

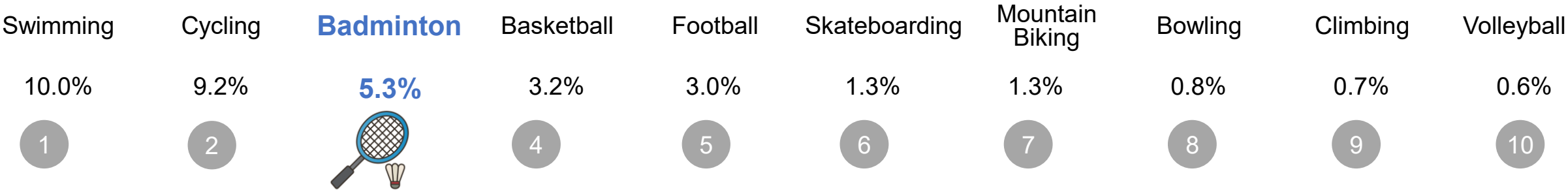
NSPS Sports Reports Series: **Badminton**

Insights based on NSPS data from 2021-2025



Badminton is the 3rd most played sport among Singaporeans.

Cumulated Participation of the Top 10 Sports Among National Population (2021 – 2025)



Market Size of Badminton in Singapore	Cumulative 2021 - 2025	Sex		Race			
		Male	Female	Chinese	Malay	Indian	Others
Badminton Penetration	5.3%	5.8%	4.8%	5.3%	4.3%	7.0%	4.9%
Estimated Badminton Participants	218,000	117,000	101,000	162,000	24,000	26,000	7,000

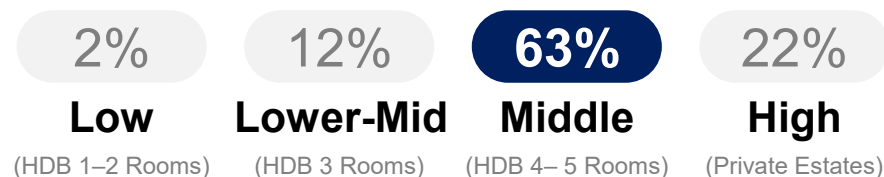
Badminton participants were predominantly Male, Chinese, and those from Middle SES households.

Profiling Badminton Participants

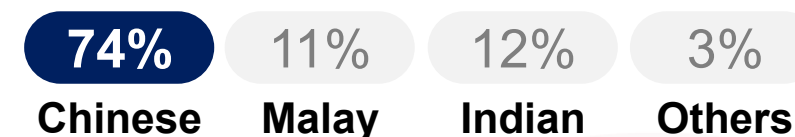
Sex



Socio-Economic Status

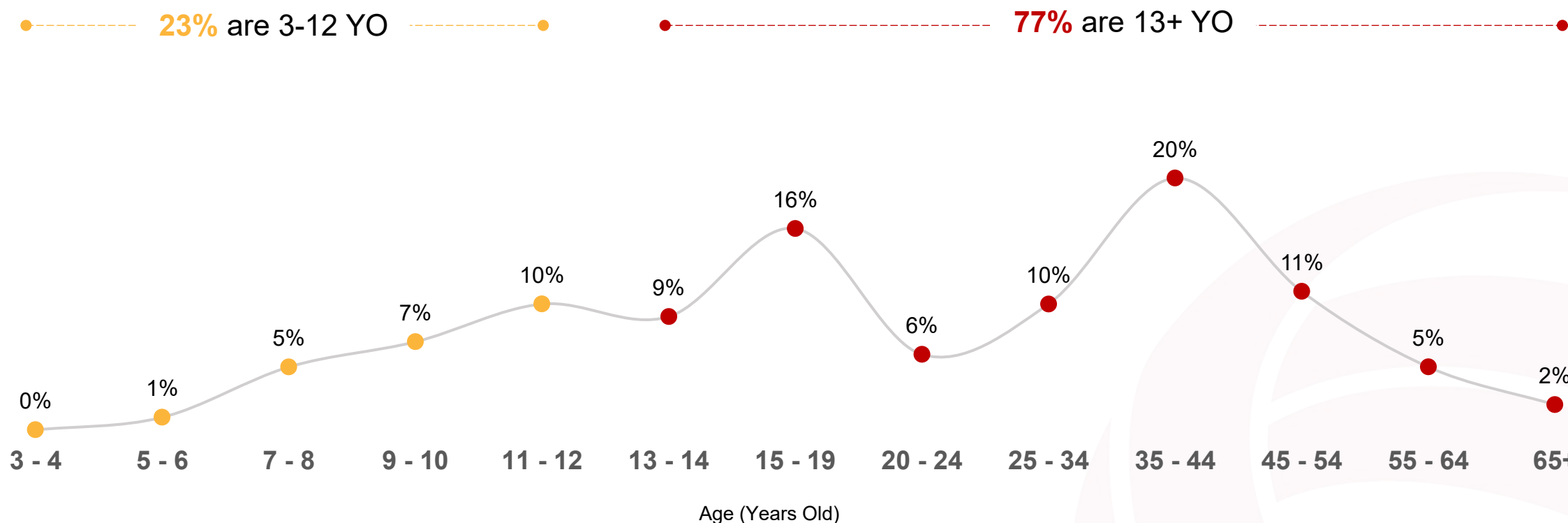


Race



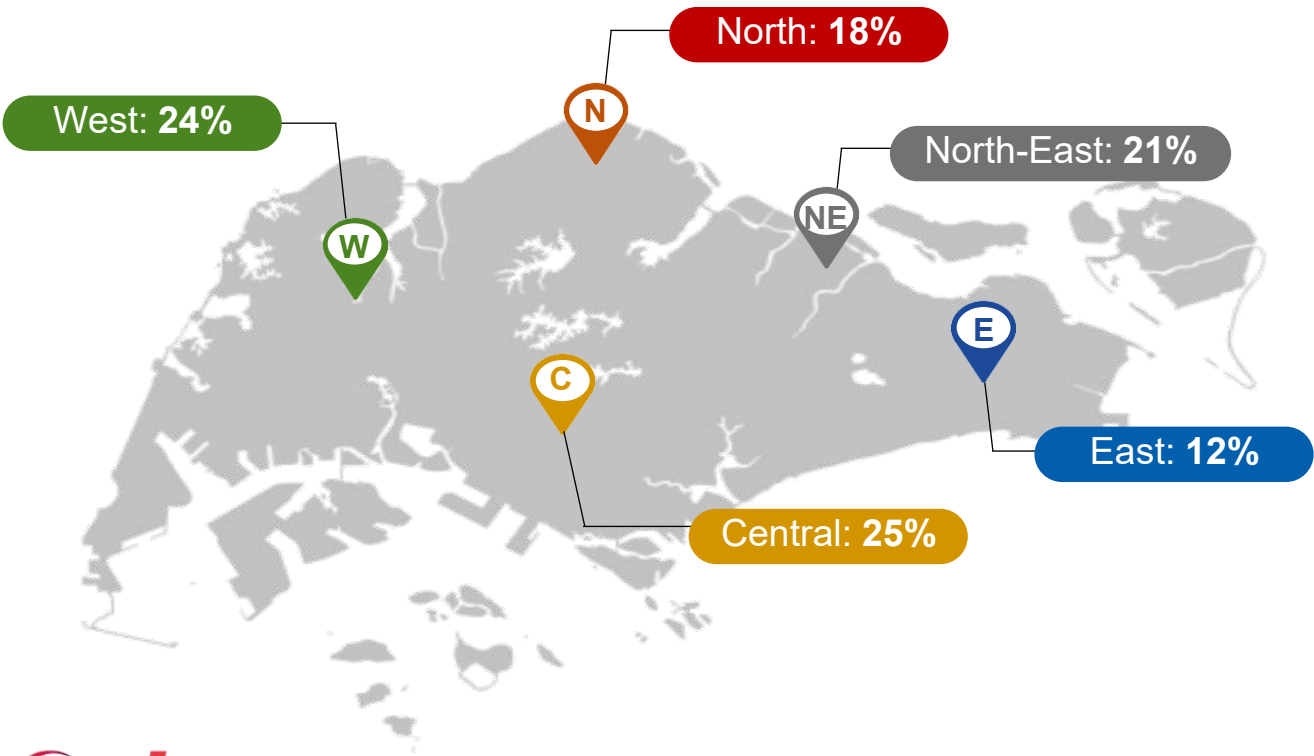
Badminton participation peaks around ages 15-19 and tapers off before peaking again among adults aged 35-44 years.

Age Profile of Badminton Participants



More Badminton participants were from the Central and Western regions, with Choa Chu Kang noting the highest participation rate among all estates.

Badminton Participation by Region

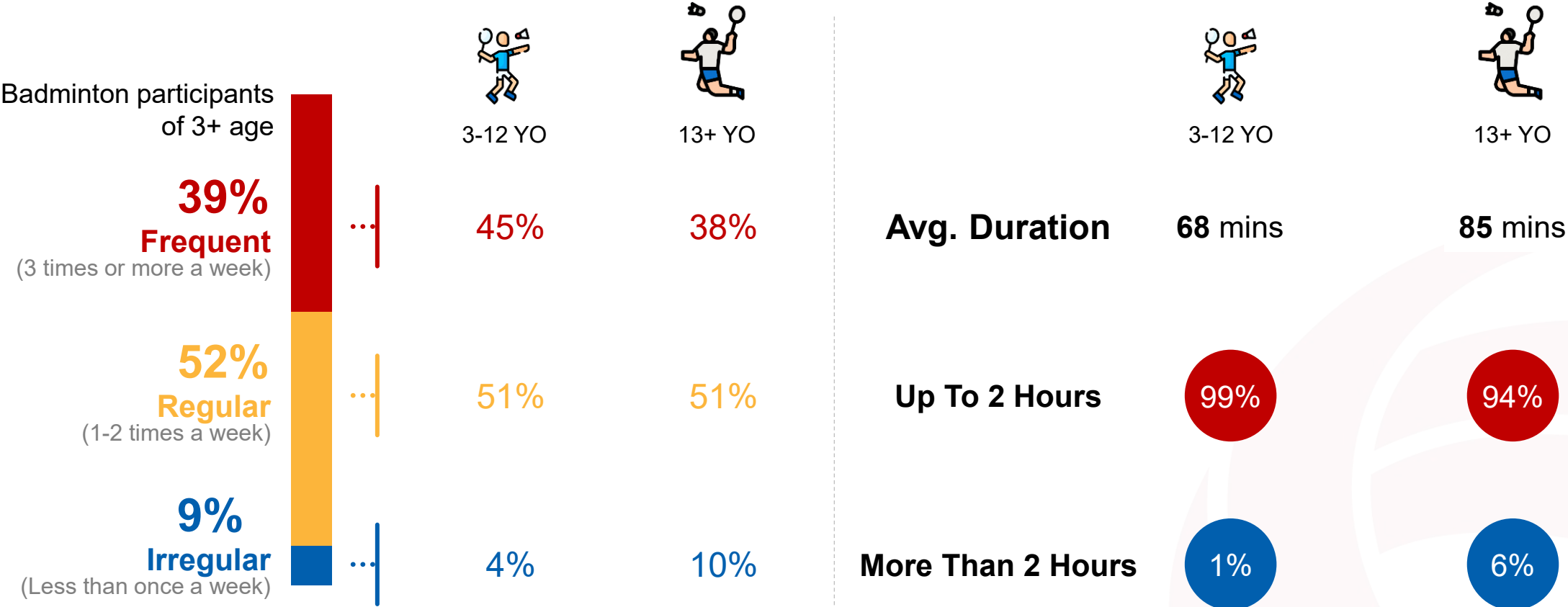


Top 10 Estates

Choa Chu Kang	10%
Tampines	8%
Serangoon	7%
Woodlands	7%
Sembawang	6%
Jurong West	6%
Ang Mo Kio	5%
Yishun	4%
Hougang	4%
Bukit Batok	4%

2 in 5 Badminton participants play at least 3 times a week, with a majority playing the game for up to 2 hours.

Frequency and Duration of Badminton Plays



The next popular physical activity among Badminton participants is Jogging/Running.

Other top Sports/Exercises among Badminton participants



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

Jogging/Running **37%**

Swimming **33%**

Cycling **33%**

Play at the playground **29%**

Walking/Brisk Walking **29%**



Among **13+ YO...**

Jogging/Running **41%**

Walking/Brisk Walking **33%**

Cycling **20%**

Swimming **18%**

Calisthenics **14%**

A higher proportion of 3- to 12-year-old Badminton participants cycle and swim, compared to those aged 13 and above

School and ActiveSG/SportSG facilities are the top venues for Badminton.

Top Facility Choices for Badminton



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

School Facilities	55%
HDB Fitness Corners	34%
ActiveSG/Sport Singapore Facilities/Sports Centres	13%
Parks or Beaches	11%
Free Facilities in Community Centres	6%



Among **13+ YO...**

ActiveSG/Sport Singapore Facilities/Sports Centres	30%
School Facilities	28%
HDB Fitness Corners	27%
Free Facilities in Community Centres	9%
Parks or Beaches	8%

Badminton is the third most watched sport on-site and 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%

Close to half of Badminton participants have spent on sport-related items. A majority spent on footwear, which also had the highest average spend.

Sports-related Expenditure among Badminton Players Aged 13+

Top 3 Purchase Categories



People who want to play more Badminton but cannot do so are often held back by a lack of companions and work or family commitments.

Interest in Playing Badminton among Residents Aged 13+

142,000 (4%)

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

Key Barriers to Participation:



21%
Lack of
companions



20%
Busy
working
overtime



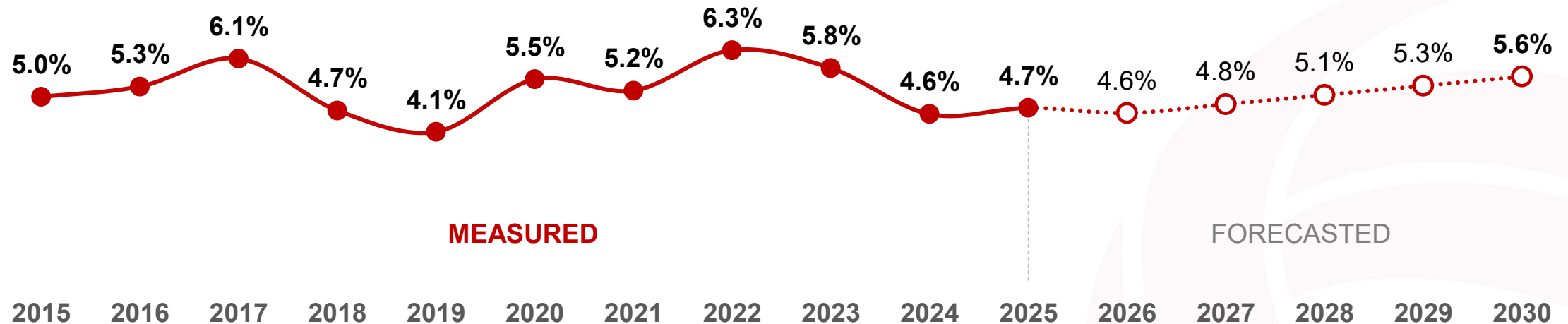
18%
Family
commitments

Badminton participation is forecast to grow steadily in the next 5 years.

Forecast of Badminton Participation in Singapore

Market size in 2030 (Est): **229,000**

Market Size In 2025: **194,000**



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

In Summary...

- Badminton is the third most popular sport among Singaporeans.
- 2 in 5 Badminton players engage in the sport at least three times a week, with most sessions lasting up to two hours.
- Badminton participation reaches its highest point among teens aged 15-19, declines afterward, and then experiences another peak among adults aged 35-44.
- Participation trend for Badminton points to a growth of up to 18% 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.

