

SPORT & EXERCISE PARTICIPATION OF NON-RESIDENTS 2024

Findings of a pilot study on sport/exercise participation among Singapore's non-resident population to complement NSPS insights for Singapore residents (Citizens and PRs)

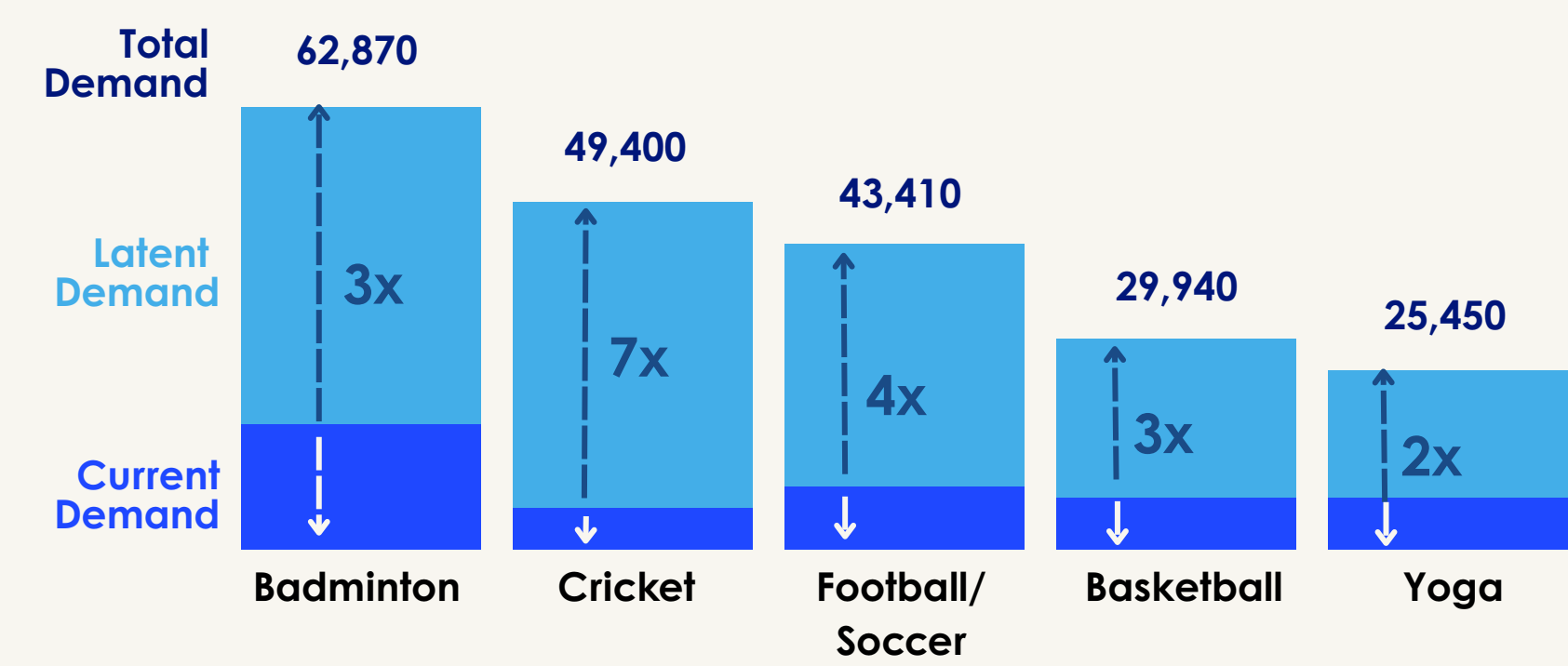
PARTICIPATION FREQUENCY

Close to a quarter of the non-resident population participate in sport/exercise at least once a week. Participation was higher (31%) among EP and S-Pass holders. Walking stands out as the top activity.



GROWTH POTENTIAL

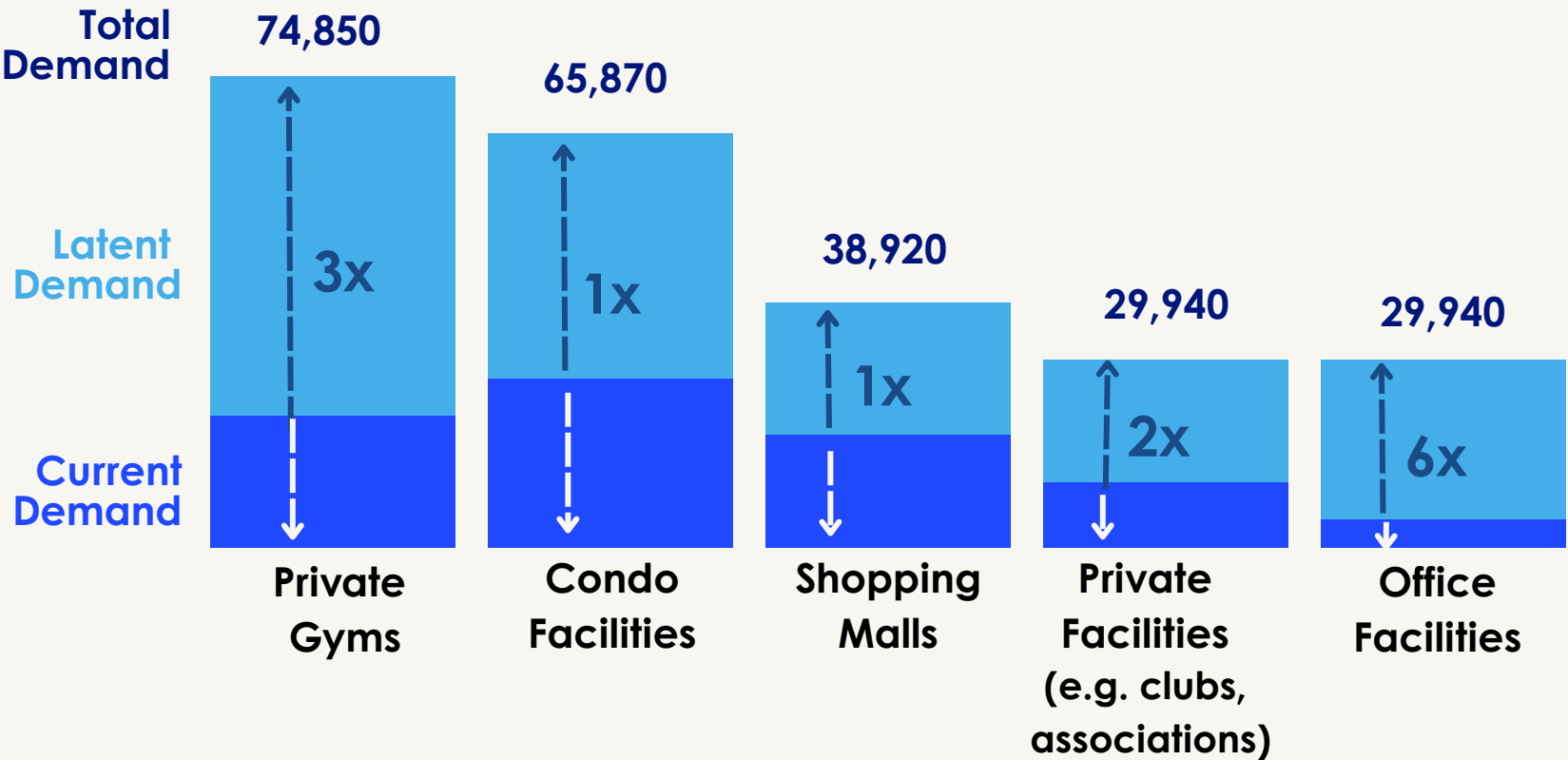
SPORT & EXERCISE



Cricket shows significant growth potential, where its **latent demand is 7 times its current** participant base. Football, Basketball and Badminton are other sports with **high growth potential**.

FACILITIES & VENUES

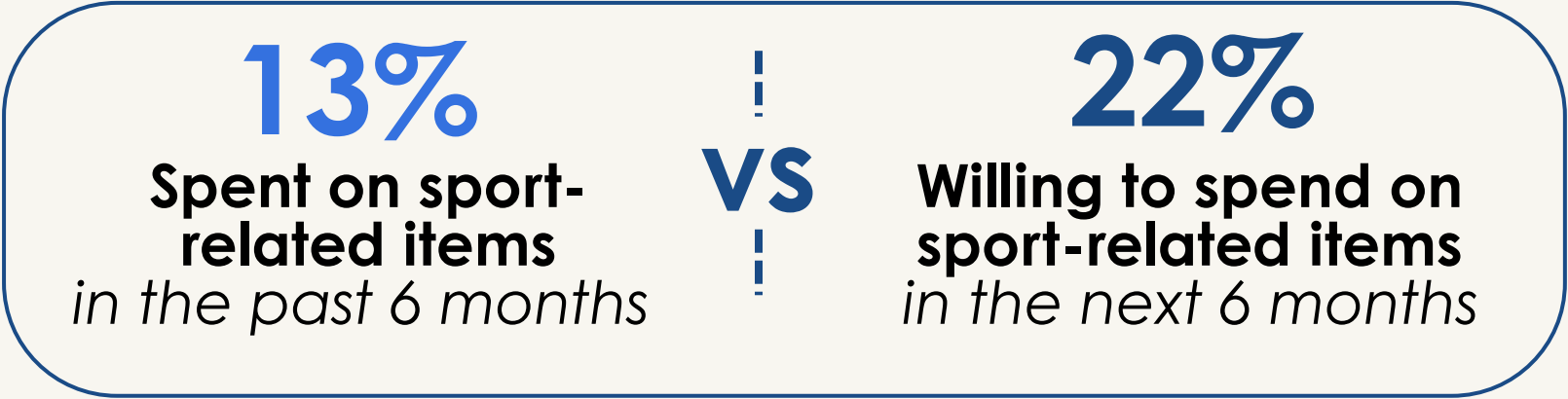
Based on latent demand, **private gyms** show **3x growth potential** in demand. Company facilities, although not a top venue, also show high latent demand.



Latent Demand: Refers to people who expressed interest to participate in sport/exercise regularly or use certain facilities more often
Current Demand: Refers to people who are already participating in sport/exercise regularly or already using said facilities
Total Demand: Current Demand + Latent Demand

SPORT-RELATED EXPENDITURE

Non-residents primarily spend on footwear/apparel and sports/fitness equipment.



Footwear or Apparel
\$104 | **\$96**
(\$15.5M)



Fitness Equipment
\$83 | **\$88**
(\$3.4M)



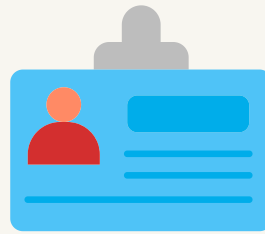
Sports Equipment
\$138 | **\$224**
(\$9.6M)



Sports Nutrition
\$123 | **\$93**
(\$3.3M)



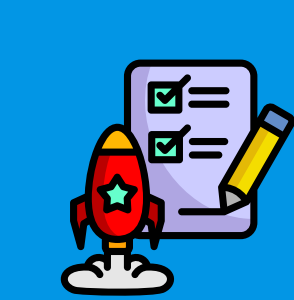
Watching Sports Events on Screen
\$24 | **\$69**
(\$1.1M)



Programme/Class/ Membership Fees
\$281 | **\$105**
(\$0.7M)

(Estimated Market Size)

*The market size was derived by using the proportion of non-residents willing to spend on specific items, multiplied by their average expected spend and extrapolated to the non-resident population in Singapore.
Note: Sample bases are low; analyse with caution.



About this Study

This pilot study was conducted among the non-resident working population (1.5m) of Singapore. A total of 1,000 respondents, proportionally distributed across 5 key Work Pass types based on Ministry of Manpower (MOM) data, were surveyed through street intercepts in the final quarter of 2024.

Please contact SPORT_Research@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.

