

NSPS Sports Reports Series: **Basketball**

Insights based on NSPS data from 2021-2025



Basketball is the 4th most participated sport among Singaporeans.
It is also the most popular team sport.

Cumulated 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%
1	2	3		5	6	7	8	9	10

Market Size of Basketball in Singapore		Cumulated Years of 2021 – 2025	Sex		Race			
			Male	Female	Chinese	Malay	Indian	Others
Basketball Penetration		3.2%	5.4%	1.0%	3.5%	1.3%	2.5%	5.0%
Estimated Basketball Participants		130,000	109,000	21,000	107,000	7,000	9,000	7,000

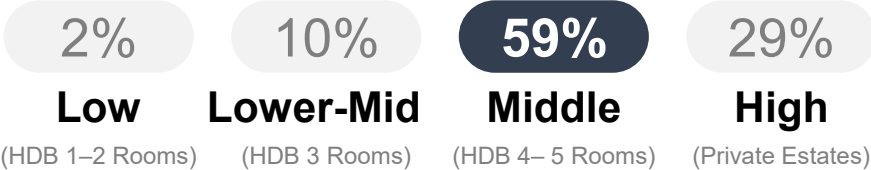
More males and Chinese tend to play Basketball as compared to other demographic groups.

Profiling Basketball Participants

Sex



Socio-Economic Status

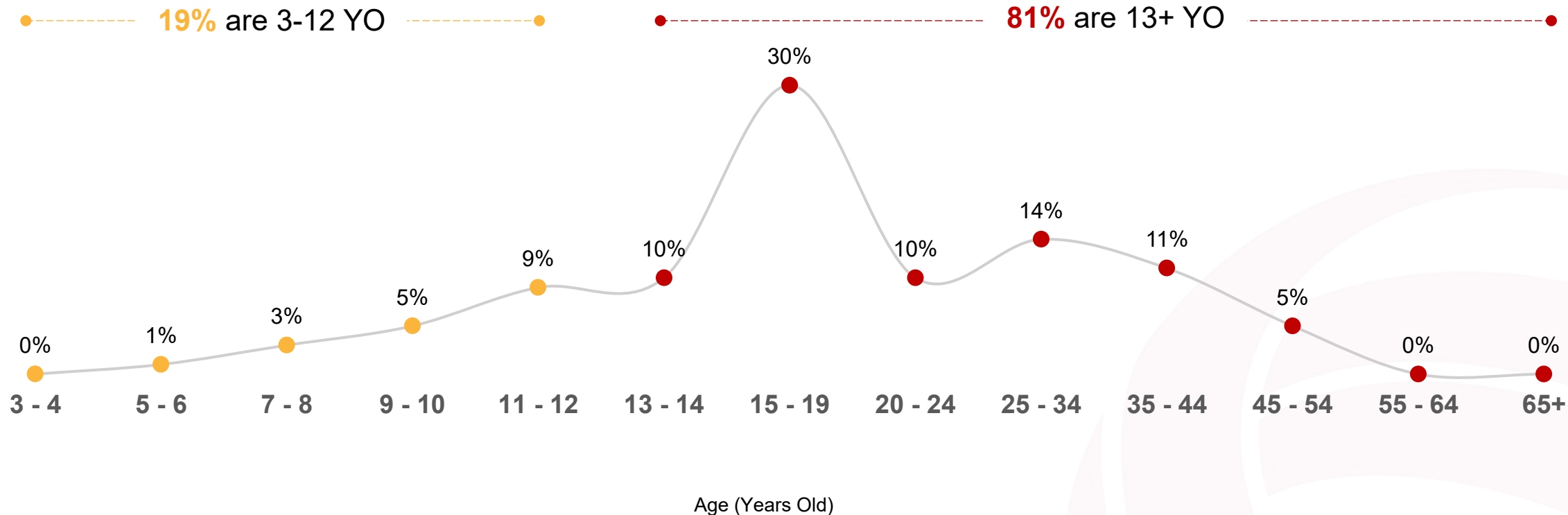


Race



Basketball participation peaks at ages 15-19 and tapers off thereafter.

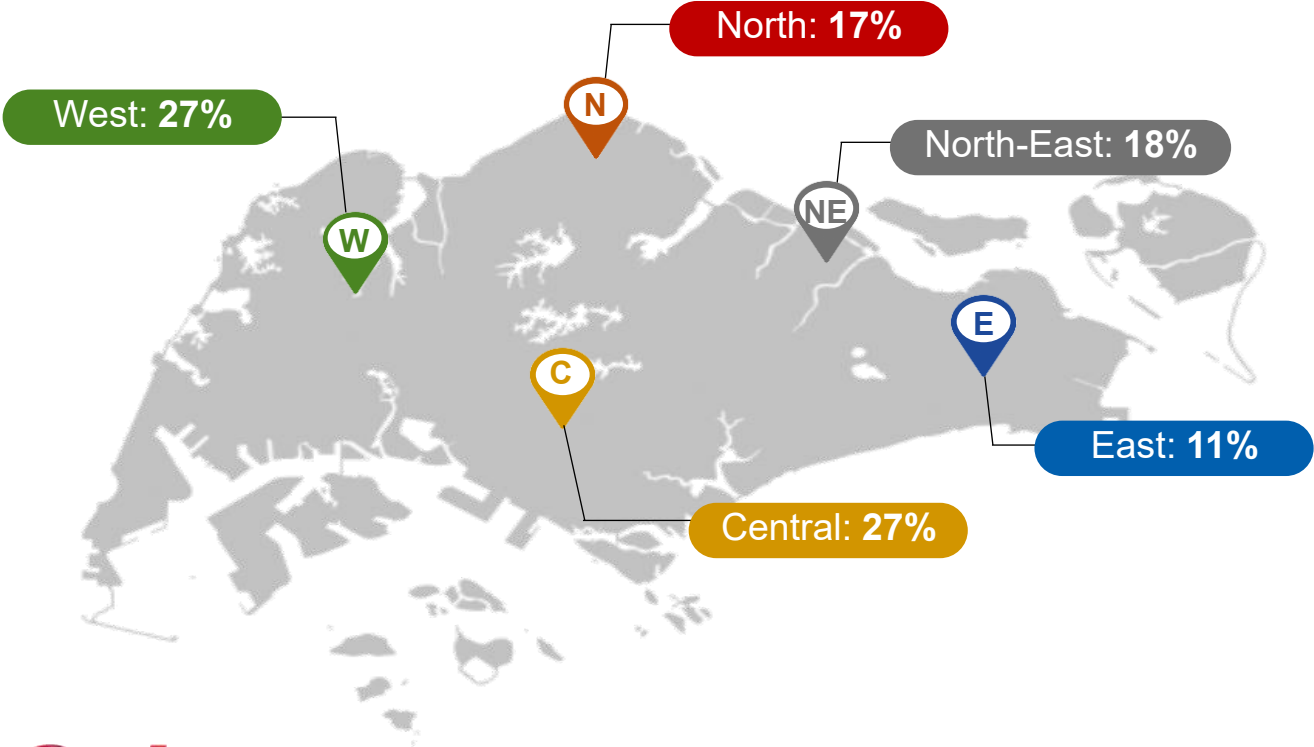
Age Profile of Basketball Participants



Overall Basketball Penetration Level = 3%

More residents in the West play Basketball, especially in Choa Chu Kang.
The sport also has a strong following in the Central region.

Basketball Participation by Region

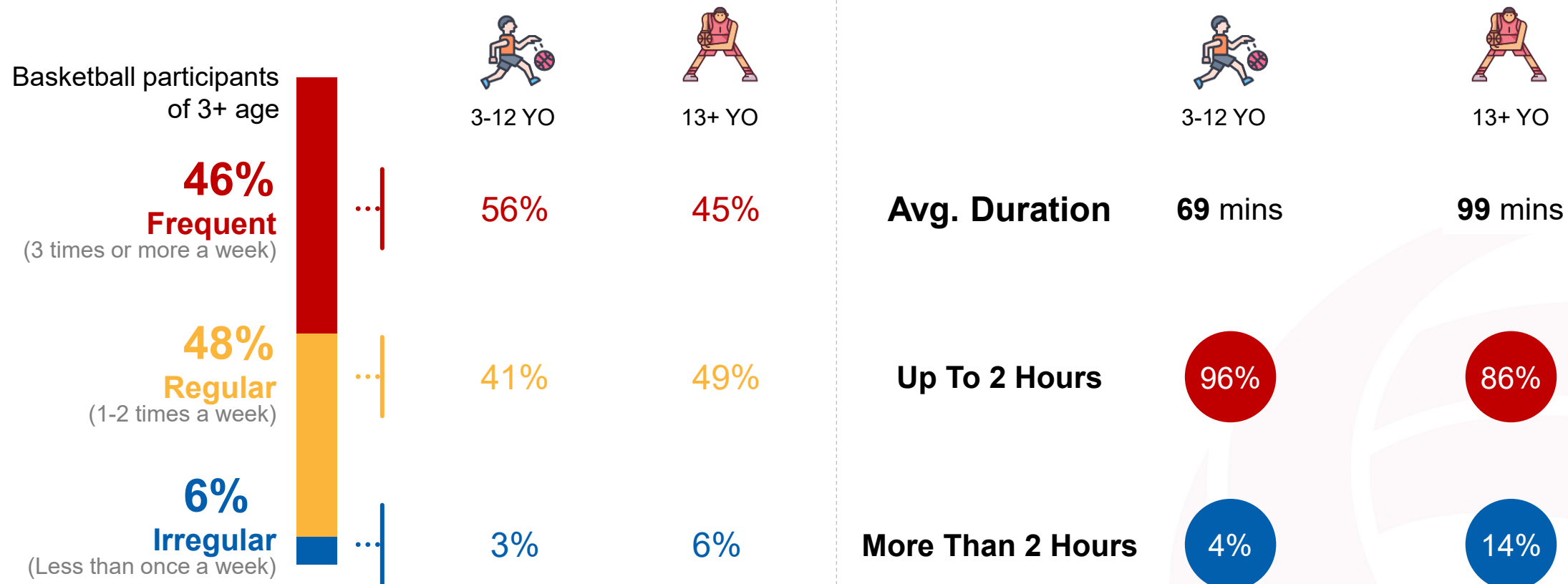


Top 10 Estates

Choa Chu Kang	9%
Yishun	8%
Tampines	7%
Jurong West	6%
Serangoon	5%
Woodlands	5%
Toa Payoh	5%
Clementi	4%
Sembawang	4%
Ang Mo Kio	4%

Close to half of Basketball players play 1 to 2 times a week, with a majority playing the game for up to 2 hours.

Frequency and Duration of Basketball Plays



Other sports/exercises that are popular among Basketball participants are Jogging/Running, Cycling and Badminton.

Other top Sports/Exercises among Basketball participants



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

Jogging/Running	37%
Cycling	31%
Swimming	28%
Badminton	27%
Walking/Brisk Walking	25%



Among **13+ YO...**

Jogging/Running	50%
Badminton	19%
Cycling	17%
Walking/Brisk Walking	16%
Swimming	13%

Higher proportion of 3 – 12 years old Cycle, Walk, swim, and play Badminton than those aged 13+. More aged 13+ Jog/Run than 3 – 12 years old.

Basketball is the 2nd and 4th most watched sport on-site and on-screen respectively.

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%



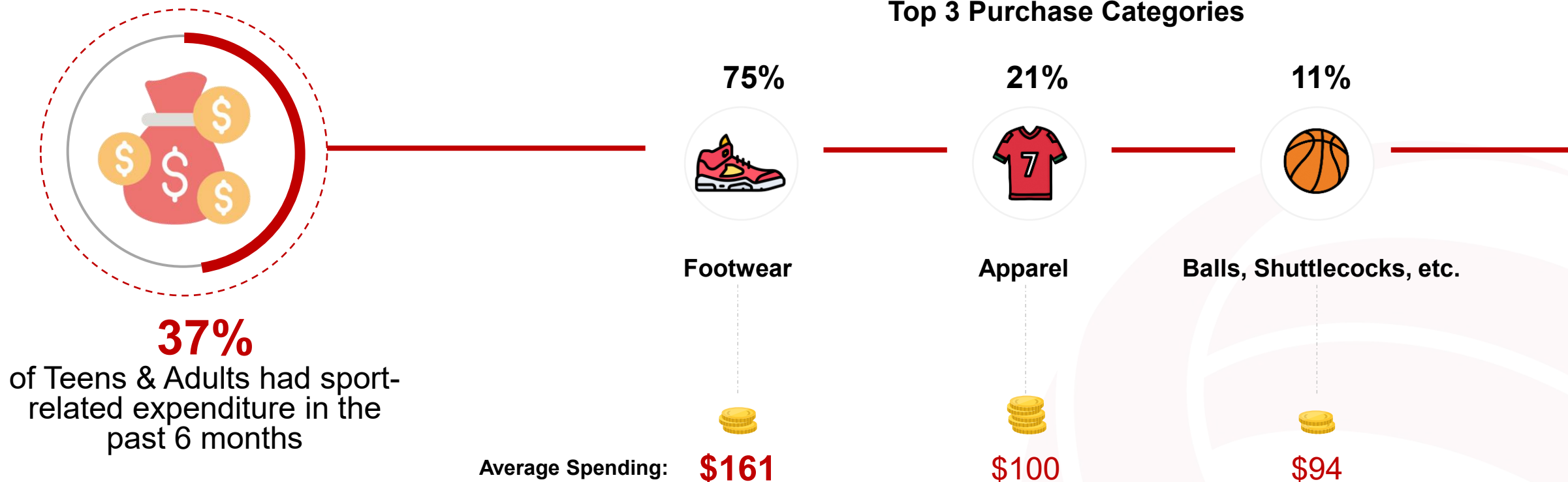
Among Those Who Watched Sports Events On Screen...

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

More than 1 in 3 Basketball participants have spent on sports-related items. Majority spent on footwear, which also had the highest average spend.

Sports-related Expenditure among Basketball Players Aged 13+

Top 3 Purchase Categories



Residents who want to play more Basketball but cannot do so are often held back by a lack of companions and busy work/school schedules.

Interest in Playing Basketball among Residents Aged 13+

71,000 (2%)

non-Basketball players **wanted to participate** in **Basketball** but **could not do so**

Key Barriers to Participation:



23%
Lack of
companions



18%
Busy working
overtime



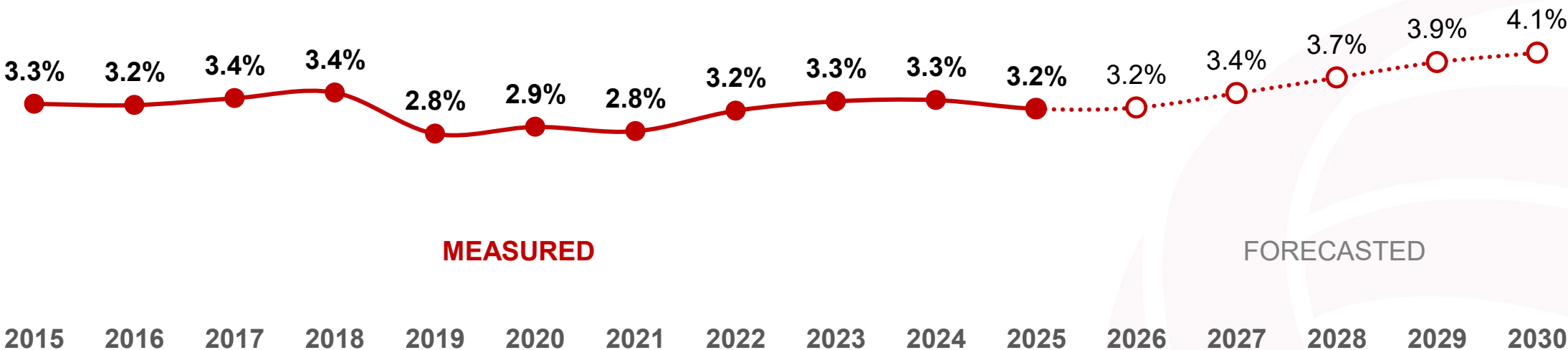
16%
Busy with
schoolwork/
activities

Basketball participation outlook remains positive over the next 5 years, with growth dependent on sustained ecosystem activation

Forecast of Basketball Participation in Singapore

Market size in 2030 (Est): **168,000**

Market Size In 2025: **131,000**



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 0.5p.p above base forecast, reflecting sustained recent trends.
- Data collection for children aged 3 to 12 began in August 2020

Source: NSPS yearly data; SG residents, 3 years old and above

In Summary...

- Basketball is the 4th most participated sport among Singaporeans. It is also the most popular team sport.
- Participation peaks at ages 15-19 years.
- Close to half of those who play Basketball play for 1 to 2 times a week, and most play for up to 2 hours.
- Basketball is the 2nd and 4th most watched sport on-site and on-screen respectively.
- Participation in Basketball is forecast to grow by up to 28% 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.

