Deloitte.

Let’s Play! 2024
The esports market

April 2025

Contents

Preface

Dear Readers,

We welcome you to the latest edition of 'Let's Play!', Deloitte's esports market report. This report is focused on Southeast Asia (SEA), one of the most dynamic and fast-growing esports regions globally. As esports continues to evolve from a niche interest to a mainstream digital entertainment industry, SEA stands out for its high audience reach, mobile-first ecosystem and deep integration with digital culture.

This report unpacks SEA's unique digital-first consumption habits, its openness to advertising and brand engagement and the ongoing challenge of direct consumer monetisation. We also explore how esports in the region compares with traditional sports, the role of gaming in shaping the industry, and emerging opportunities for brands, leagues and publishers to drive deeper fan engagement.

To capture these insights, Deloitte conducted an extensive consumer survey across Southeast Asia, collecting data on how esports is shaping entertainment consumption, digital spending behaviours and community-building across multiple markets. As SEA's esports industry continues to mature, understanding these evolving trends will be key for companies looking to navigate and capitalise on this high-growth space.

We trust you will find reading this report valuable.

Sincerely,

James Walton
SEA Sports Business Group

Representative survey among **~14,000 participants globally,** including **~8,000 in Europe** (age 16-65)

20 global markets, including 6 in Southeast Asia[1]

Focus of this report

Key Takeaways

While esports continue to gain recognition in a wider population, capitalising fully on these expanded touchpoints remains a challenge for the sector's stakeholders

Southeast Asia (SEA) context

SEA boasts **one of the highest esports reach globally**, with Vietnam and Malaysia leading the charge. However, **conversion to regular viewership** shows a **significant drop-off,** with only a fraction of those engaged becoming consistent viewers.

SEA is a **diverse region** with **vastly different esports engagement** and **monetisation potential** across countries. Vietnam and Malaysia lead in regular viewership, while Thailand and Singapore struggle with retention.

SEA remains a **mobile-first gaming region**, shaping how esports content is consumed. Mobile accounts **for nearly 55% of all gaming hours spent in SEA**, making it the dominant platform for both playing and watching esports.

Esports is **increasingly on par with traditional sports** in SEA, particularly among **younger audiences**. With digital-first entertainment preferences rising, esports continues to establish itself as a mainstream entertainment option in the region.

Global context

The esports audience consists of a **disproportionately** high share of **male** and **young** people versus the overall sample. Equally, this holds **compared to video gamers and traditional sports fans**

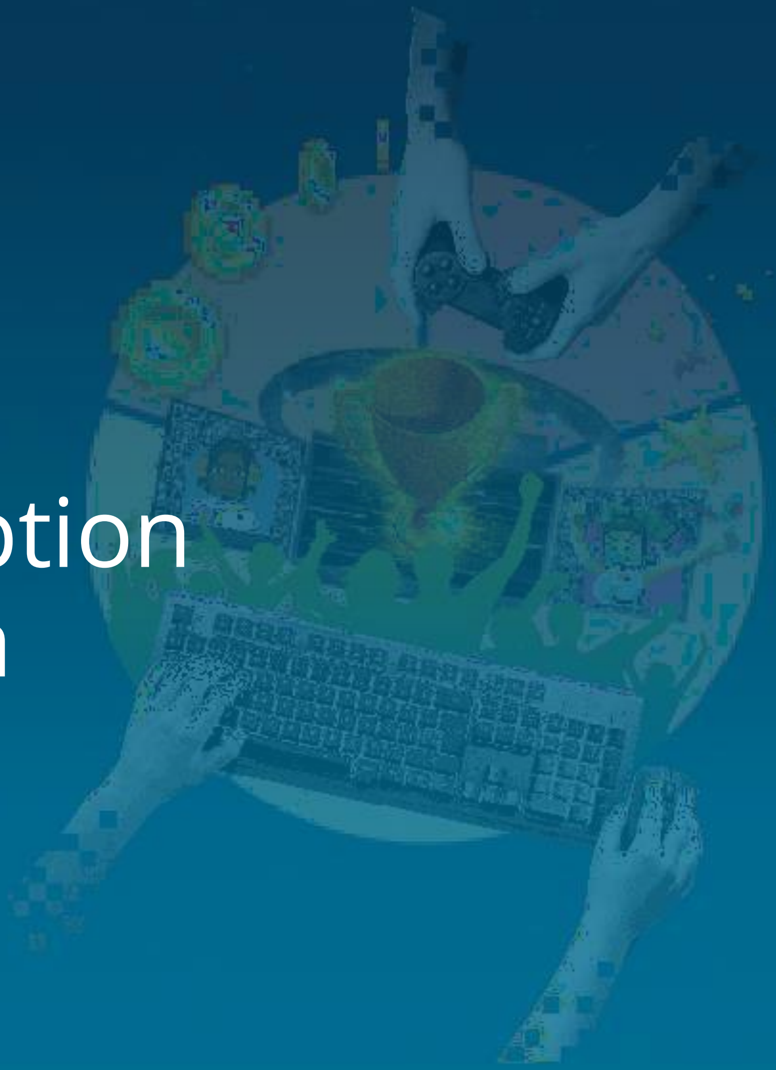
Hence, esports viewers can be considered a **narrow** – and typically highly sought-after – **target group**, indicating **opportunities for activation** by commercial companies

In line with M&A activity across a range of sectors, **transaction frequency in esports normalised in the changed economic environment** since the end of the COVID-19 pandemic

Globally, consumer engagement varies greatly between regional contexts. Across regions, **Southeast Asia** and the **Middle East** show the **highest share of active esports viewers**

01

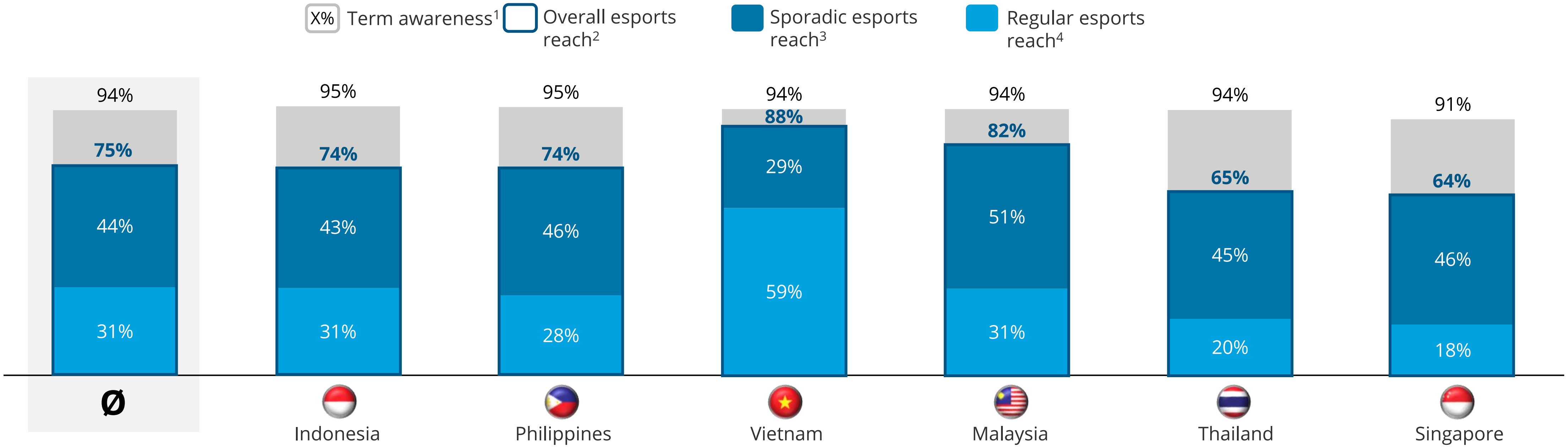
Esports consumption in Southeast Asia



Esports consumption in Southeast Asia – Consumer engagement maturity

Vietnam is the most active esports market in SEA. Markets like Indonesia, Malaysia and Philippines have high awareness but struggle with conversion into regular viewership. Singapore lags in regular engagement, signalling potential difficulties in sustaining esports as a mainstream entertainment option.

Fig. 2 – Esports term awareness and audience conversion
by country



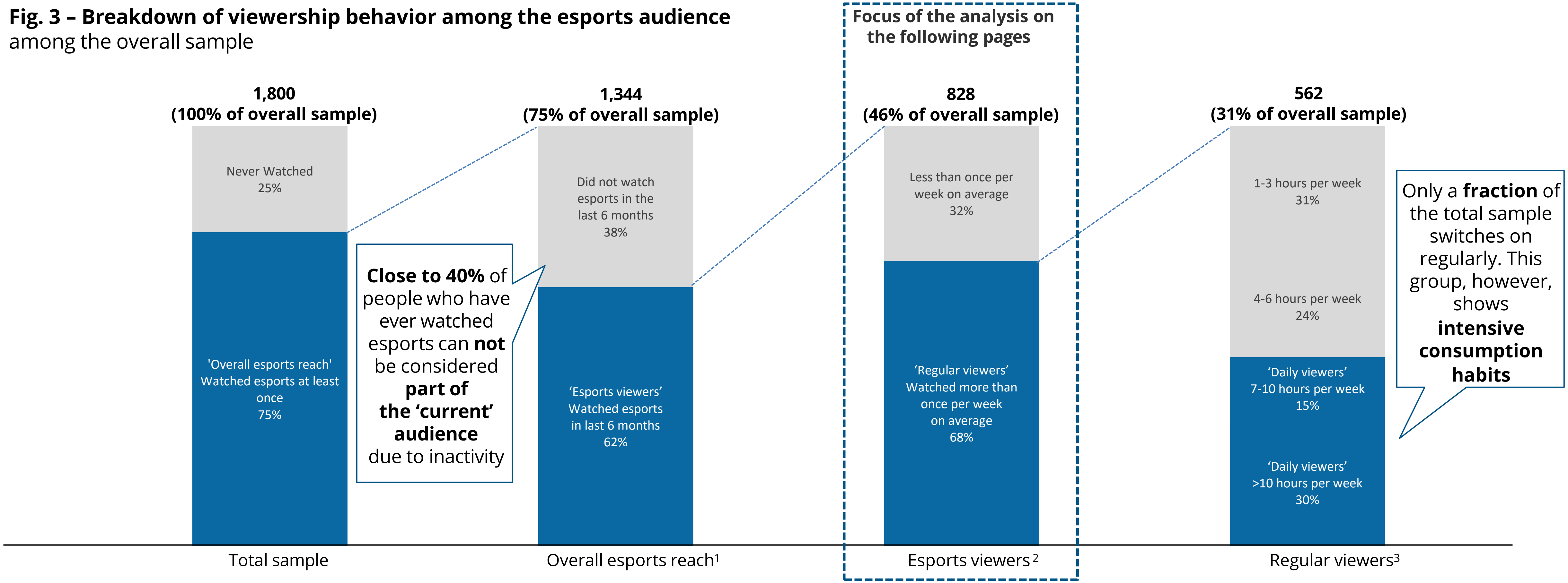
Conversion rate	Ø	Indonesia	Philippines	Vietnam	Malaysia	Thailand	Singapore
Overall reach as % of aware population	79%	78%	78%	94%	87%	70%	71%
Regular reach as % of overall reach	42%	42%	38%	67%	38%	31%	28%

Notes: 1) Share of respondents who know the term 'esports,' independent of the ability to define the term correctly. 2) Share of respondents who have watched professional esports content at least once in the past. 3) Share of respondents who have watched professional esports content at least once in the past but are no regular viewers. 4) Share of respondents who have watched professional esports content at least once per week in the last six months.
Source: Deloitte analysis

Esports consumption in Southeast Asia – Consumer engagement maturity

There is a significant drop-off rate: even though 75% have watched esports, only 32% remain engaged regularly. About half of regular viewers are very engaged, watching 7+ hours per week. The challenge for brands and tournament organisers is converting sporadic viewers into regular viewers.

Fig. 3 – Breakdown of viewership behavior among the esports audience
among the overall sample



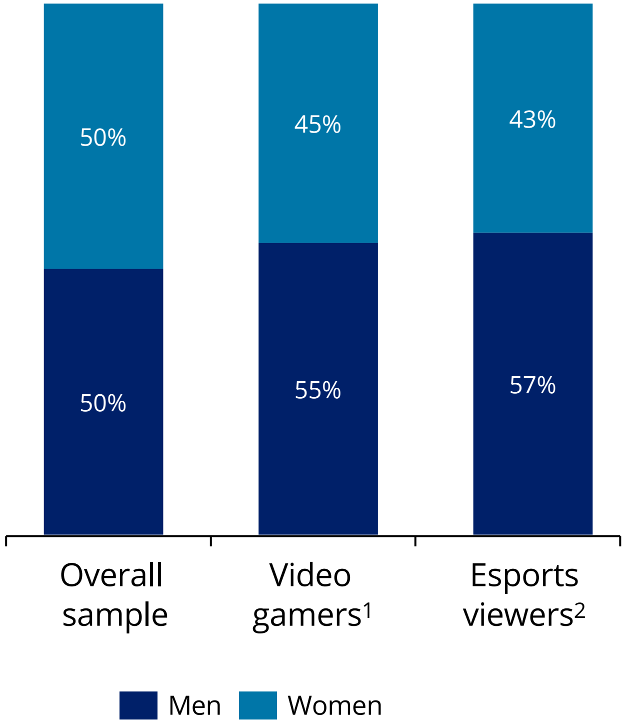
Notes: 1) Share of respondents who have watched professional esports content at least once in the past. 2) Share of respondents who have watched professional esports content at least once in the last six months. 3) Share of respondents who have watched professional esports content at least once per week in the last six months.
Source: Deloitte analysis

01 | Esports consumption in Southeast Asia – Audience demographics (1/2)

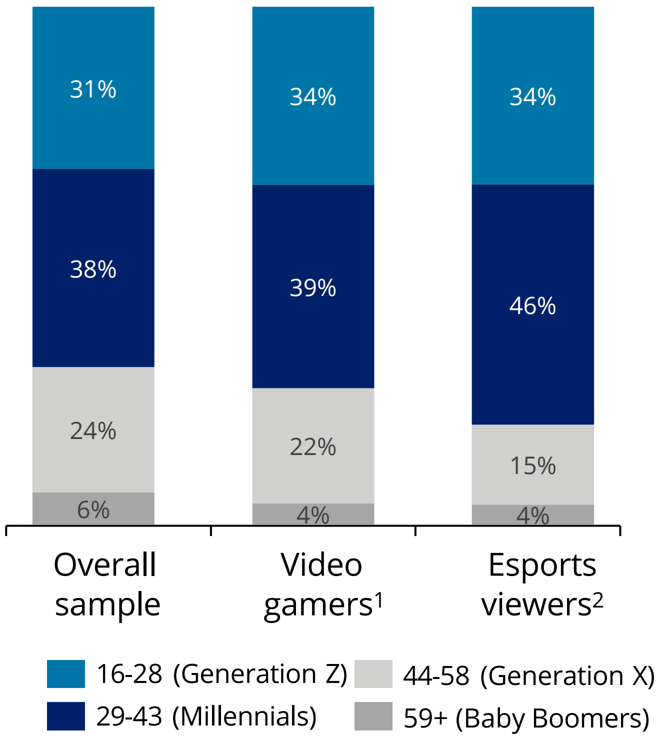
Esports remains a male-dominated industry, but not overwhelmingly so. Women still make up 43% of the audience, indicating potential for growth in female viewership. Compared to video gaming, esports has a slightly higher male concentration.

Fig. 4 – Demographic breakdown of the esports audience
compared to video gamers and the overall sample

Gender distribution



Age distribution



Esports is heavily concentrated among younger audiences (81% are millennials and Gen Z)

The esports audience is younger than the general population and even younger than general video gamers.

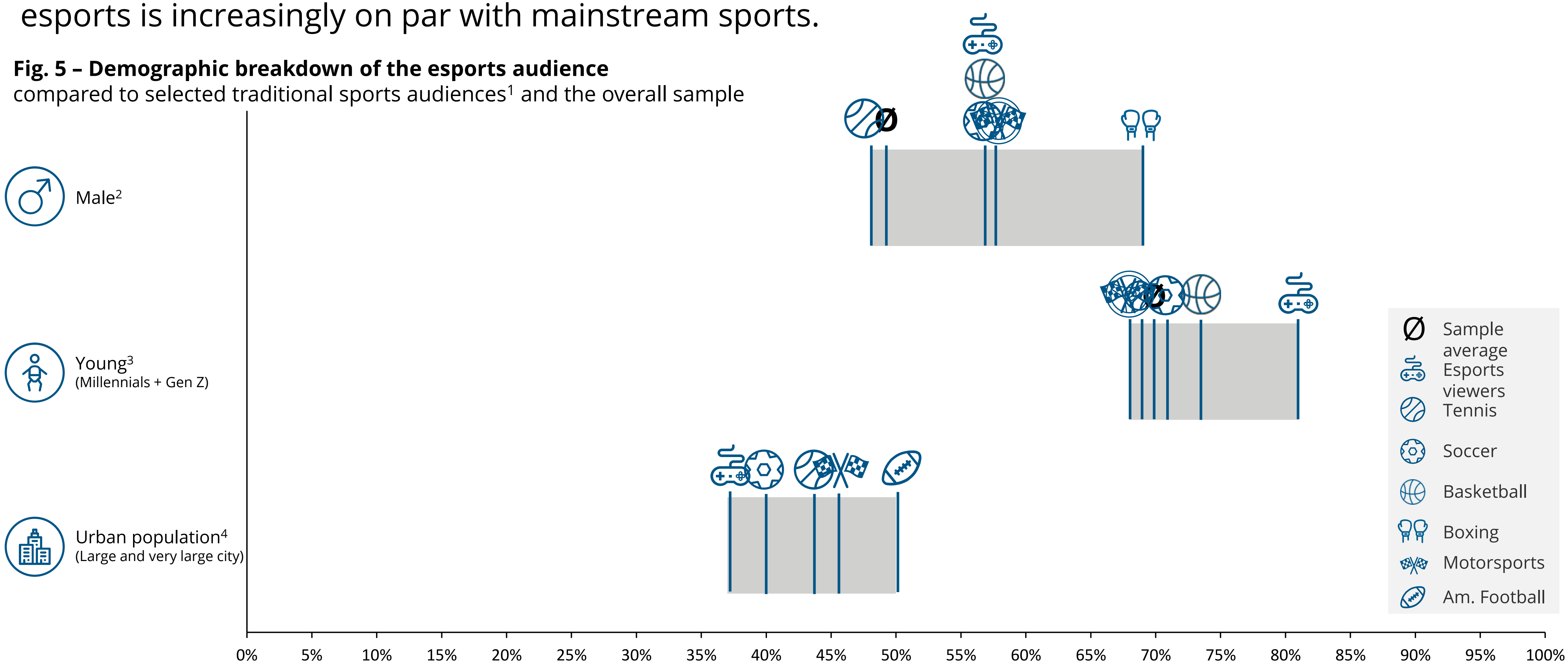
Engagement decreases with age, meaning the industry must sustain Gen Z and millennials while finding ways to engage older demographics.

Notes: 1) Refers to respondents who engaged in video gaming in the last 6 months before the survey period. 2) Refers to respondents who have followed esports in the last 6 months before the survey period.
Source: Deloitte analysis

01 | Esports consumption in Southeast Asia – Audience demographics (2/2)

Esports has comparable male viewership to motorsports, basketball and soccer. Esports has one of the youngest audiences, surpassing motorsports, basketball and soccer. This trend signifies that esports is increasingly on par with mainstream sports.

Fig. 5 – Demographic breakdown of the esports audience
compared to selected traditional sports audiences[1] and the overall sample

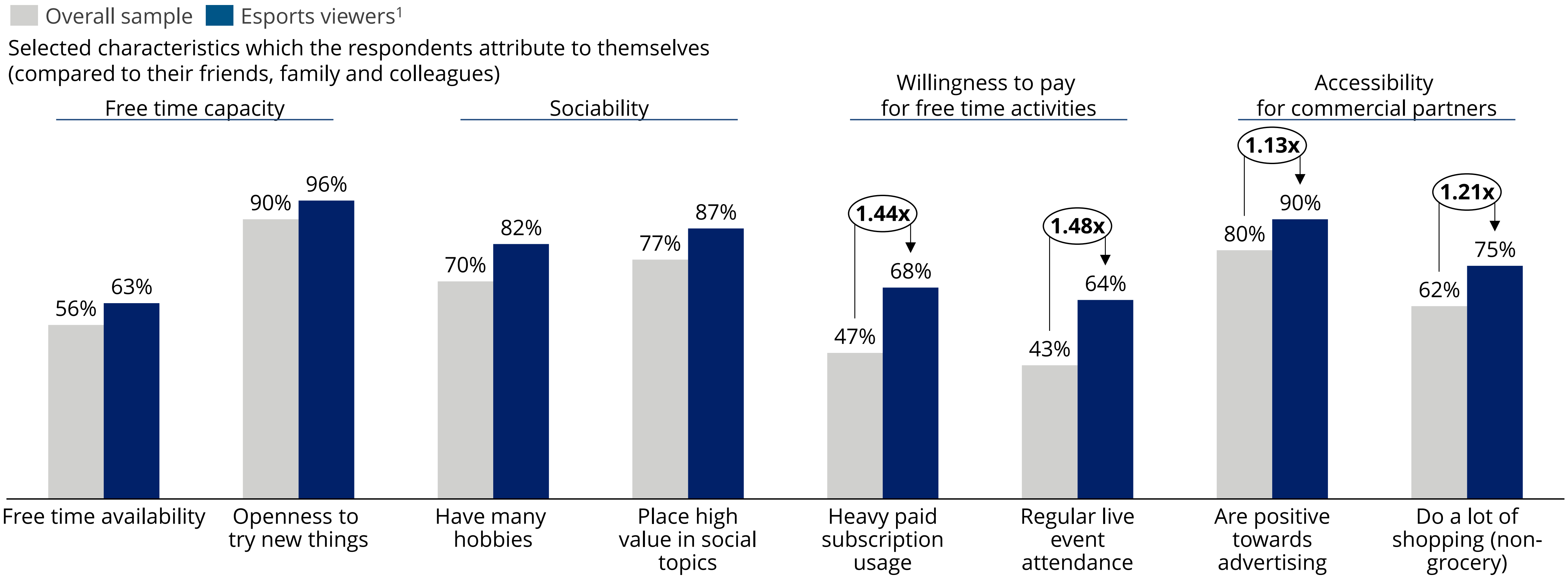


Notes: 1) Refers to respondents who have followed one of 20 selected sports in the last 6 months before the survey period. 2) Share of respective audience group that is male. 3) Share of respective audience group that belongs to Gen Z or the Millennial generation. 4) Share of the respective audience group living in a >100k city.
Source: Deloitte analysis

01 | Esports consumption in Southeast Asia – Engagement and interaction (1/3)

Esports viewers in SEA are more willing to pay for free-time activities and are highly open to new experiences. This gives opportunities for commercial partners to innovate and try new ideas to attract them. However, the challenge will be to capture their attention as esports viewers also show more propensity to have many hobbies.

Fig. 6 – Distribution of selected characteristics among esports viewers

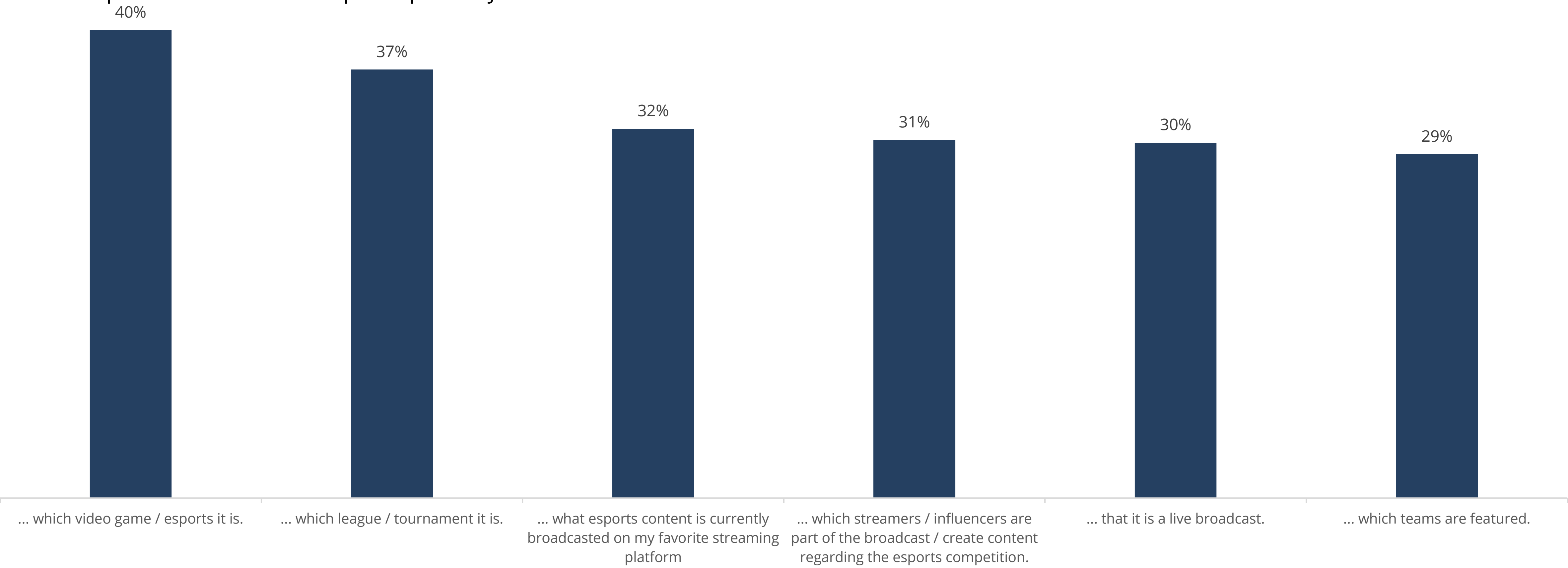


Note: 1) Refers to respondents who have followed esports in the last 6 months before the survey period.
Source: Deloitte analysis

01 | Esports consumption in Southeast Asia – Engagement and interaction (2/3)

Game publishers/tournament organisers need to build strong brand equity around esports leagues. Streamers and influencers have a significant impact on audience engagement. Streaming availability on the right platform plays a major role as fans consume what is easy to access

Fig. 7 – Reasons for esports content selection[1]
"What esports content I watch depends primarily on…"



Note: 1) Refers to respondents who have followed esports in the last 6 months before the survey period.
Source: Deloitte analysis

01 | Esports consumption in Southeast Asia – Engagement and interaction (3/3)

Esports viewers engage more with social media than the general population. X, Discord and Reddit sees fans comparatively more engaged than the general population. SEA audiences are not as Twitch-reliant as Western markets for esports consumption. The mobile-first nature of SEA explains YouTube and Facebook Gaming's strong numbers.

Fig. 8 – Most important access points for esports consumption
Share of esports viewers using selected platforms/channels for accessing esports content[1]

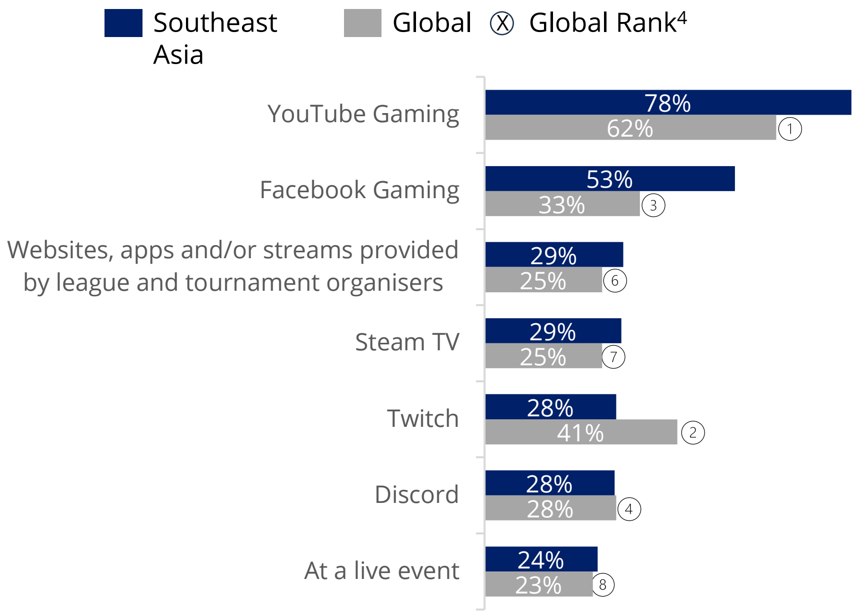
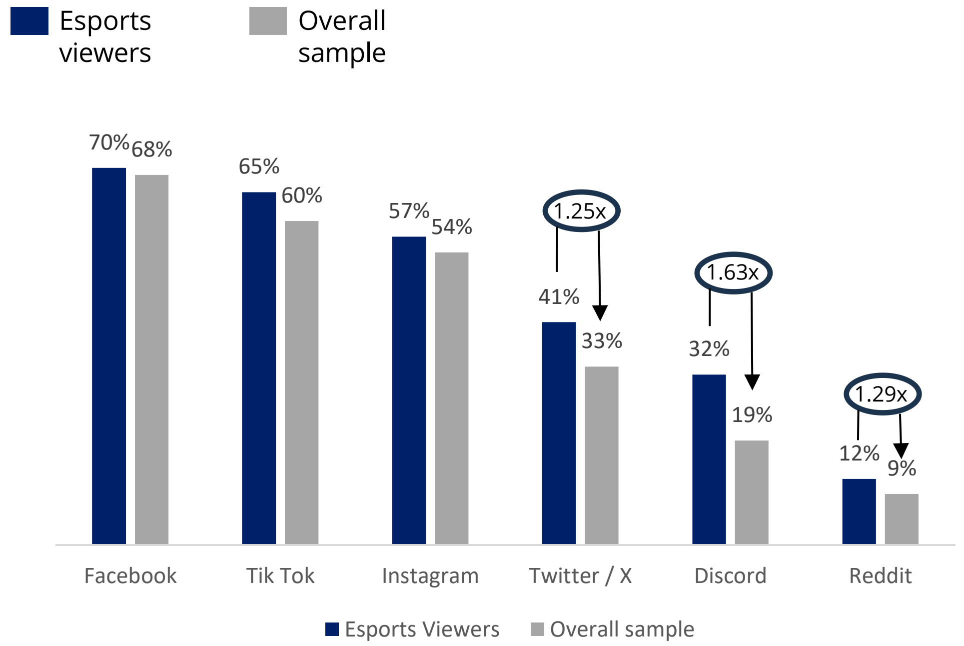


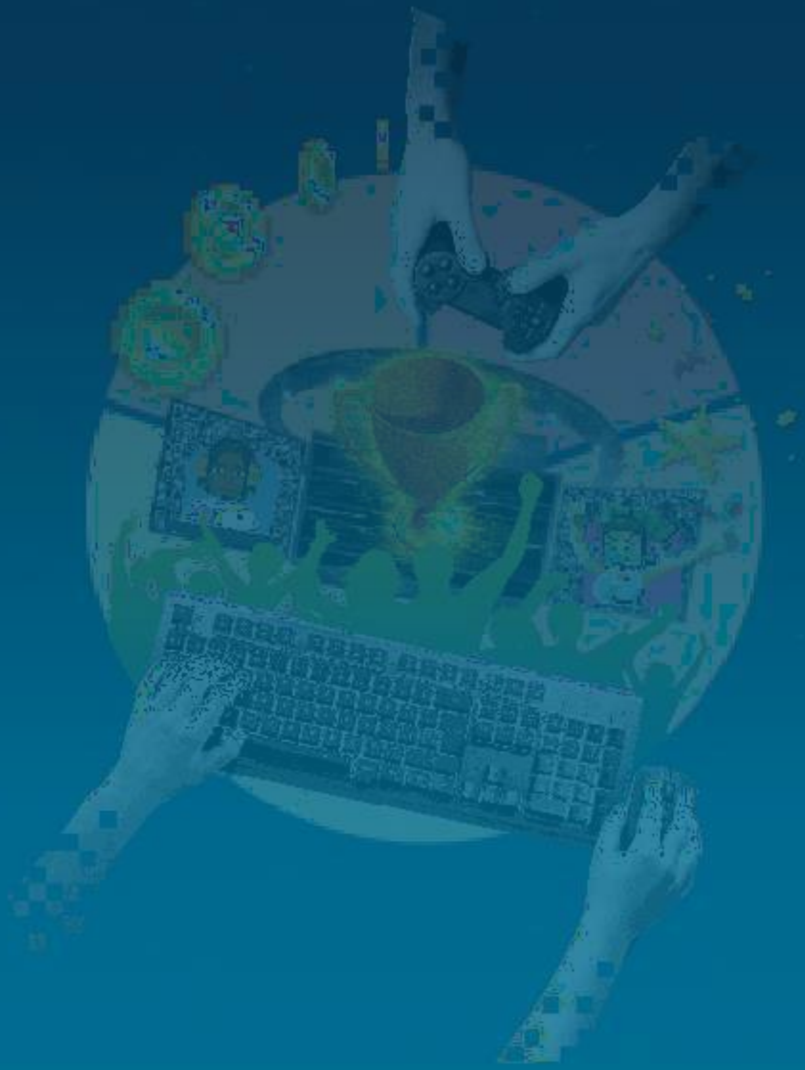
Fig. 9 – Usage of selected social media platforms[2]
Esports viewers[3] vs. overall sample



Notes: 1) Respondents who have watched esports content in the last six months were asked to indicate through which channels/platforms they have accessed content on esports competitions in the last 6 months - participants were asked to select from a list of 13 different options. 2) Respondents were asked to name the social media channels they have used in the last 6 months - participants were asked to select from a list of 7 different options. 3) Refers to respondents who have followed esports in the last 6 months before the survey period. 4) The number within the circle represents the rank of each access point for esports consumption in the global sample.
Source: Deloitte analysis

02

Special focus: SEA country-specific esports snapshots

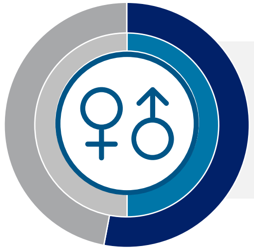


Southeast Asia esports snapshots – Country profiles (1/6)

Vietnam

Demographics

Esports viewers (outer circle) vs. overall sample (inner circle)

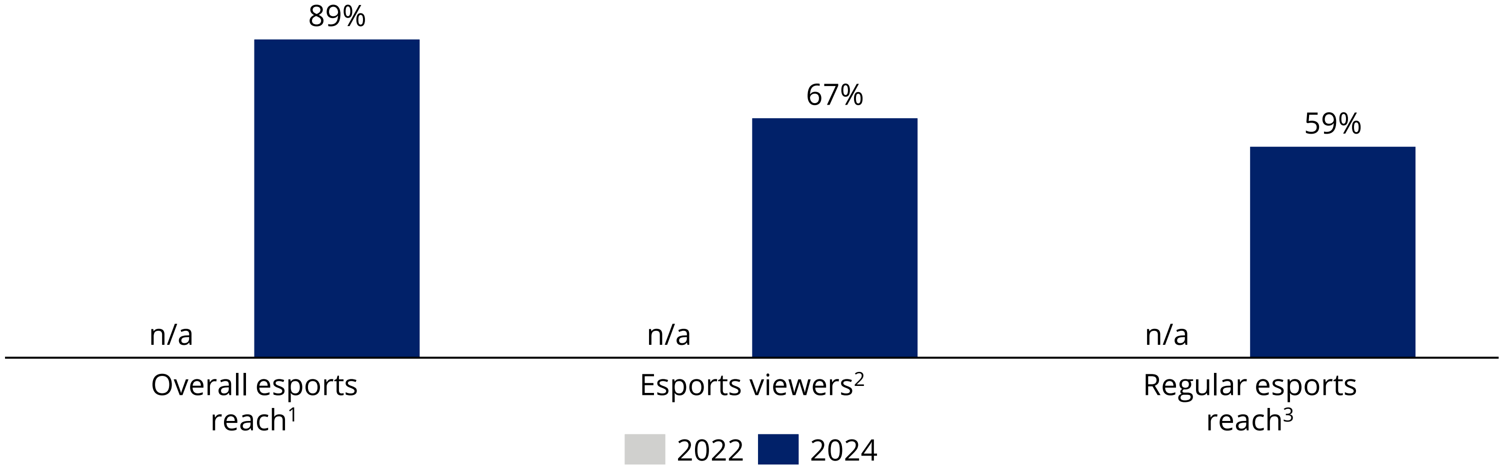


53% of esports viewers are male, compared to 50% in the overall sample

85% of esports viewers count as Generation Z or Millennials, compared to 84% in the overall sample

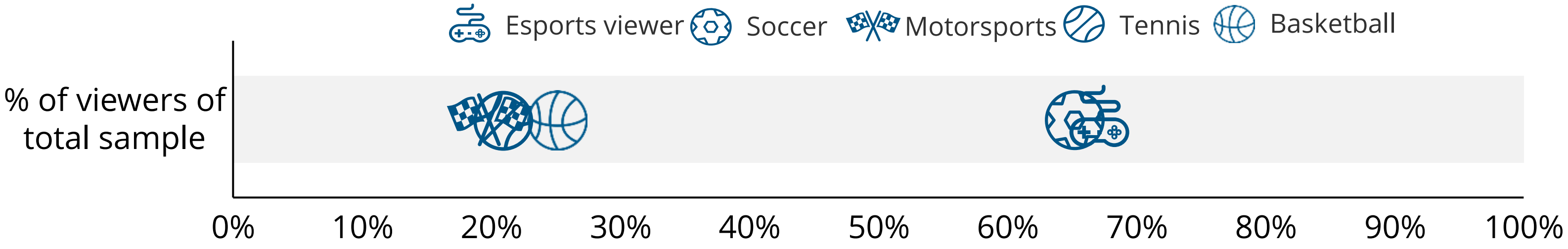
17% of esports viewers are from larger cities (>100k), compared to 15% in the overall sample

Esports engagement over the years



Size of the esports audience within the overall sample

compared to selected traditional sports audiences[4]



Notes: 1) Share of respondents who have watched professional esports content at least once in the past. 2) Share of respondents who have watched professional esports content in the last six months. 3) Share of respondents who have watched professional esports content at least once per week in the last six months. 4) Refers to respondents who have followed one of 20 selected sports in the last 6 months before the survey period.

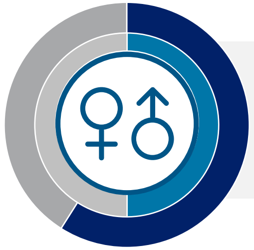
Source: Deloitte analysis

Southeast Asia esports snapshots – Country profiles (2/6)

Thailand

Demographics

Esports viewers (outer circle) vs. overall sample (inner circle)

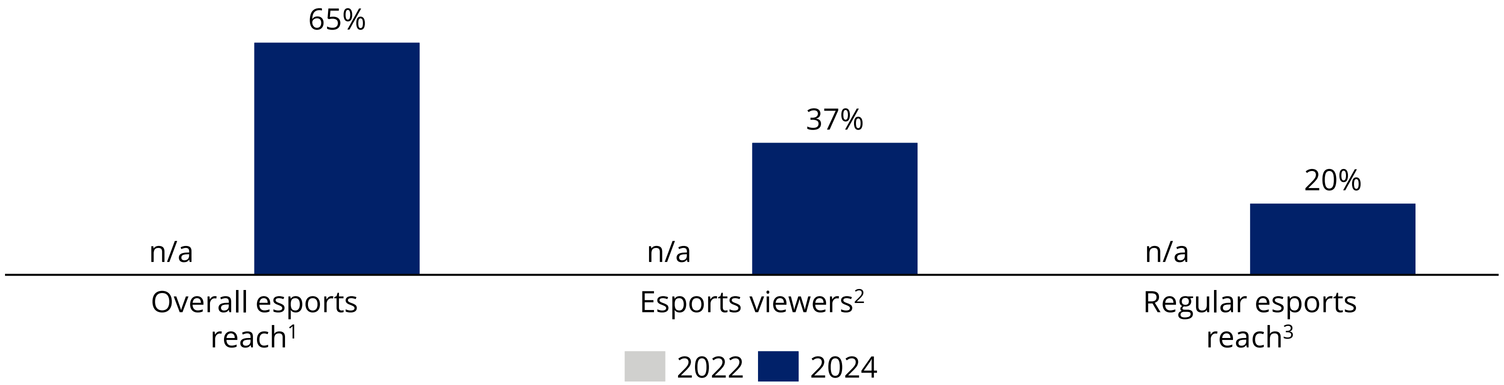


59% of esports viewers are male, compared to 50% in the overall sample

73% of esports viewers count as Generation Z or Millennials, compared to 64% in the overall sample

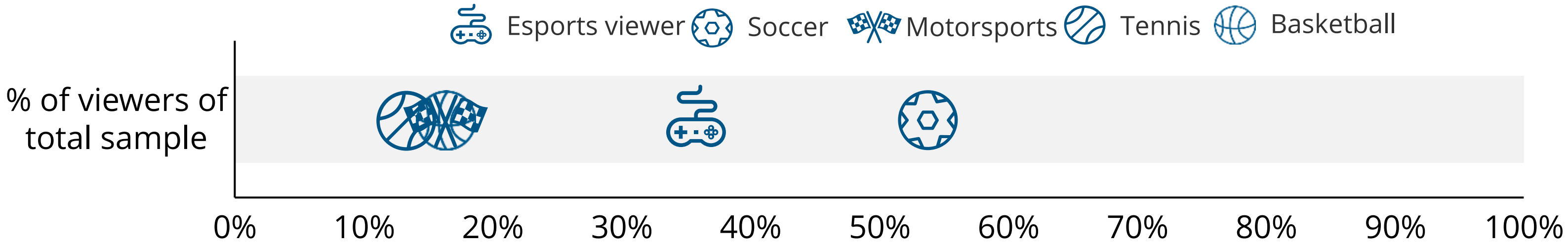
23% of esports viewers are from larger cities (>100k), compared to 19% in the overall sample

Esports engagement over the years



Size of the esports audience within the overall sample

compared to selected traditional sports audiences[4]



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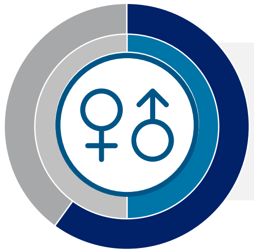
Source: Deloitte analysis

Southeast Asia esports snapshots – Country profiles (3/6)

Philippines

Demographics

Esports viewers (outer circle) vs. overall sample (inner circle)

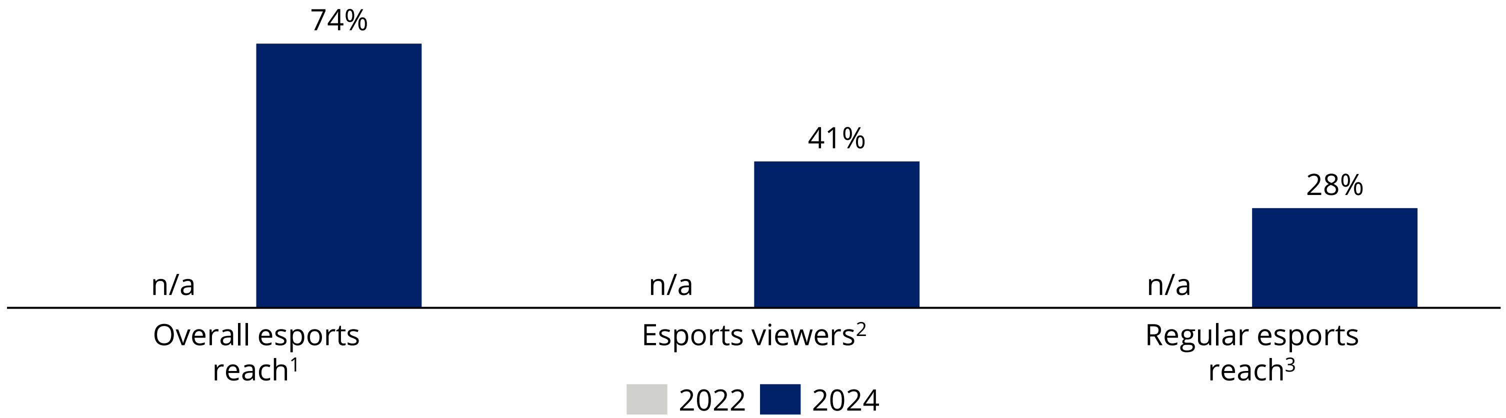


60% of esports viewers are male, compared to 50% in the overall sample

82% of esports viewers count as Generation Z or Millennials, compared to 72% in the overall sample

32% of esports viewers are from larger cities (>100k), compared to 25% in the overall sample

Esports engagement over the years



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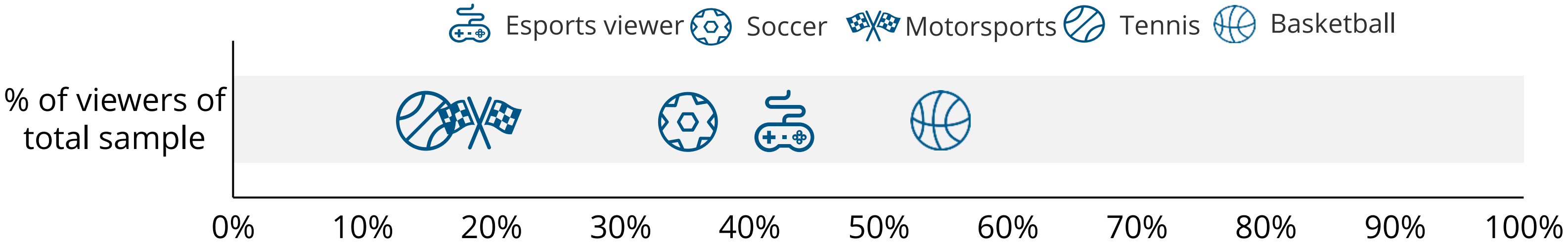

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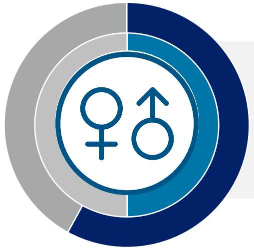
Source: Deloitte analysis

Southeast Asia esports snapshots – Country profiles (4/6)

Malaysia

Demographics

Esports viewers (outer circle) vs. overall sample (inner circle)

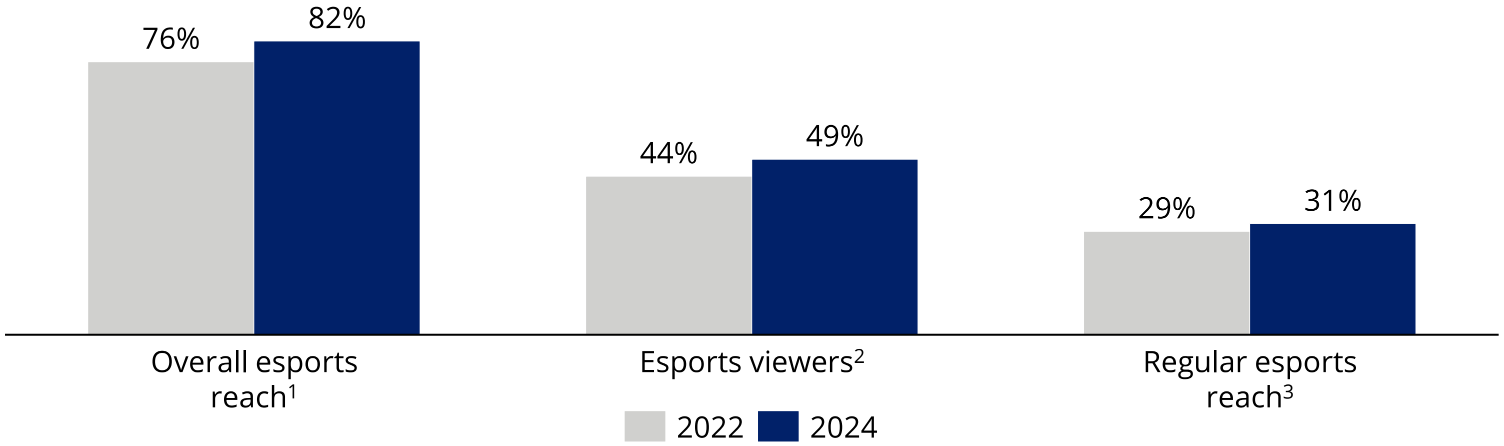


58% of esports viewers are male, compared to 50% in the overall sample

88% of esports viewers count as Generation Z or Millennials, compared to 73% in the overall sample

42% of esports viewers are from larger cities (>100k), compared to 41% in the overall sample

Esports engagement over the years



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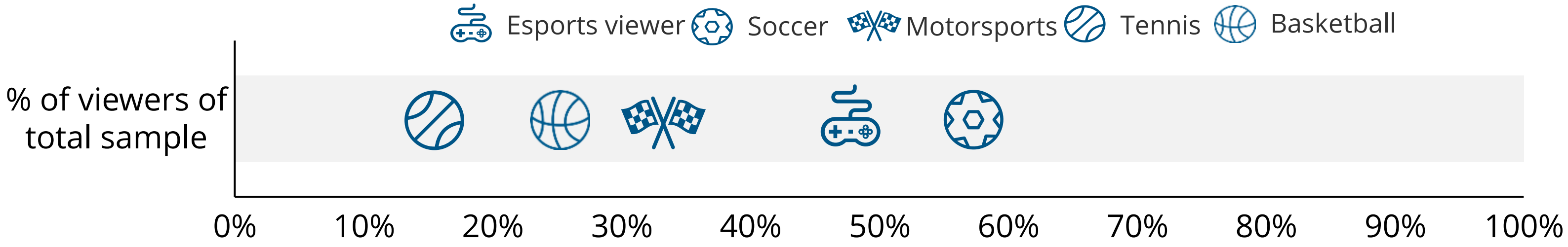

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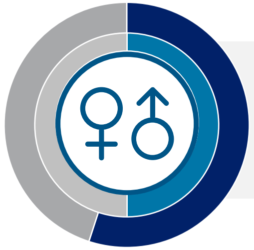
Source: Deloitte analysis

Southeast Asia esports snapshots – Country profiles (5/6)

Indonesia

Demographics

Esports viewers (outer circle) vs. overall sample (inner circle)

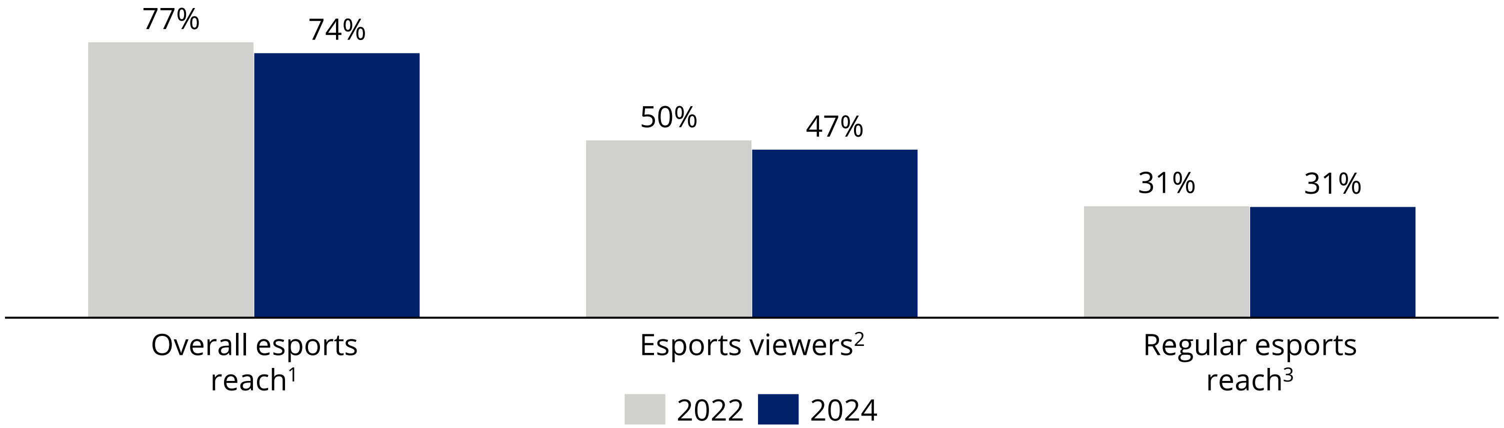


55% of esports viewers are male, compared to 50% in the overall sample

78% of esports viewers count as Generation Z or Millennials, compared to 69% in the overall sample

50% of esports viewers are from larger cities (>100k), compared to 55% in the overall sample

Esports engagement over the years



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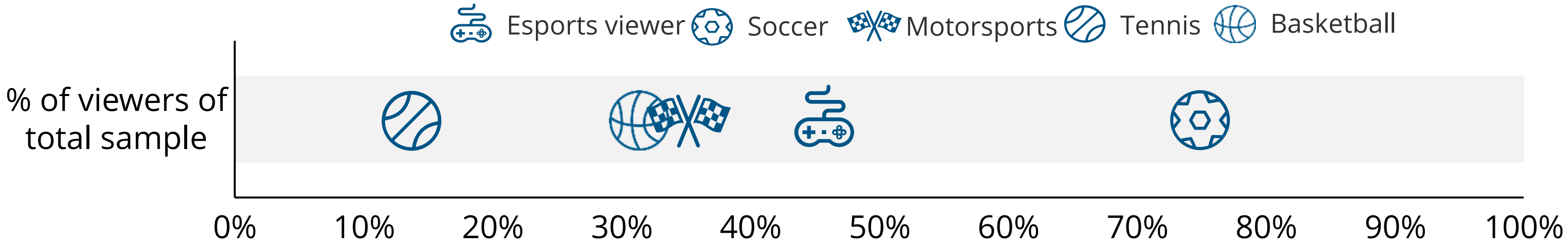

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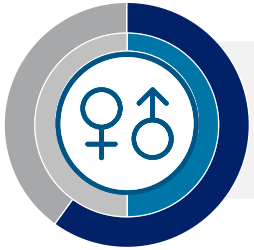
Source: Deloitte analysis

Southeast Asia esports snapshots – Country profiles (5/6)

Singapore

Demographics

Esports viewers (outer circle) vs. overall sample (inner circle)

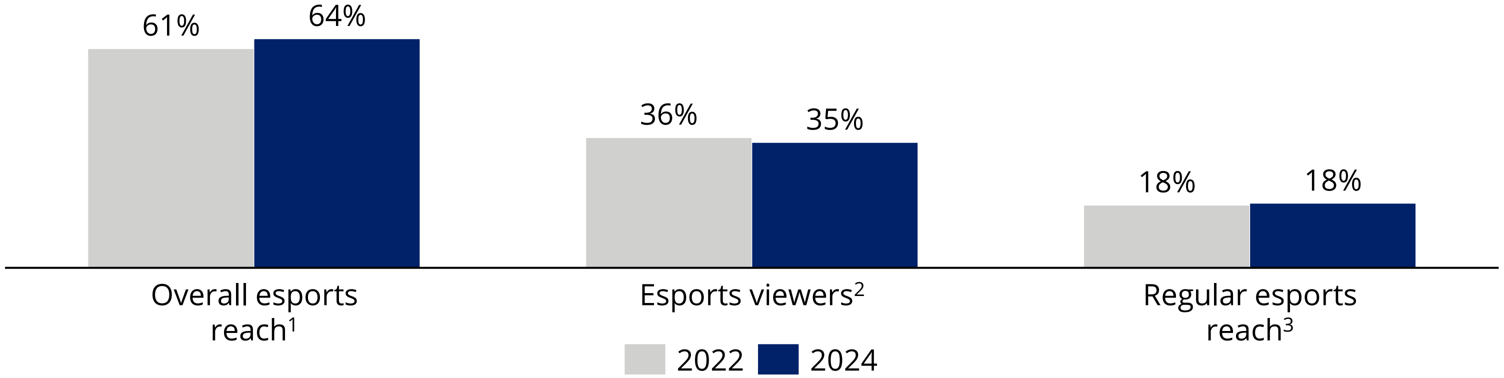


60% of esports viewers are male, compared to 50% in the overall sample

73% of esports viewers count as Generation Z or Millennials, compared to 55% in the overall sample

68% of esports viewers are from larger cities (>100k), compared to 64% in the overall sample

Esports engagement over the years



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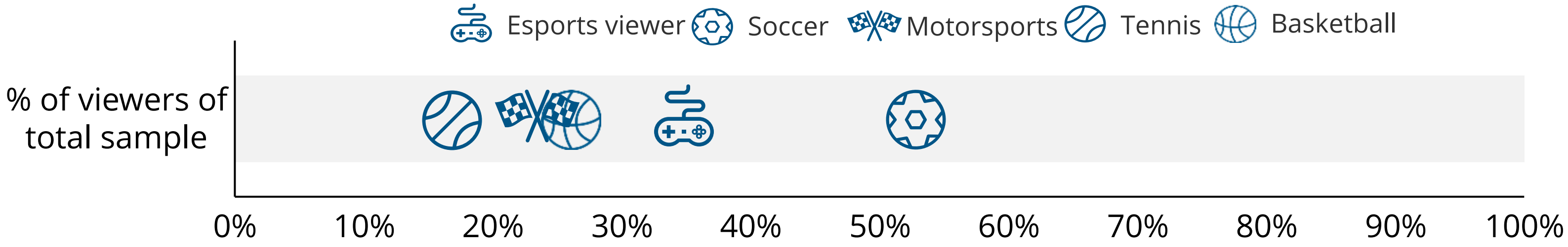

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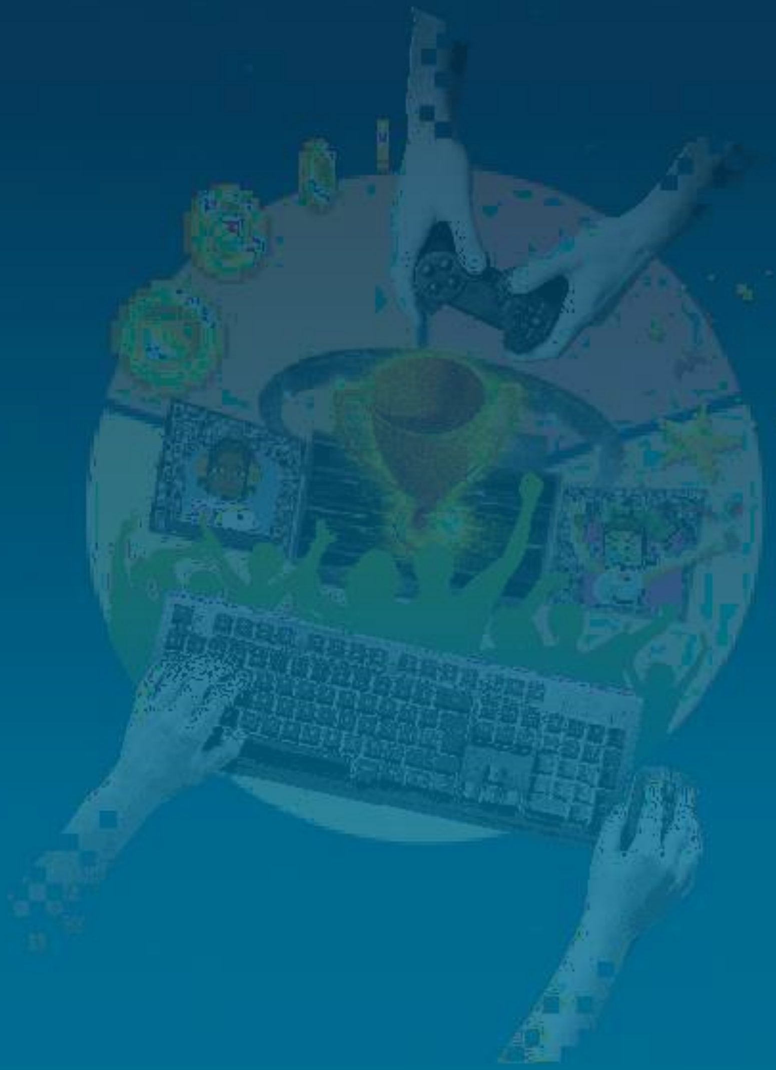
Source: Deloitte analysis

03

Appendix



03 | Appendix – Glossary

Baby Boomers
Respondents age 59+

Endemic companies
Companies whose core products and services are related to video gaming and/or esports.

Esports
This study defines esports as playing computer, mobile and console video games on a professional competitive level, with teams or individuals playing each other within leagues or tournaments. Aside from the competitions, esports is primarily a spectator product and is watched by audiences on the internet, on TV and on-site at live events. Esports are a subcategory of the overall video gaming industry, which includes the active and leisure playing of video games.

Esports Ecosystem/Sector (Stakeholders)
The esports ecosystem revolves around key value drivers and orchestrators of esports competitions, products, services, and content. Besides the core value-creating stakeholders (league organisers, event hosts and esports teams, and players), it includes stakeholders from the publisher segment, traditional media and online platforms, and strategic partners. Also, the esports audience is a key stakeholder in the esports ecosystem.

Esports' Definition Awareness
Share of respondents who know the term 'esports' and can define it correctly.

Esports Engagement Maturity
Developmental stage of individual esports markets regarding term and definition awareness, overall reach, meaningful reach, regular reach and commercial conversion.

Esports Term Awareness
Share of respondents who know the term 'esports,' independent of the ability to define the term correctly.

Esports viewers
Respondents who have watched professional esports in the last six months on the internet, on TV or at a live event.

Generation X
Respondents age 44-58

Gen Z
Respondents age 16-28

Overall Esports Reach
Share of respondents who have watched professional esports content at least once in the past.

Medium-sized town
A medium-sized town is defined as having a population between 50,000 and 99,999 inhabitants.

Millennials
Respondents age 29-43

Non-endemic companies
Companies whose core products and services are unrelated to video gaming and/or esports.

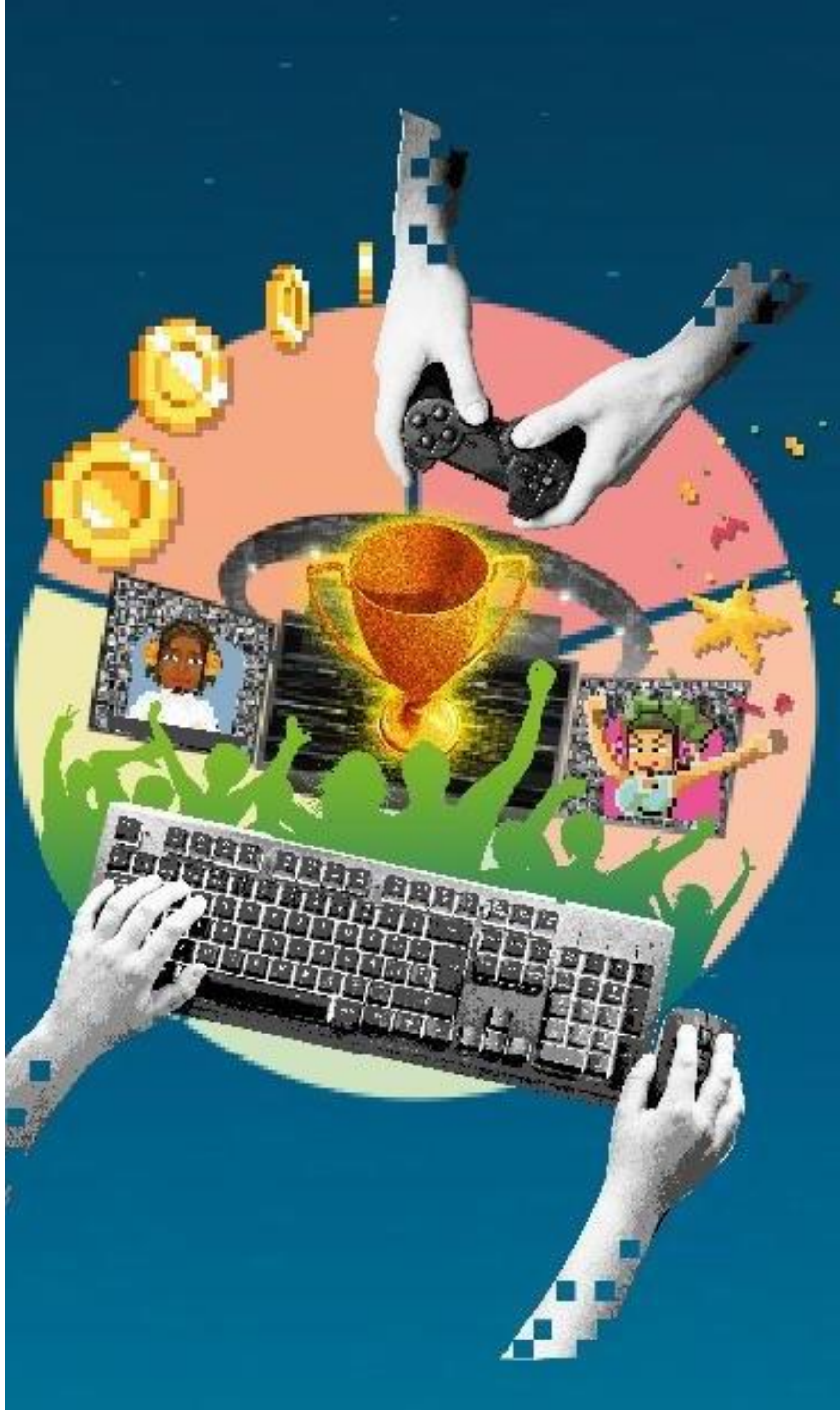
Large City
A large city is defined as having a population between 100,000 and 499,999 inhabitants.

Regular Esports Engagement
Share of respondents who have watched professional esports content at least once per week in the last six months.

Small town or rural area
A small town or rural area is defined as having a population of 50,000 or less.

Very Large City
A large city is defined as having a population of 500,000 or more.

03 | Appendix – Methodology



Methodology

Deloitte conducted an extensive survey in summer 2024 to obtain reliable consumer data. The survey involved 14,250 respondents globally.

The consumer survey is representative with regards to the online population of individual countries in terms of age (16-65), gender and urbanisation rates. Still, it is not suitable for forming a global or continental average, as the results are not weighted, and some markets were not considered. Accordingly, all total and average reported values are to be understood exclusively as figures for the investigated overall sample but not for the global or continental population.

Please note that figures in this report are typically rounded. Therefore, it may not be possible to recreate sums, shares and growth rates based on other stated figures, as the underlying calculation is based on precise (non-rounded) values.

This publication contains information derived from publicly available or other direct sources. We have not performed any verification work for this report or audited any of this externally sourced information.

This publication is not a substitute for professional advice or services, nor should it be used as a basis for decisions or actions that may affect your finances or business. Before making any decision or taking any action that may affect your finances or business, you should consult a qualified professional adviser.

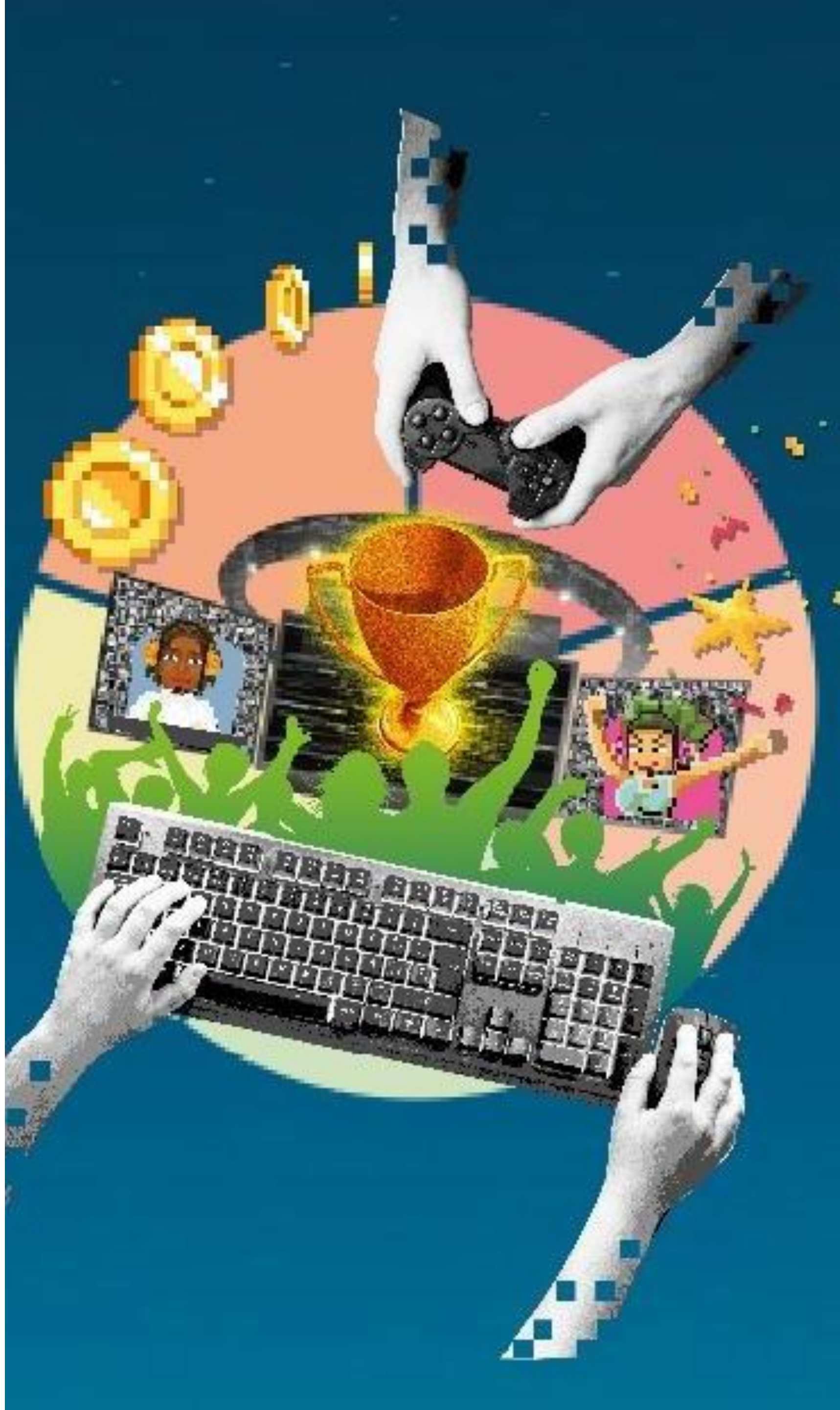
03 | Appendix – Contacts

James Walton
Partner
Leader, SEA Sports Business Group
+65 6530 8013
jmwalton@deloitte.com

Adrienne Ser
Senior Manager
Team Lead, SEA Sports Business Group
+65 8571 6855
aser@deloitte.com

Lim Jia Yean
Assistant Manager
SEA Sports Business Group
+65 6800 2877
jiayelim@deloitte.com

Lee Kai Yang
Senior Executive
SEA Sports Business Group
+65 6216 3317
kailee@deloitte.com



04 | Appendix – SEA Sports Business Group

Our industry experience, coupled with our depth and breadth of capabilities, enable us to deliver transformative change to sports organisations

Sports Advisory

Deliver effective strategic vision and governance to enable success

Strategy & Performance

- Strategy & Business Development
- Feasibility Analysis, Financial & Economic Impact Modelling
- M&A

Governance, Tax Audit & Assurance

- Business & Governance Model Development
- Governance & Organisational Review, Design & Advisory
- Financial Audits
- Risk Advisory
- Tax Saving Solutions

Technology & Digital Transformation

Using data, tech & digital transformation to design strategies, deliver innovation, drive performance and identify new opportunities

- Development & Implementation of Digital Roadmaps
- Data Analytics – Fan Engagement, Organisational Transformation, Athletic Performance
- Advance Data Analytics – Sports Organisation
- Dashboards & Single-View Platform
- Cybersecurity Strategies
- Information Security Privacy

Major Events

The go-to partner for mega event delivery

- Event Capability Model
- PMO Setup & Major Events Delivery
- Strategic Advisory Services Across Event Life-Cycle
- Event Market Analysis, Feasibility Study & Due Diligence
- Sponsorship Strategy Development, Implementation & Valuation
- Branding, Marketing & Media Consulting
- Spectator Experience Survey & Analysis
- Social Return on Investment (SROI) Analysis

Infrastructure & Capital Projects

Providing structure to major projects

- Feasibility Studies & Business Cases
- Economic Assessment & Commercial Analysis
- Procurement, Delivery / Contract Administration & Operations Advisory Services
- Project Planning, Program & Project Management

ESG & Sustainability

Deliver more sustainable outcomes across business, participation, and events.

- Due Diligence, Code of Conduct, Ethics Review and Policy Formulation
- ESG Strategic Roadmap, Analysis, Reports
- Green Stadium
- Sustainability Advisory
- Sustainability, Impact and Legacy (SIL) Reporting