

**Sports participation
behaviour in**

VIETNAM

in the last 2 years





1 : Purpose of the report

This insight looks at sports participation in Vietnam by comparing key indicators from 2024 and 2025. It aims to highlight emerging trends, shifts in behaviour, and structural factors shaping physical activity, and to provide practical takeaways for policymakers, sports organisations, and the wider sports industry.



2: Overall Sports Participation Rate

Participation at Individual and Household Level

INDICATOR	2024	2025	CHANGE
Population participating in sports regularly	37.5%	38.2%	+0.7 PP
Households practising sports regularly	28.3%	28.8%	+0.5 PP

Regular participation is defined as taking part in physical activity at least three times a week, with each session lasting 30 minutes or more. Sports participation in Vietnam is growing steadily rather than rapidly. The increase from 2024 to 2025 points to a gradual normalisation of physical activity in everyday life, rather than a short-term shift in behaviour.

3: Urban–Rural Differences in Sports Participation

Participation Gap by Location (2025)

INDICATOR	URBAN AREAS	RURAL AREAS
Regular sports participation	~42%	~34%
Access to gyms and fitness centres	High	Limited
Outdoor activities (walking, running)	Moderate	High
Availability of public sports facilities	Good	Uneven

Comparison with 2024:

The urban–rural gap narrowed slightly in 2025, largely due to the expansion of grassroots sports programmes. However, limited access to facilities remains the biggest barrier in rural areas. Overall, sports participation in Vietnam is still uneven across regions. Growth is mainly driven by urban and peri-urban populations, while participation in rural areas continues to rely heavily on low-cost, outdoor activities.

4: Motivation for Sports Participation

Key Motivational Drivers (2024 vs 2025)

MOTIVATION	2024	2025
Health improvement	68%	72%
Weight management / appearance	41%	45%
Stress reduction	33%	39%
Social interaction	26%	22%
Competition / performance	12%	10%

Sports participation in Vietnam is increasingly driven by health and wellbeing rather than competition. This shift helps explain why individual, flexible activities like walking, running, yoga and general fitness continue to attract more people than team sports at the grassroots level.

5: Time-of-Day Participation Patterns

Preferred Training Times (2025)

TIME PERIOD	SHARE OF PARTICIPANTS
Early morning (5-7 a.m.)	34%
Evening (5-8 p.m.)	48%
Midday	18%

Change from 2024:

Morning participation increased slightly in 2025, likely reflecting greater awareness of work-life balance, while evenings continue to be the main time for training.

6: Sports-Related Spending Behaviour

Monthly Sports Expenditure per Individual

SPENDING LEVEL	2024	2025
No spending (free activities only)	46%	42%
Below VND 300,000	32%	34%
VND 300,000-700,000	17%	19%
Above VND 700,000	5%	5%

Vietnamese consumers show a growing willingness to spend on sports, but remain highly price-sensitive. This explains the strong demand for:

- Affordable gyms
- Community sports spaces
- Free public facilities

7: Community Sports and Policy Impact

Scale of Grassroots Sports Development (2025)

- Approximately 40,000 sports events organised nationwide
- Over 20,000 athletes participating in national-level grassroots competitions
- Increase in households engaging in sports (28.3% → 28.8%)

8: Relationship Between Mass Participation and Elite Performance

Comparison of Participation and International Results

INDICATOR	2024	2025
Regular sports participation	37.5%	38.2%
Total international medals	1,365	2,253

While mass participation does not immediately translate into elite success, a broader base of participation helps expand the talent pipeline and supports long-term improvements in high-performance sport.



9: Barriers to Sports Participation

Key Barriers Identified in 2025

BARRIER	SHARE
Lack of time	49%
Low motivation	37%
Limited local facilities	29%
Cost concerns	26%
Age or health limitations	21%

Increasing participation requires structural solutions, including:

- Proximity-based facilities
- Simple, low-pressure activity formats
- Integration of sports into daily routines