



MINISTRY OF ECONOMY  
DEPARTMENT OF STATISTICS MALAYSIA

## SPORT SATELLITE ACCOUNT 2024



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Sport Industry recorded  
**RM24.1b** with a growth  
of **7.8%** in 2024

**RM24.1b**  
2023: RM22.3b

Gross Value  
Added

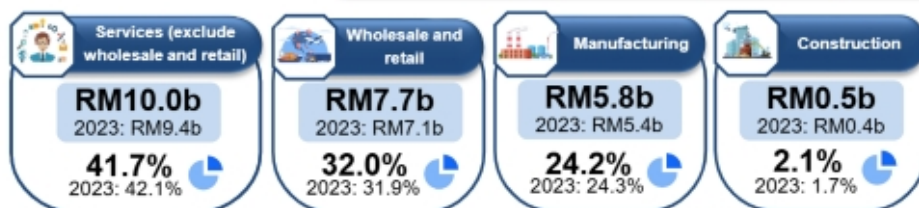
**7.8%**  
2023: 7.7%

Growth

**1.3%**  
2023: 1.2%

Share to GDP

#### Gross Value Added of Sport Industry



#### Exports and Imports of Sport Products



1.2% of total employment  
engaged in the sport industry

**198.4 thousand persons**  
(2023: 196.9 thousand persons)



#### Employment in the Sport Industry

Composition by industry



Annual percentage change  
Percentage share

Source: Sport Satellite Account 2024, Department of Statistics Malaysia (DOSM)



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

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. 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%) and Construction of sport facilities (2.1%).

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.

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 Manufacturing sport (30.0%), Wholesale and retail sport (28.3%) and Construction of sport facilities (0.9%).

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