

PICKLEBALL IN VIETNAM

 **Insights**



Vietnam Pickleball OVERVIEW

FIRST APPEARANCE
End of 2023

14 TOURNAMENTS
throughout 2024

2ND FASTEST GROWING country for pickleball in the world, after Malaysia

IN THE TOP 4 countries with the most participants in pickleball in 2024.

SOCIAL MEDIA ENGAGEMENT
AUGUST 2024
166,300 discussions about pickleball
across Facebook, TikTok, and YouTube, a 19-fold increase from April.

PARTICIPATION

~10,000

60%
Middle-aged & Older Adults
(40-70yrs old)

30%
Young Adults
(20-40yrs old)

8%
Students
(<20yrs old)

2%
Foreigners
Living in
Vietnam

TOP 10 COUNTRIES

Fastest growth

Total Participants



Malaysia



United States



Vietnam



Canada



India



Malaysia



Costa Rica



Vietnam



Philippines



United Kingdom



Venezuela



Australia



Japan



China



France



Philippines



South Africa



India



Peru



Mexico

BIGGEST TOURNAMENTS in Vietnam



Asian Open Pickleball
Championships
(AOPC) 2024

April 30 – May 4, 2024

TOTAL PRIZE VALUE
£24,000



PPA Tour:
Vietnam Open
2024

October 18–20, 2024

TOTAL PRIZE VALUE
£80,000



OB Open Pickleball
Championships
2024

December 19 – 22, 2024

TOTAL PRIZE VALUE
£39,000

OUTSTANDING VIETNAMESE PLAYERS

MALE



Dương Quang Thiên (2006)

Vietnamese-American ranked 4th in the world (PPA). Winner of IHG Briston Open 2024 and Open Pickleball Championship in Vietnam.



Huỳnh Thiên Phúc (2000)

Asia's No. 1 player. Gold medalist at AOPC 2024 and Men's Singles Champion in Australia.



Trịnh Linh Giang (1997)

Ranked 25th in the world and 6th in Asia.



Trương Vinh Hiến (2004)

Ranked 57th globally and 7th in Asia.

FEMALE

OUTSTANDING VIETNAMESE PLAYERS



Sophia Phuong Anh (2008)

Ranked 7th in Asia — winner of 4 gold medals at global events, including Women's 19+ gold at AOPC 2024.



Binh Phan (1992)

Ranked 70th in the world.



Sophia Huynh (2006)

Ranked 63rd in the world – Gold medal in Women's Doubles Open 3.5+ at the PPA Tour Australia – Vietnam Open 2024.

PICKLEBALL FACILITIES

200+
COURTS

By mid-2024, Hanoi and Ho Chi Minh City each had over 200 pickleball courts.

400 & **100**
COURTS & **CLUBS**

Lào Cai expanded rapidly with 400 courts and 100 clubs within 9 months.

MARKET OVERVIEW

Q2 SALES

Pickleball products sold on five major e-commerce platforms reached 22.7 billion VND (£725,000), a 150% increase from the previous quarter.

COST FOR BEGINNERS

Approx. 1.5–3 million VND (£48–£96) for basic equipment (paddle, balls, shoes) and trial play.

COSTS FOR REGULAR PLAYERS

Approx. 3–8 million VND (£96–£257) for higher-quality equipment and tournament participation.