

Asia's Shifting Sands: Culture, Tech, and Trends in 2025

Asia Trends · Answer Key · 10 Questions

1. Which Southeast Asian nation is projected to have the largest digital economy, approaching nearly US\$100 billion in gross merchandise value by 2025, driven by e-commerce and AI integration?

- A) Vietnam
- B) Indonesia**
- C) Philippines
- D) Malaysia

2. In the K-pop industry, which major entertainment company is set to debut its first new boy band in seven years, named KickFlip, in late 2024/early 2025?

- A) SM Entertainment
- B) YG Entertainment
- C) JYP Entertainment**
- D) HYBE

3. Malaysia is actively promoting itself as a digital nomad hub, with the DE Rantau Nomad Pass aiming to attract a significant number of remote workers. How many digital nomads does Malaysia aim to attract by 2025?

- A) 30,000
- B) 50,000
- C) 80,000**
- D) 100,000

4. Which East Asian country's anime industry is seeing a surge in popularity for dark fantasy and psychological thriller genres, with titles like 'Chainsaw Man: Season 2' and 'Jujutsu Kaisen: Culling Game Arc' maintaining high viewership?

- A) South Korea
- B) China
- C) Japan**
- D) Taiwan

5. Thailand has announced 2025 as the 'Amazing Thailand Grand Tourism and Sports Year.' What is the tourism target for international visitors in 2025?

- A) 29 million
- B) 39 million**
- C) 49 million
- D) 59 million

6. In China's social media landscape, which of these platforms is NOT among the top three most used, alongside WeChat and Weibo?

- A) Douyin (TikTok)
- B) Xiaohongshu (Little Red Book)
- C) Baidu Tieba**
- D) Tencent Video

7. Vietnam's e-commerce market is experiencing rapid growth. In 2025, it is projected to account for what percentage of the country's total retail sales?

- A) 5%
- B) 8%
- C) 11%**
- D) 15%

8. The 'Becoming Chinese' trend, also known as 'Chinamaxxing,' involves adopting Chinese lifestyle habits. Which of the following is commonly cited as a practice within this trend?

- A) Consuming iced beverages
- B) Drinking hot water**
- C) Prioritizing caffeine intake
- D) Adopting a gluten-free diet

9. Singapore is positioning itself as a leading tech hub, with tech spending forecasted to increase by 5.6% in 2025. What are the primary drivers of this increase?

- A) Gaming and esports
- B) AI adoption, cloud services, and cybersecurity**
- C) Blockchain and cryptocurrency
- D) Virtual and augmented reality

10. In India's film industry in 2025, a significant shift has been observed in audience preferences. What is this shift largely attributed to?

- A) Increased reliance on dubbed South Indian films
- B) A stronger preference for star power over storytelling
- C) A move towards original Hindi-language films and strong storytelling**
- D) A decline in the number of film releases