

NSPS Sports Reports Series: **Swimming**

Insights based on NSPS data from 2021-2025



Swimming is the most popular sport among Singaporeans.

Cumulative Participation of the Top 10 Sports among National Population (2021 – 2025)

Swimming	Cycling	Badminton	Basketball	Football	Skateboarding	Mountain Biking	Bowling	Climbing	Volleyball
10.0%	9.2%	5.3%	3.2%	3.0%	1.3%	1.3%	0.8%	0.7%	0.6%
	2	3	4	5	6	7	8	9	10

Market Size of Swimming in Singapore	Cumulative 2021 - 2025	Sex		Race			
		Male	Female	Chinese	Malay	Indian	Others
Swimming Penetration	10.0%	10.4%	9.5%	10.8%	6.2%	7.0%	14.9%
Estimated Number of Swimming Participants	409,000	209,000	200,000	329,000	35,000	26,000	20,000

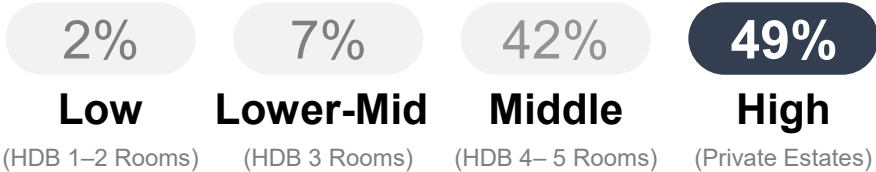
A greater proportion of Swimming participants are Chinese and from the High SES segment.

Profile of Swimming Participants

Sex



Socio-Economic Status

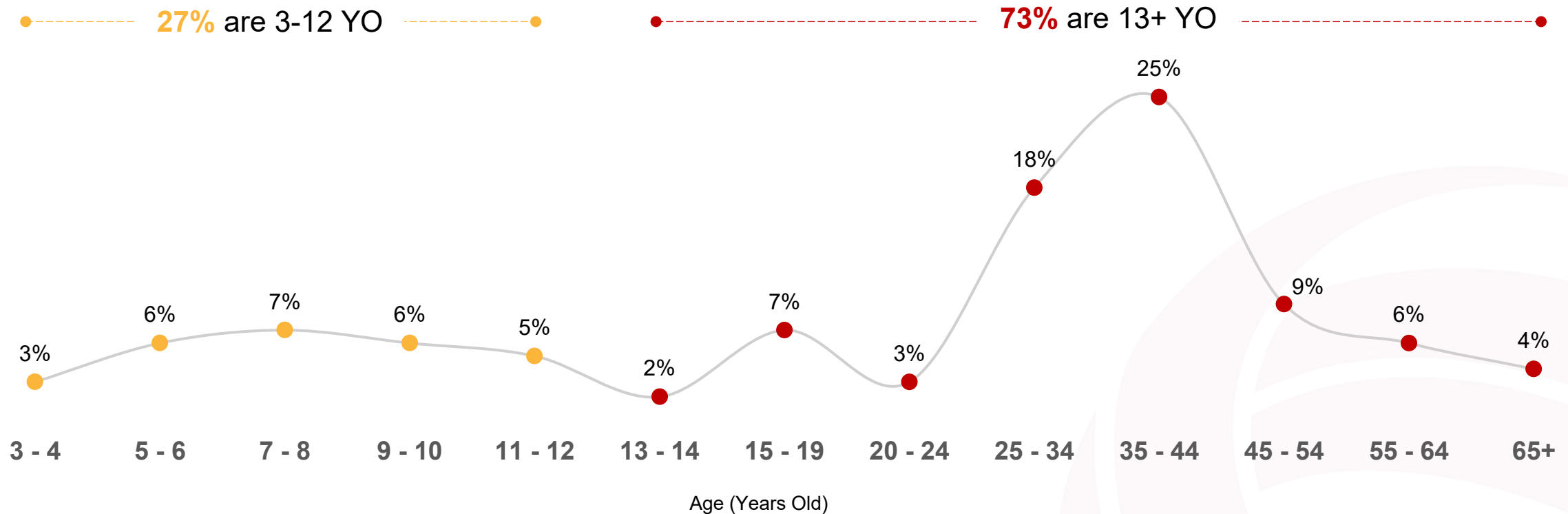


Race



Swimming participation peaks in mid-adulthood (35 – 44 years), with an earlier uptick during the teen years.

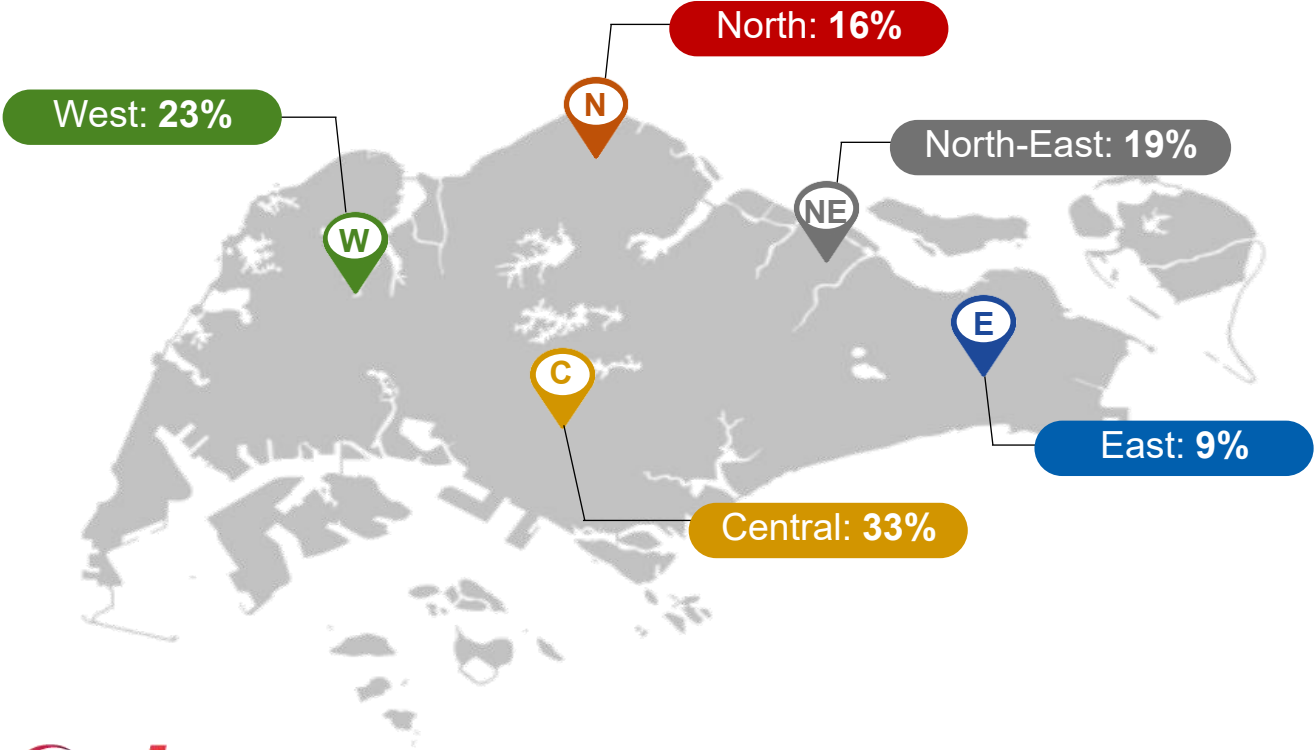
Age Profile of Swimming Participants



Overall Swimming Penetration Level = 10%

More residents in the Central region of Singapore participate in Swimming, while significantly fewer in the East do so.

Swimming Participation by Region



Top 10 Estates

Choa Chu Kang	9%
Bukit Timah	7%
Yishun	6%
Serangoon	6%
Tampines	5%
Sembawang	5%
Novena	5%
Ang Mo Kio	5%
Woodlands	4%
Geylang	4%

Half of those who swim do so 1-2 times a week.
Average swimming duration is slightly over an hour.

Frequency and Duration of Swimming

Swimming participants
of 3+ age

41%
Frequent
(3 times or more a week)

52%
Regular
(1-2 times a week)

7%
Irregular
(Less than once a week)



3-12 YO

39%

56%

5%



13+ YO

42%

50%

8%

Avg. Duration



3-12 YO

61 mins

Up To 2 Hours

99%

More Than 2 Hours

1%



13+ YO

66 mins

99%

1%

The most popular activities that swimmers also engage in are playing at the playground for children and Jogging/Running for adults.

Other Top Sports/Exercises among Swimming participants



Among **3-12 Y.O...**

Play at the playground	41%
Games play	31%
Cycling	28%
Jogging/Running	25%
Walking/Brisk Walking	24%



Among **13+ Y.O...**

Jogging / Running	38%
Walking / Brisk Walking	31%
Calisthenics	18%
Cycling	17%
Other workout or exercises with equipment in Gym / Home Gym / Indoor or Outdoor Fitness Corner	11%

While parents and their children tend to swim together, 65% of adult participants do so alone.

Top Companion Choice for Swimming



Among **3-12 YO...**

Parent	69%
Friend / Neighbour	55%
Coach / Instructor	53%
Schoolmate	44%
Sibling	44%



Among **13+ YO...**

Child	47%
Spouse / Partner	38%
Friend / Neighbour	24%
Schoolmate	7%
Sibling	7%

65% of Swimming participants aged 13+ prefer to swim alone.

While SportSG venues are the top swimming venue among children, older swimmers prefer residential pools.

Top Facility Choice for Swimming



Among **3-12 Y.O...**

ActiveSG/Sport Singapore Facilities/Sports Centres	46%
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Residential facilities	40%
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NS facilities	4%
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Other private club facilities	4%
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Sports Hub or National Stadium	3%
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Among **13+ Y.O...**

Residential Facilities	46%
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ActiveSG/Sport Singapore Facilities/Sports Centres	39%
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NS Facilities	5%
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Other Private Club Facilities	4%
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Sports Hub or National Stadium	3%
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Swimming is the 2nd most watched sport on-screen.

Sports Spectatorship among 13 Years Old and Above



Among Those Who Watched Sports Events On-site...

	% Viewed...
Football/Soccer	31%
Basketball	16%
Badminton	16%
Jogging/Running	15%
Walking/Brisk Walking	8%



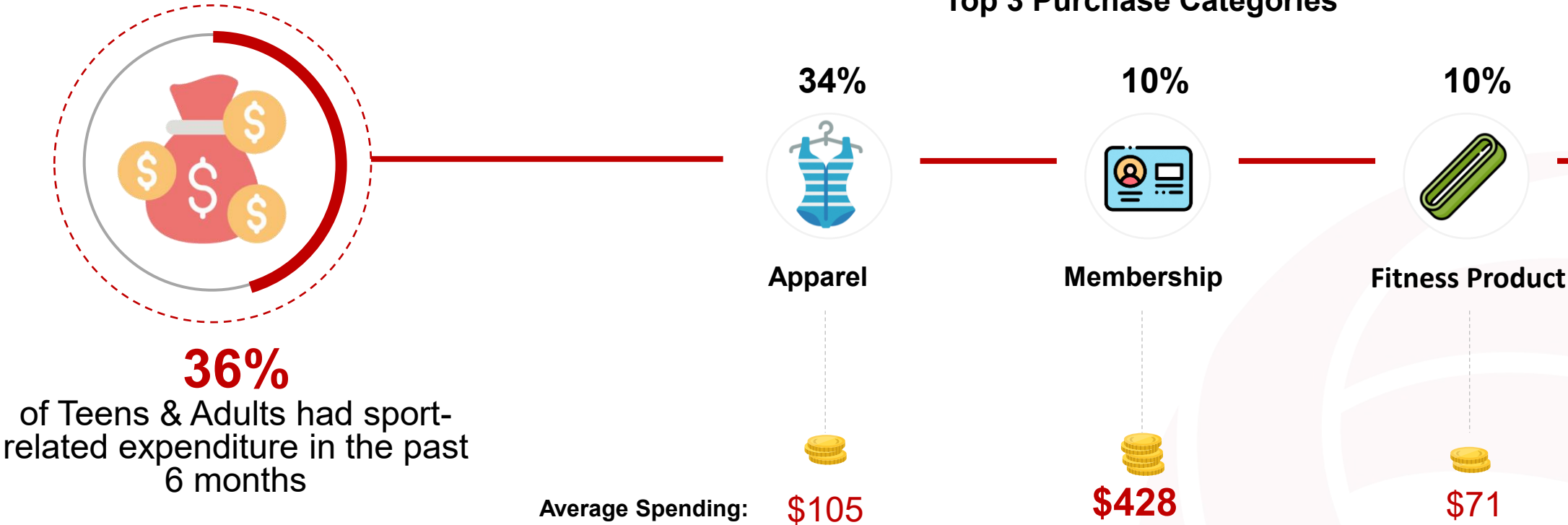
Among Those Who Watched Sports Events On Screen...

	% Viewed...
Football/Soccer	61%
Swimming	21%
Badminton	21%
Basketball	13%
Table Tennis	7%

1 in 3 swimming participants spend on sport-related items, primarily apparel.
Among the 10% who purchase memberships, average spend is \$428.

Sports-related Expenditure among Swimmers Aged 13+

Top 3 Purchase Categories



Long work hours are the main barrier to regular swimming, followed by family commitments and limited proximity to preferred facilities.

Interest in Swimming among Residents Aged 13+

172,000 (5%)

non-Swimming participants **wanted to participate in Swimming but could not do so**

Key Barriers to Participation:



28%
**Busy working
overtime**



20%
**Family
commitments**



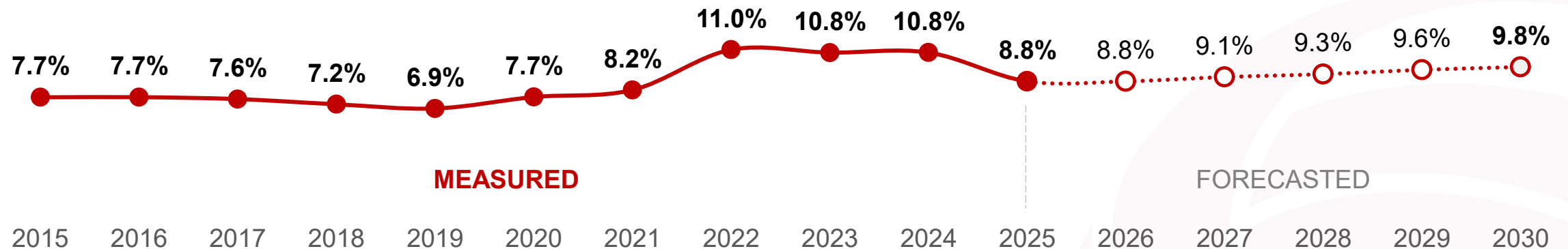
11%
**Preferred
facilities too
far away**

Swimming participation is forecast to grow at a modest pace in the next few years.

Forecast of Swimming Participation in Singapore

Market size in 2030 (Est): **403,000**

Market Size In 2025: **362,000**



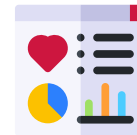
Forecasting Technique:

Weighted ensemble of three exponential-smoothing models (SES, Holt Damped, Holt), validated via walk-forward cross-validation with COVID years excluded.

- Forecast assumes an optimistic scenario, which is on average 0.8p.p above base forecast, reflecting sustained recent trends.
- Data collection for children aged 3 to 12 began in August 2020

In Summary...

- Swimming is the most popular sport among Singaporeans, especially among the High SES and Chinese.
- Participation in Swimming peaks among adults aged 35-44 after an early rise in the teen years.
- Swimmers tend to swim 1-2 times per week, with an average session lasting just over an hour.
- While most adults prefer to swim alone, parents and their children tend to swim together.
- Swimming participation is expected to grow by 11% in the next 5 years.



About NSPS

The National Sport & Exercise Participation Survey (NSPS) is Singapore's only annual national survey on exercise and sport participation among citizens and permanent residents aged 13 years old and above. Since 2015, NSPS has been conducted every month among Singapore residents aged 13+ via face-to-face interviews among randomly selected households from the Department of Statistics, with a target annual sample size of at least 4500. One respondent is selected from each household using the last birthday / most recent birthday method.

Please contact SPORT_data_hub@sport.gov.sg for any queries or requests for information.



About SportSG

A statutory board of the Ministry of Culture, Community and Youth, Sport Singapore's core purpose is to inspire the Singapore spirit and transform Singapore through sport. Through innovative, fun, and meaningful sporting experiences, our mission is to reach out and serve communities across Singapore with passion and pride.

