



MINISTRY OF ECONOMY
DEPARTMENT OF STATISTICS MALAYSIA

MEDIA STATEMENT

SPORT SATELLITE ACCOUNT 2024

Sport industry grew at 7.8 per cent, generated RM24.1 billion in 2024

PUTRAJAYA, 30th JUN 2026 – Today, the Department of Statistics Malaysia (DOSM) released the Sport Satellite Account 2024 presenting a key statistics on sport industry and contribution to Gross Domestic Product (GDP).

Chief Statistician Malaysia, Dato' Sri Dr. Mohd Uzir Mahidin stated, "In 2024, the Gross Value Added of Sport Industry (GVASI) amounted to RM24.1 billion, registering a growth of 7.8 per cent compared to 7.7 per cent in the preceding year. The increase was attributed to the Services sport (exclude wholesale and retail) which grew by 6.7 per cent as compared to 11.5 per cent in 2023.

Hence, GVASI accounted for 1.3 per cent of GDP in 2024. GVASI was dominated by the Services sport (exclude wholesale and retail) with the share of 41.7 per cent of total GVASI. This was followed by the Wholesale and retail sport at 32.0 per cent, Manufacturing of sport products 24.2 per cent and Construction of sport facilities 2.1 per cent."

He added, "Exports of sport products amounted to RM10.3 billion in 2024 accounting for 0.8 per cent of Malaysia's total exports. Sport goods remained the largest contributor accounted for 91.4 per cent of overall sport product exports while the remaining share of 8.6 per cent was sport services. Meanwhile, imports of sport products increased to RM7.2 billion in 2024 representing 0.6 per cent of Malaysia's total imports. Imports of sport products were dominated by sport goods, which accounted for 94.8 per cent, while sport services contributed the remaining 5.2 per cent. Therefore, net exports of sport products stood at RM3.1 billion in 2024 compared to RM4.7 billion recorded in 2023."

In addition, the sport industry recorded a total of 198.4 thousand persons in 2024 with a share of 1.2 per cent of Malaysia's employment. The Services sport (exclude wholesale and retail) recorded the largest share of sport employment at 40.8 per cent followed by the Manufacturing sport 30.0 per cent, Wholesale and retail sport 28.3 per cent and Construction of sport facilities 0.9 per cent.

The Department of Statistics Malaysia (DOSM) is conducting the **Economic Census 2026 (BE2026)**, with themed “**Data Nadi Ekonomi Rakyat**”. The sixth Economic Census, will be carried out from **5th January to 31st October 2026**. BE2026 aims to collect comprehensive and structured data from all registered and unregistered business establishments in Malaysia to assess the nation’s economic performance, structure and characteristics in an evidence-based manner.

Malaysia has, for the first time, successfully secured the **top position** globally in the biennial **Open Data Inventory (ODIN) 2024/25** report released by Open Data Watch (ODW), surpassing 197 other countries. This achievement marks a significant leap from its 67th position in the ODIN 2022/23 assessment.

OpenDOSM NextGen is a medium that provides data catalogue and visualisations to facilitate users' analysis and can be accessed through <https://open.dosm.gov.my>.

Released by:

THE OFFICE OF CHIEF STATISTICIAN MALAYSIA
DEPARTMENT OF STATISTICS MALAYSIA
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Exhibit 1: Main Findings of the Sport Satellite Account 2024

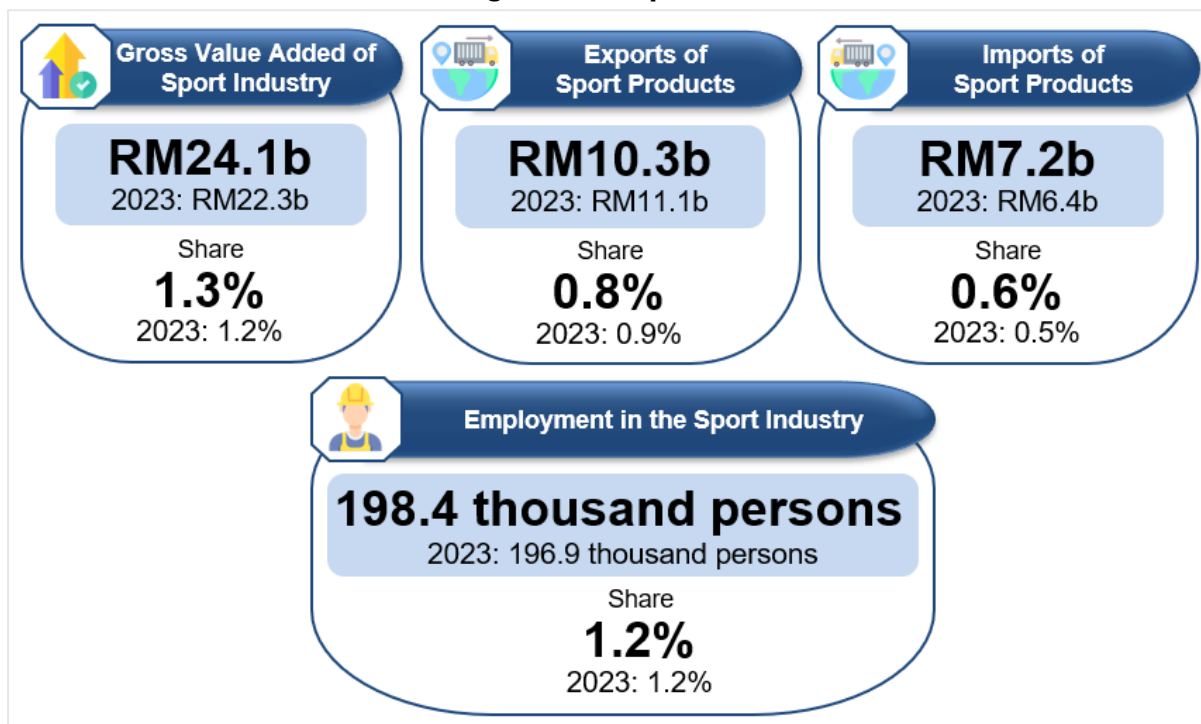


Chart 1: Gross Value Added of Sport Industry (GVASI)

