

SPORTS IN THAILAND OVERVIEW

Thailand boasts a rich and diverse sporting culture that reflects its vibrant society. This report delves into the heart of Thai sports, highlighting the most popular and widely participated sports, as well as shining a spotlight on the country's most celebrated athletes.

Population of Thailand **71.85M**

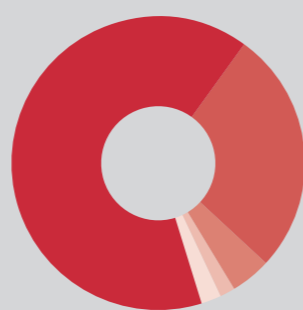
84% Tune into sports (60.35M)

Thai Sports Fans Demographic

55.5%
MALE

44.5%
FEMALE

AGE

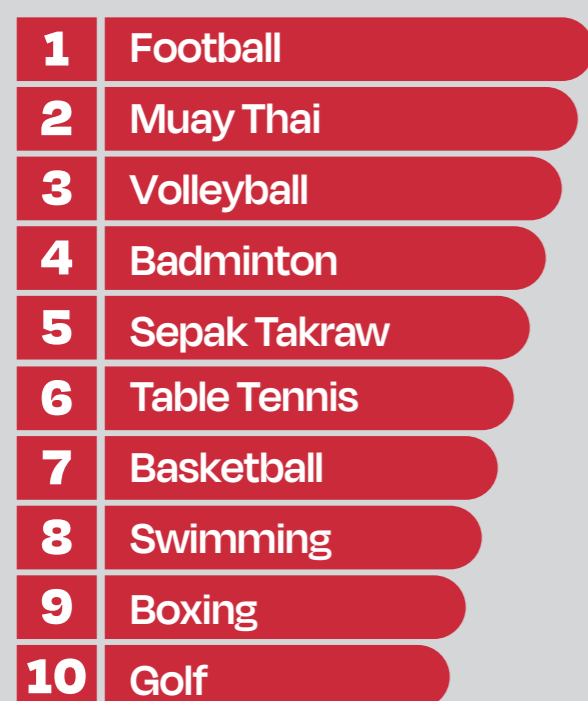


11-24yrs **64.8%**
25-34yrs **27%**
35-44yrs **4.5%**
45-54yrs **1.6%**
55+yrs **2.1%**



Most Popular Sports

In terms of viewership, number of athletes and participation



Most Participated Sports

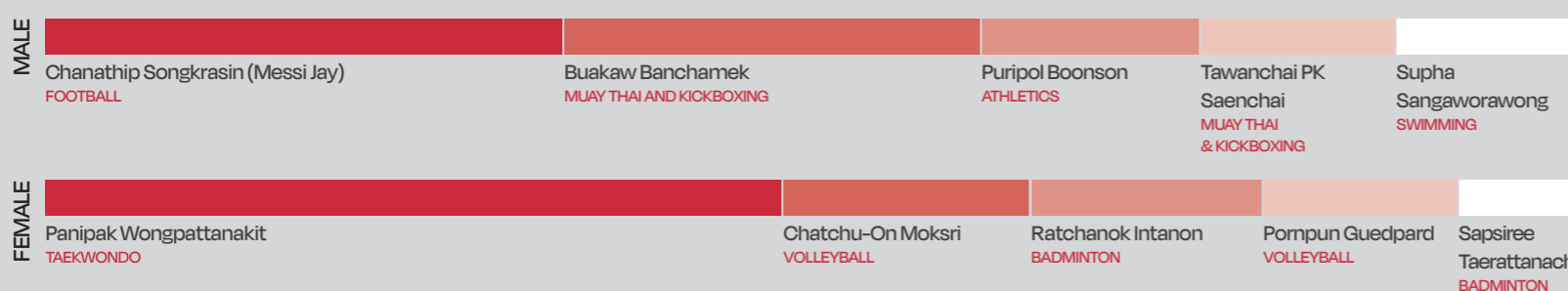
From Sports Authority of Thailand
Percentage of individuals surveyed who reported participation



Most Followed Thai Athletes ON INSTAGRAM

- Sapsiree Taerattanachai** (BADMINTON) **3M**
- Alex Albon** (F1) **2.5M**
- Chanathip Songkrasin** (FOOTBALL) **2.2M**
- Rodtang Jitmuangnon** (MUAY THAI) **1.6M**
- Buakaw Banchamek** (MUAY THAI) **1.3M**
- Charyl Chappuis** (FOOTBALL) **1.3M**
- Sarach Yooyen** (FOOTBALL) **1.2M**
- Pleumjit Thinkaow** (VOLLEYBALL) **1.2M**
- Nootsara Tomkom** (VOLLEYBALL) **1.1M**
- Ratchanok Intanon** (BADMINTON) **787k**

Top 5 Most Popular Thai Athletes (from Suan Dusit Poll, 2023)



Thailand showcases a vibrant sporting landscape with football, Muay Thai, volleyball, and badminton leading the popularity charts. The demographic breakdown indicates a significant portion of the population actively engaging with sports. Recognized athletes like Chanathip Songkrasin and Panipak Wongpattanakit contribute to the widespread interest in sports among the Thai populace.