

East Asian Sports Market Dynamics: Esports Boom, Apparel Trends, and Investment

Sports Economics · Answer Key · 10 Questions

1. Which East Asian country is projected to have the highest CAGR in the esports market from 2025 to 2030, indicating rapid growth potential?

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

2. In 2024, what was the largest revenue-generating segment within the Asia Pacific esports market, highlighting key monetization strategies?

- A) Advertising
- B) Media Rights
- C) Merchandise & Tickets
- D) Sponsorship**

3. As of 2024, China's sports industry is projected to reach a scale of over 7 trillion yuan by what year, indicating significant government-backed development?

- A) 2028
- B) 2030**
- C) 2032
- D) 2035

4. Which of the following countries is a significant contributor to Asia's football sponsorship investment, accounting for a substantial portion of the total?

- A) Vietnam
- B) Philippines
- C) Indonesia
- D) South Korea**

5. In the Asia-Pacific sports apparel market, which trend is a major factor driving growth, blending functionality with everyday fashion?

- A) Retro-inspired designs
- B) Athleisure**
- C) Performance-enhancing fabrics only
- D) Formal wear integration

6. According to a 2025 report, what percentage of the global esports revenue is generated by China, positioning it as the largest esports market globally?

- A) 15%
- B) 25%
- C) 34%**
- D) 45%

7. In 2024, what was the projected market value of South Korea's sports analytics market, indicating substantial investment in data-driven strategies?

- A) USD 77.31 million**
- B) USD 1 billion
- C) USD 5 billion
- D) USD 941.95 million

8. Which country is a leading player in the sports apparel market in East Asia, with a projected market size of USD 10.17 billion in 2024?

- A) China
- B) South Korea
- C) Japan**
- D) Hong Kong

9. Regarding investment trends in APAC SportsTech in 2024, what category saw a dramatic rise from 2% to 47% of investment share?

- A) Fan-focused solutions
- B) Athlete-focused solutions
- C) Executive-focused solutions**
- D) Infrastructure-focused solutions

10. In 2024, what was the projected revenue for the esports market in Southeast Asia, showing significant growth in this sub-region?

- A) US\$72.5 million
- B) US\$79.7 million**
- C) US\$152.57 billion
- D) US\$621.0 million