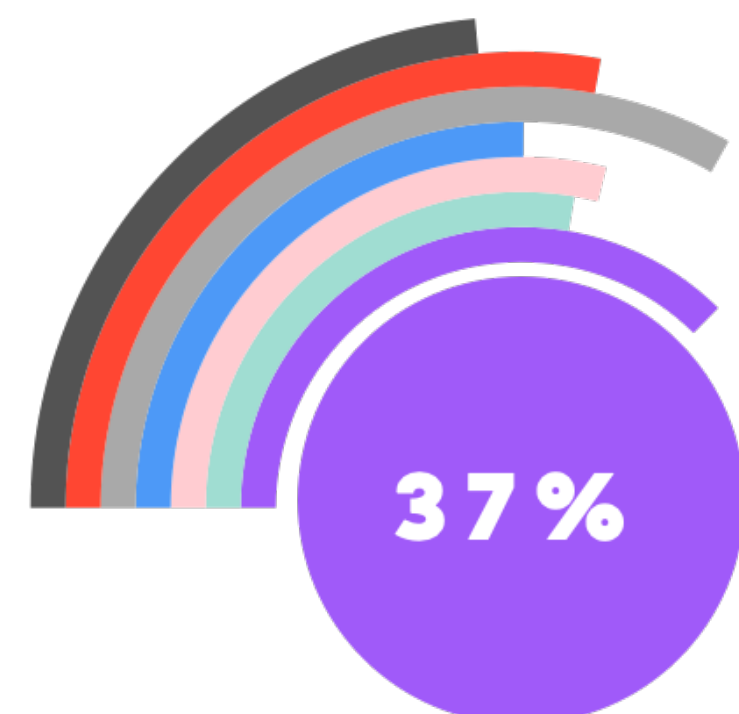
Contributing to community is important to me



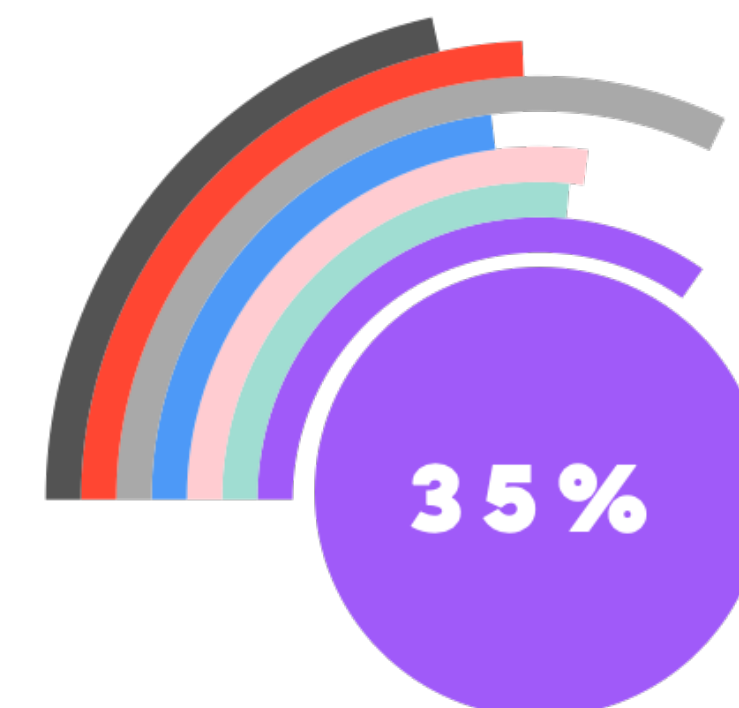
Helping others before myself is important to me



I am more likely to buy from brands that support local charities



I want brands to support local suppliers



OF GOLF FANS...

61%

want brands to be eco-friendly

65%

say it is important to them to help the environment

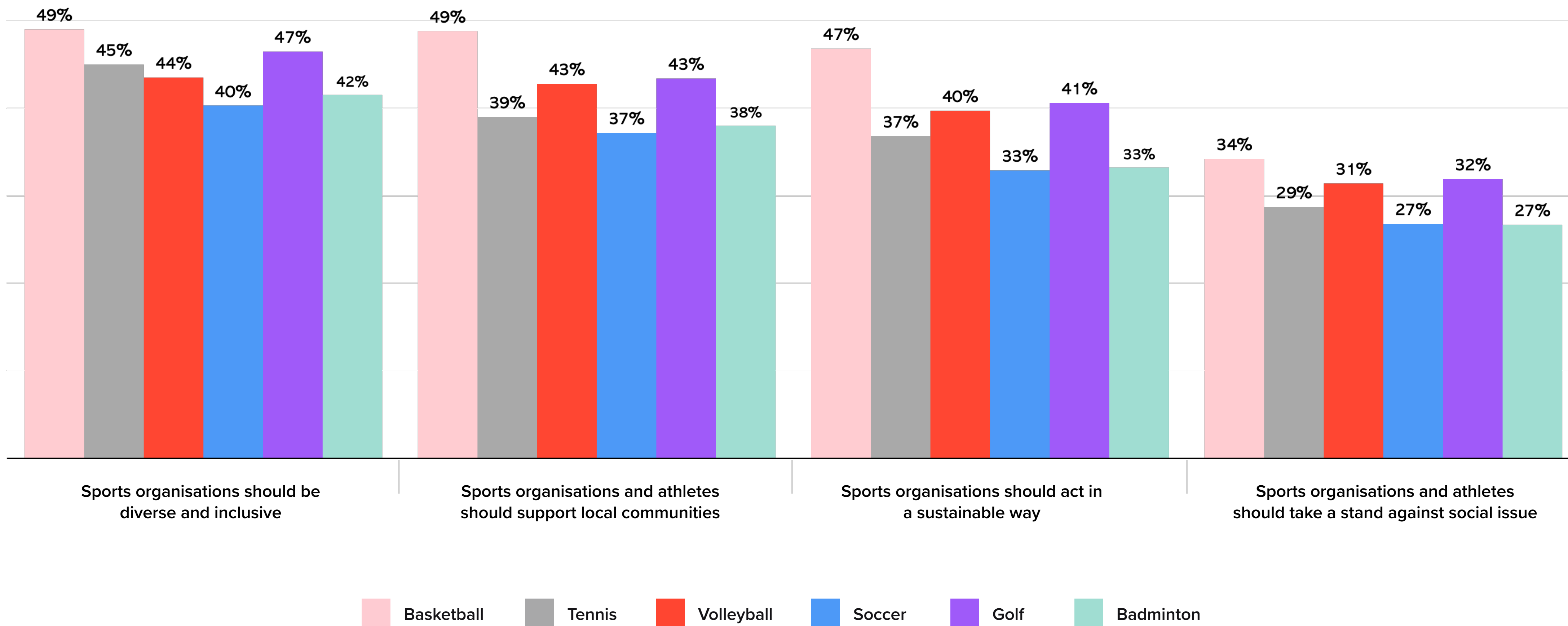
74%

Are willing to pay more for an eco-friendly product

52%

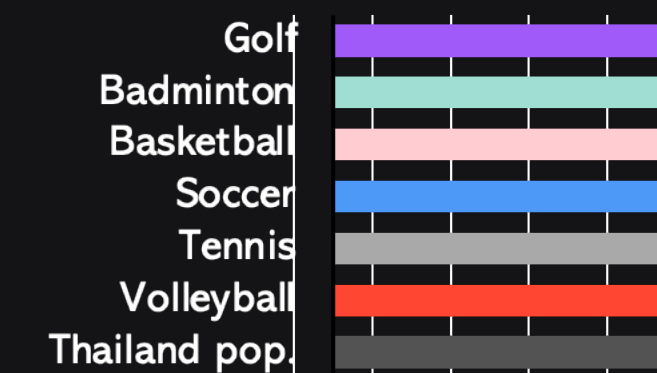
Always try to recycle

SPORTS ROLE IN SOCIETY

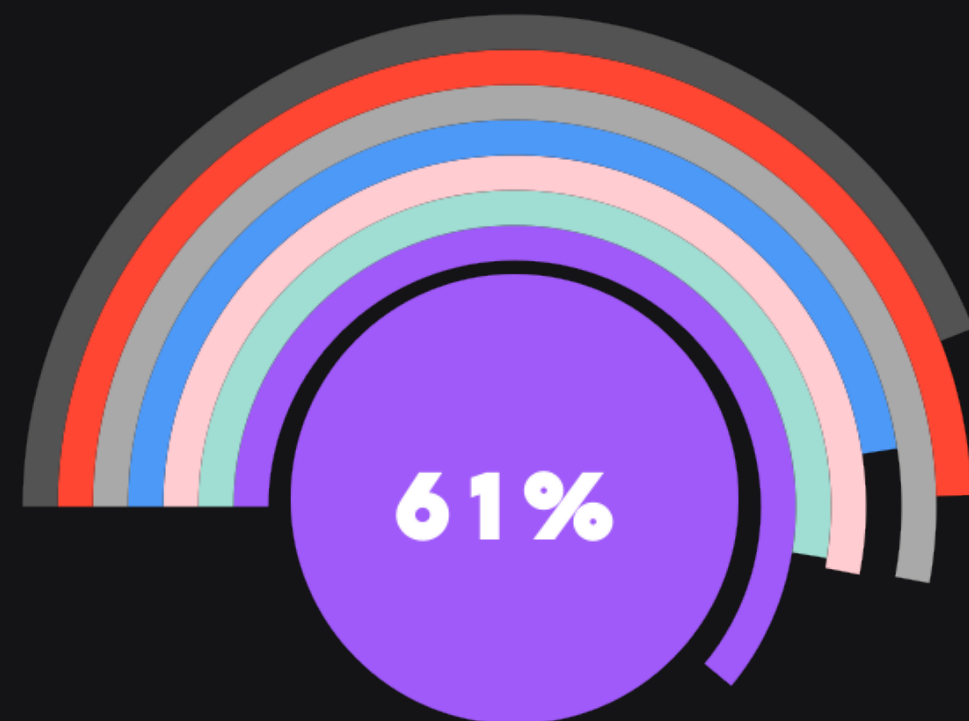


ENDEAVOR ANALYTICS

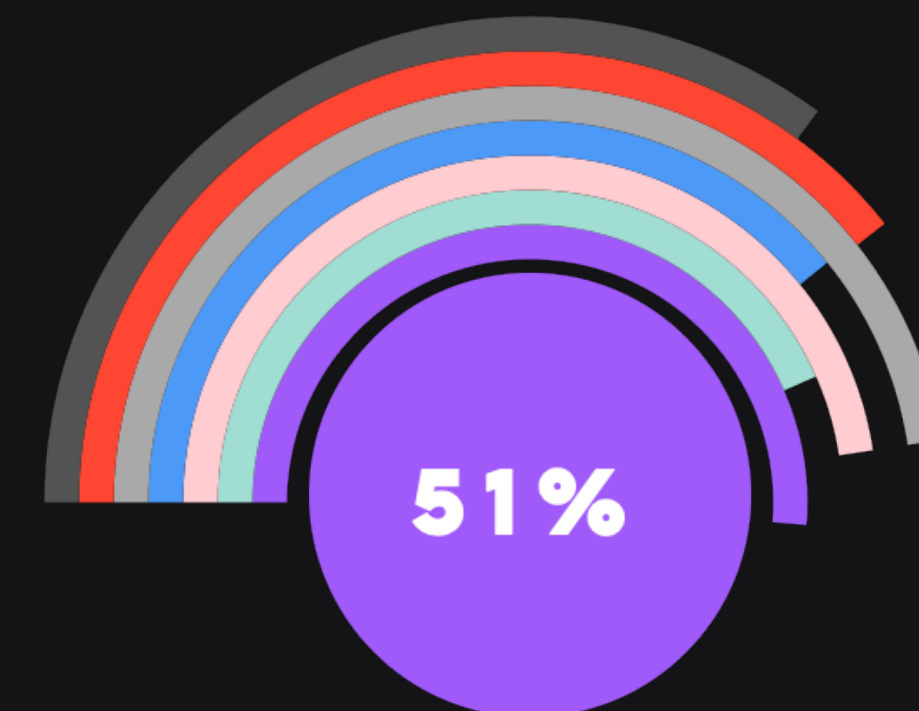
WOMEN'S SPORT



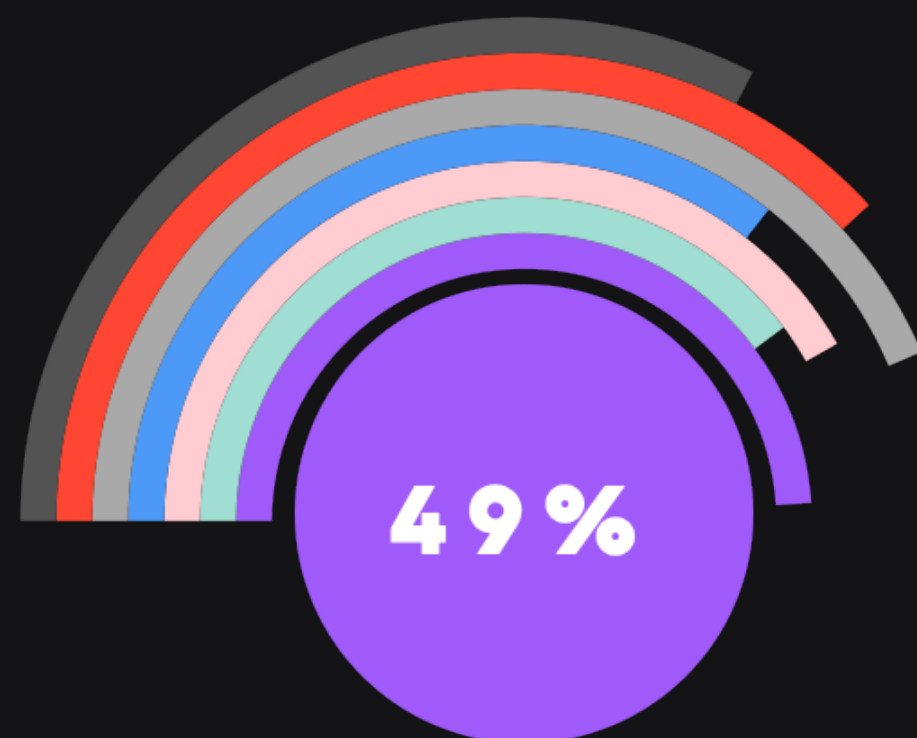
Women's sport should be highlighted more by the media



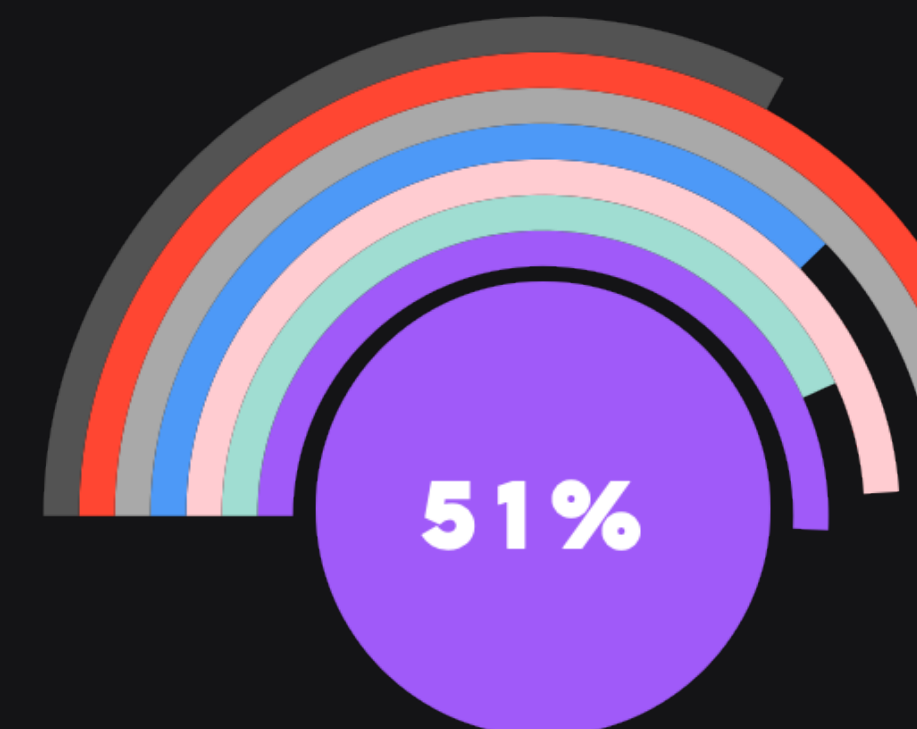
Women's sport should receive more investment



Women's sport is exciting to watch



I follow a female athlete or team on social media



GOLF FANS IN THAILAND

SPONSORSHIP AWARENESS

97%

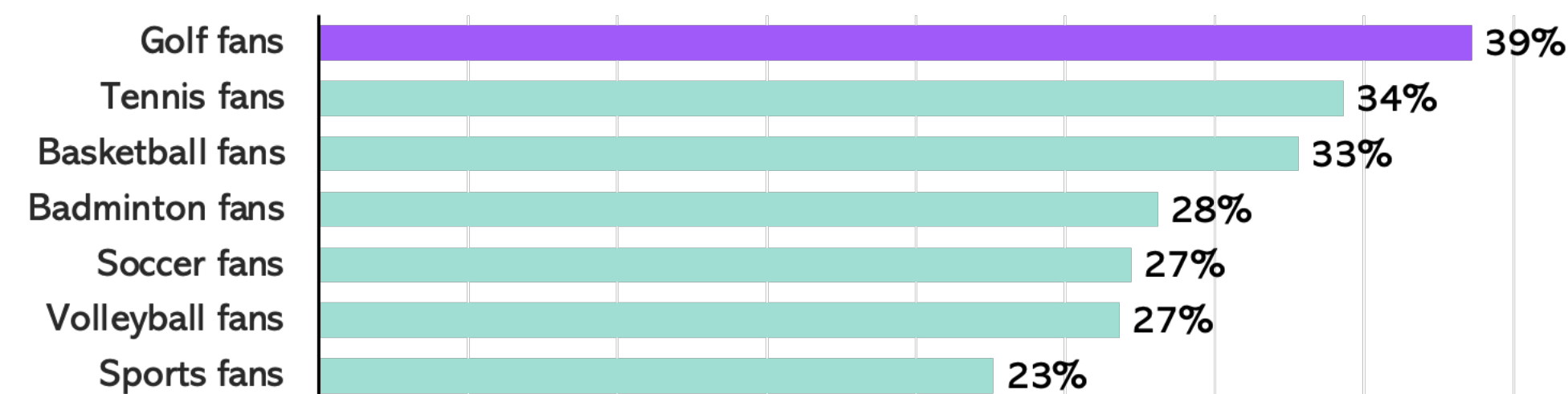
of golf fans notice
sponsors when watching
or attending sports
events

SPONSORSHIP IMPACT

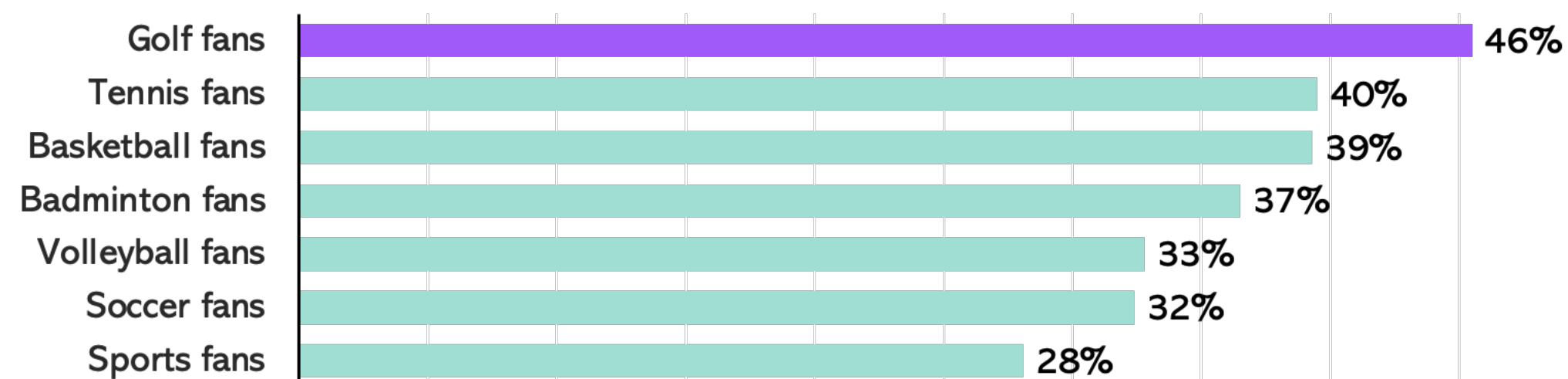
Sponsorship makes me more likely to consider a brand or product more than its competitors



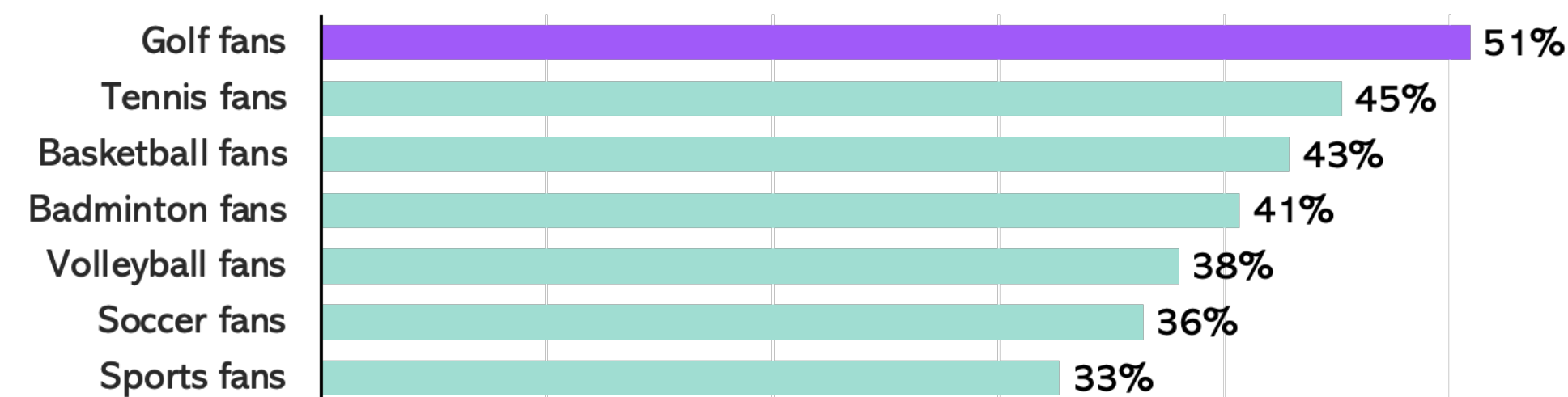
Sponsorship makes me more likely to engage with a brand or product



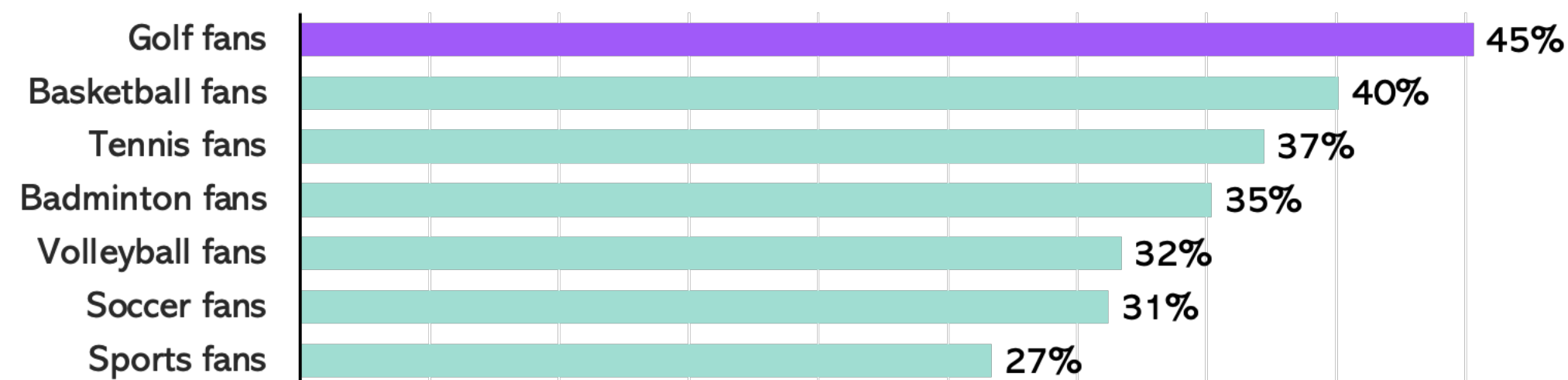
I see sponsors as integral to the development of my favourite sport/league



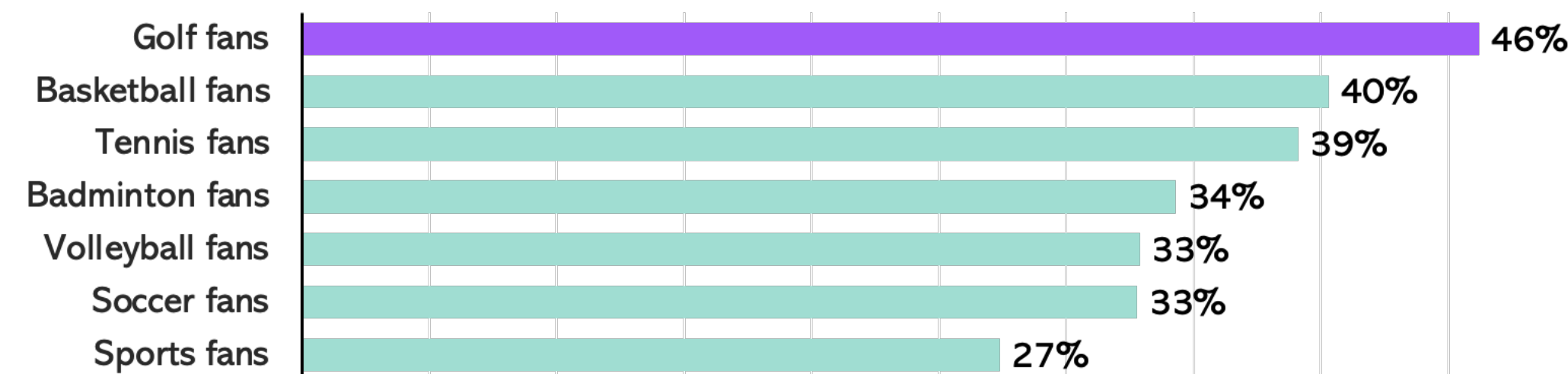
Sponsorship makes me more likely to think about a brand or product more positively



Sponsorship makes me more likely to research a brand or product



Sponsorship makes me more likely to purchase a brand or product





GOLF FANS IN THAILAND