



Singapore's Entertainment Consumption

2024 DEMOGRAPHIC INSIGHTS



Asia Consumer Survey



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Survey Overview

- Survey Theme: Consumer Trends in Asia
- Survey Areas: Singapore, India, Malaysia, Indonesia
- Survey Targets: Men and women aged 15–59, a total of 640 people (160 by each country, with 80 people each for men and women)
- Survey Date: April 19 – May 1, 2024
- Methodology: Internet survey (closed survey)

Executive Summary

1

Percentage of spending

- Among the four countries, the largest percentage of spending on online content.
- Spending on online content was highest among all generations except for those in their 10s~20s.

2

Where to Buy

In all categories, the largest percentage of respondents answered “Do not purchase,” indicating a reluctance to spend on entertainment items.

3

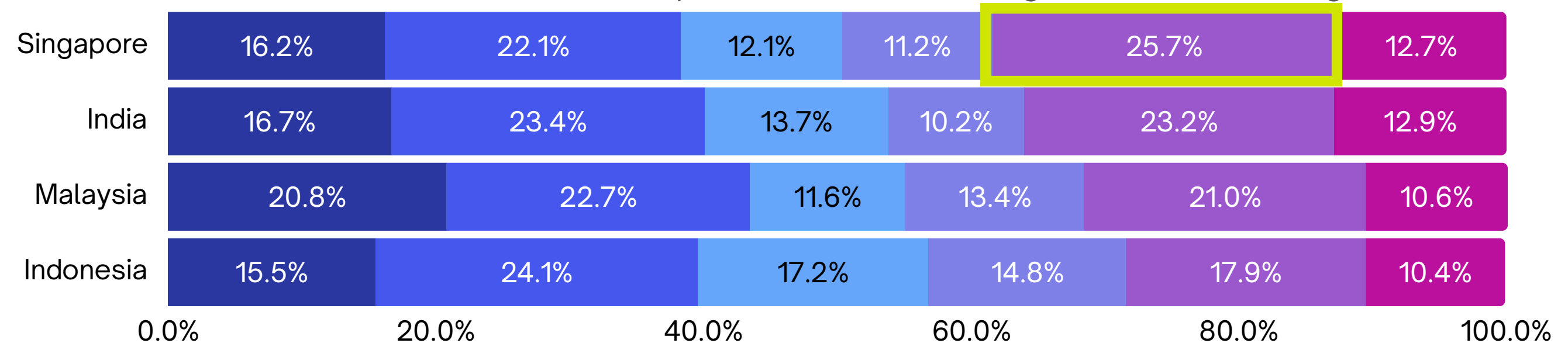
Information Gathering Channels

In almost all categories, a large percentage of respondents gather information through “Social media” and “Websites, web searches, and online news.”

Percentage of Spending

Among the four countries, the largest percentage of spending on online content such as paid subscription services like Netflix and Amazon Prime Video.

Q. For the following entertainment categories, what percentage of your annual spending goes to each?
Please enter numbers so that the total adds up to 100%. *The followings are based on averages.



● Books/e-books

● Movies/TV drama (watching in movie theaters, purchasing DVD/Blu-ray, digital renting)

● Music (CD purchases, digital downloads, music streaming services)

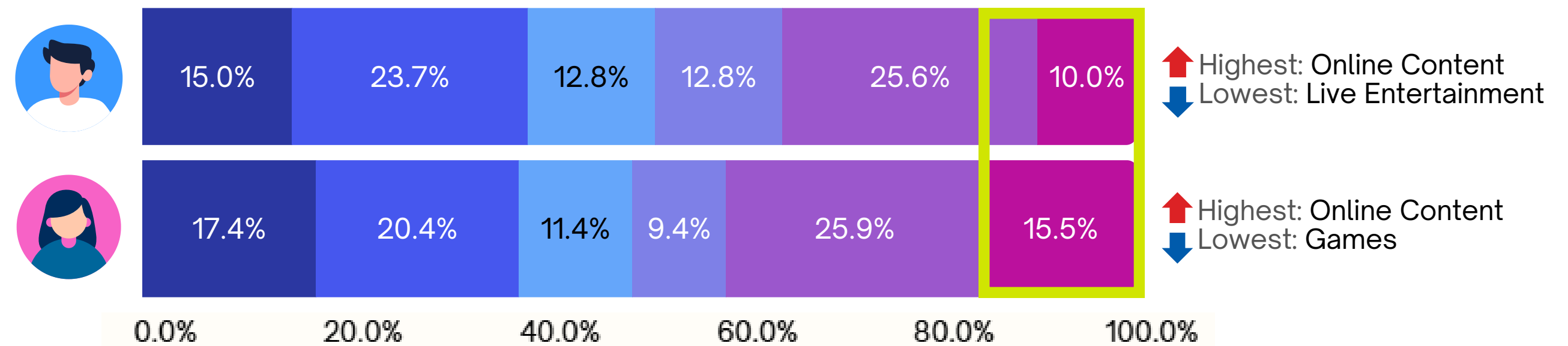
● Games (Console Games, PC Games, Mobile Games)

● Online content (paid subscription services like Netflix and Amazon Prime Video)

● Live entertainment (concerts, theater, sporting events)

Percentage of Spending by Gender

- The highest percentage of both men and women spend on online content.
- The percentage of spending on live entertainment was about 5 points higher for females than for males.



● Books/e-books

● Movies/TV drama (watching in movie theaters, purchasing DVD/Blu-ray, digital renting)

● Music (CD purchases, digital downloads, music streaming services)

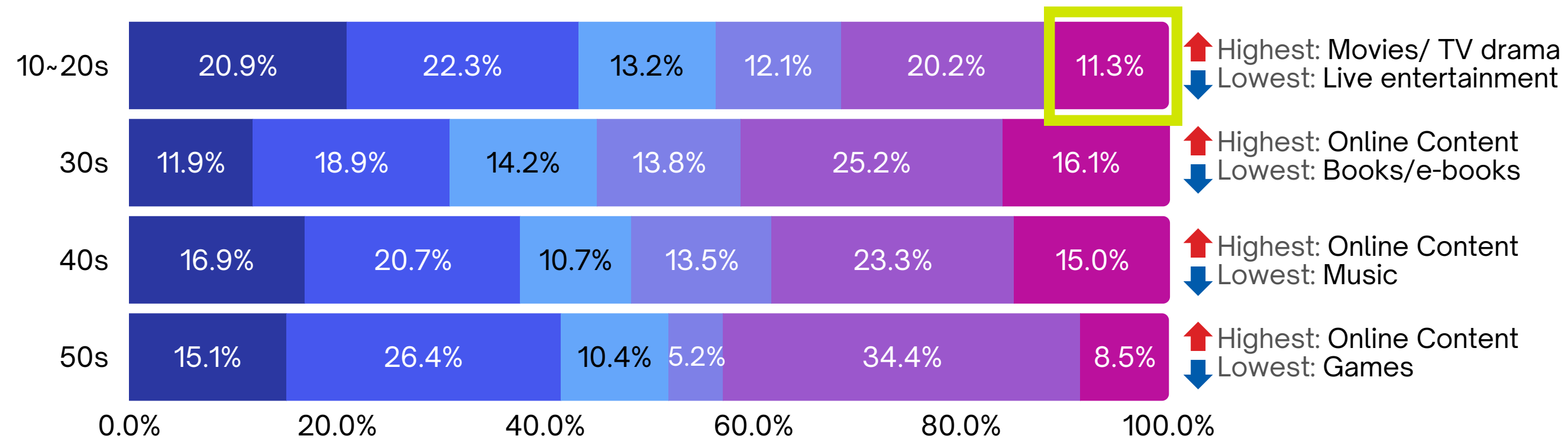
● Games (Console Games, PC Games, Mobile Games)

● Online content (paid subscription services like Netflix and Amazon Prime Video)

● Live entertainment (concerts, theater, sporting events)

Percentage of Spending by Age

- Spending on online content was highest among all generations except for those in their 10s~20s.
- Interestingly, "Games," which generally has a high spending share among people in their 10~20s, ranked second-lowest after "live entertainment."



● Books/e-books

● Movies/TV drama (watching in movie theaters, purchasing DVD/Blu-ray, digital renting)

● Music (CD purchases, digital downloads, music streaming services)

● Games (Console Games, PC Games, Mobile Games)

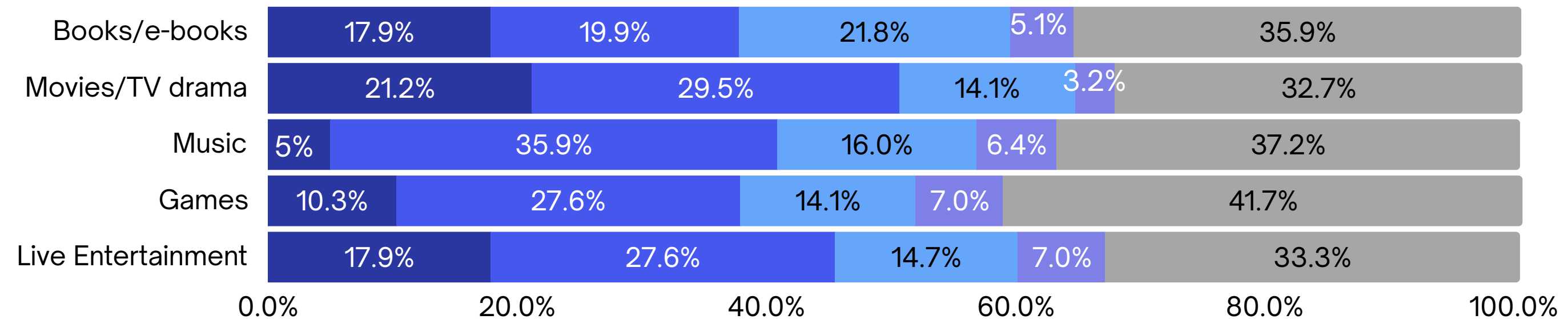
● Online content (paid subscription services like Netflix and Amazon Prime Video)

● Live entertainment (concerts, theater, sporting events)

Where to Buy by Category

In all categories of entertainment products, "Do not purchase" accounted for the highest percentage. On the other hand, the most commonly mentioned purchasing channel was "Official online store, Subscription service."

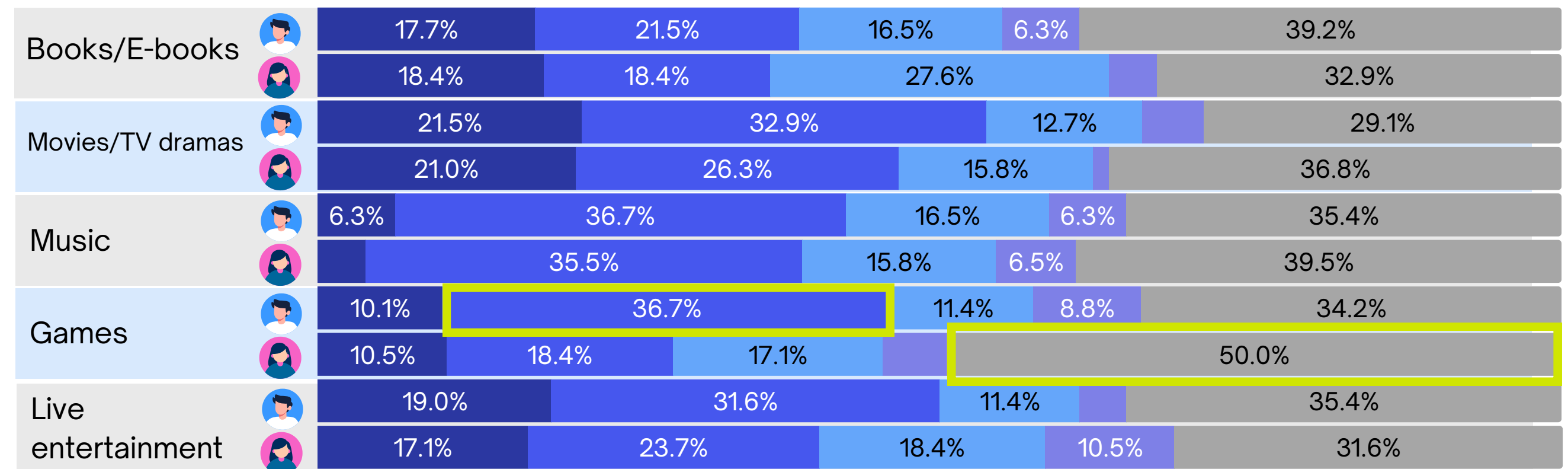
Q. Please select the categories where you primarily purchase entertainment products.



- Shop at physical stores like department stores, shopping malls, ticket shops, etc.
- Official online store, Subscription service
- Online retail shop (Amazon etc.)
- Purchase second-hand items (either online or offline)
- Do not purchase

Where to Buy Category × Gender

For games, among male purchasers, the most common choice was "Official online store, Subscription service." On the other hand, half of the female respondents answered that they Do not purchase" games.



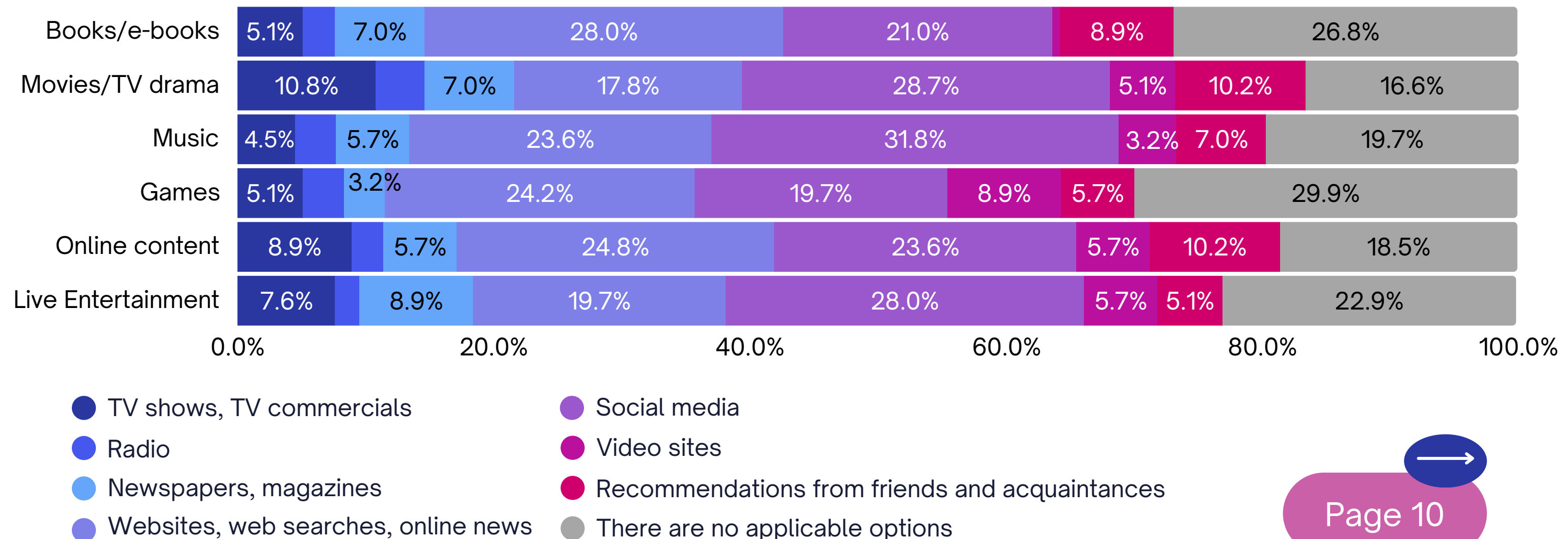
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- Purchase second-hand items (either online or offline)
- Do not purchase

Information Gathering Channels by Category

In almost all categories, a large percentage of respondents gather information through “Social media” and “Websites, web searches, and online news.”

Q. What is your primary source of information for new releases and updates on the following entertainment products? For each category, please select the information sources you refer to most.

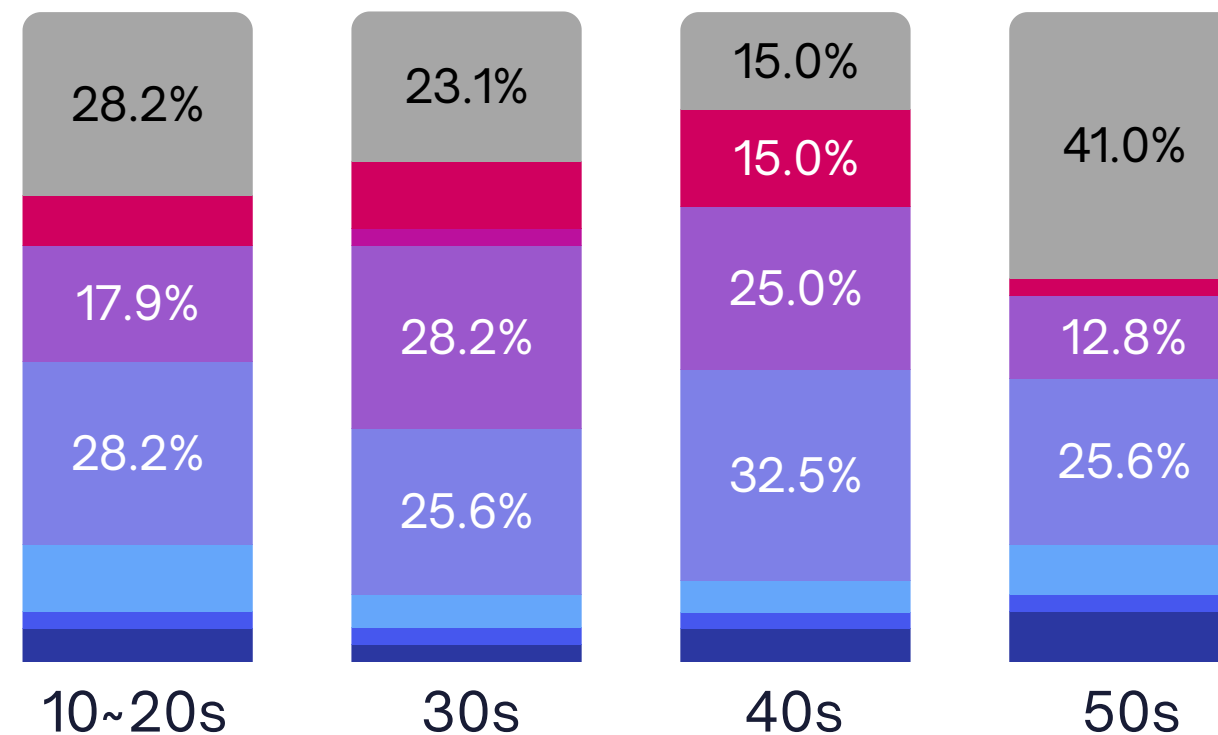


Information Gathering Channels

Category × Age



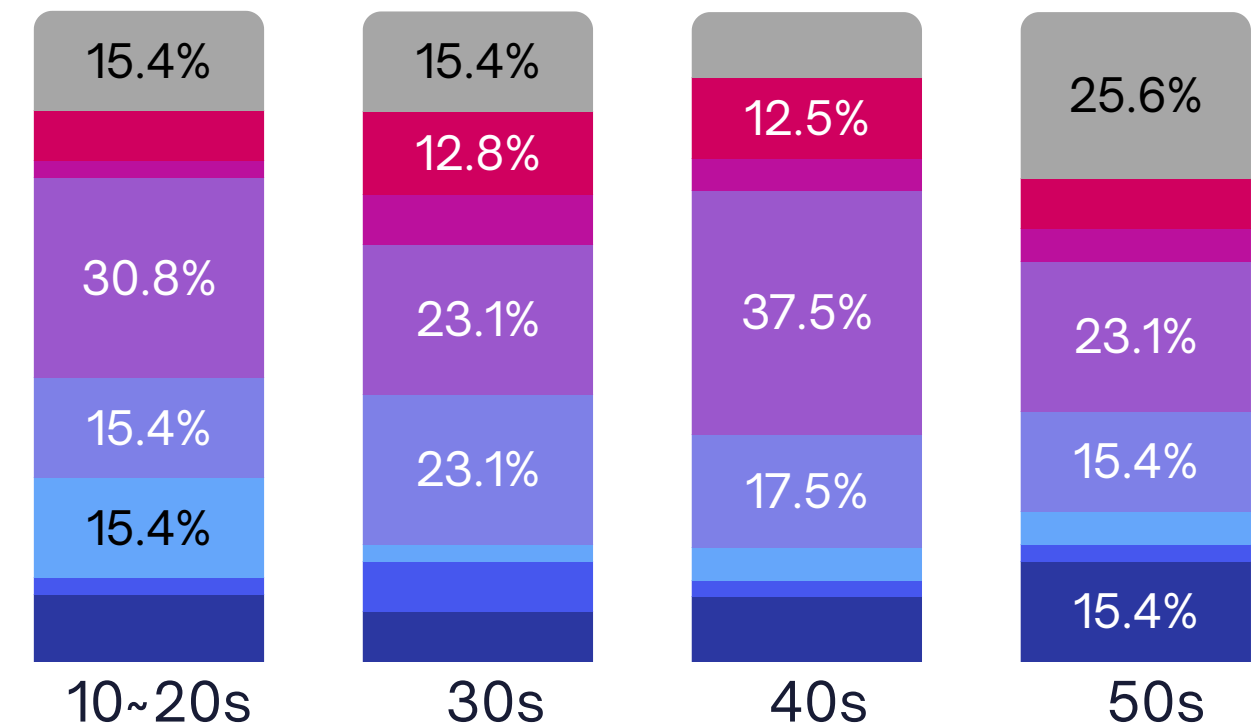
Books/E-books



“Websites, web searches, online news” were most common for all generations except 30s.



Movies/TV drama



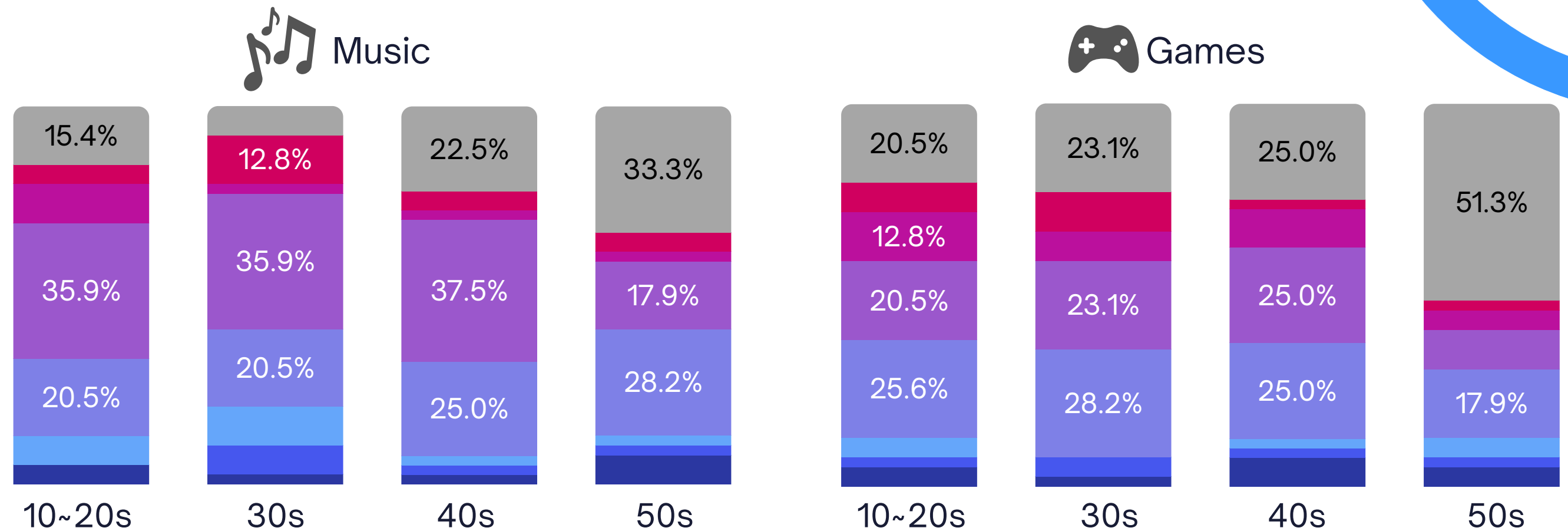
“Social media” is the most common for all generations.

- TV shows, TV commercials
- Radio
- Newspapers, magazines
- Websites, web searches, online news
- Social media
- Video sites
- Recommendations from friends and acquaintances
- There are no applicable options



Information Gathering Channels

Category × Age



“Social media” were most common for all generations except 50s.

“Social media,” “Websites, web searches, online news” were most common among all generations except 50s.

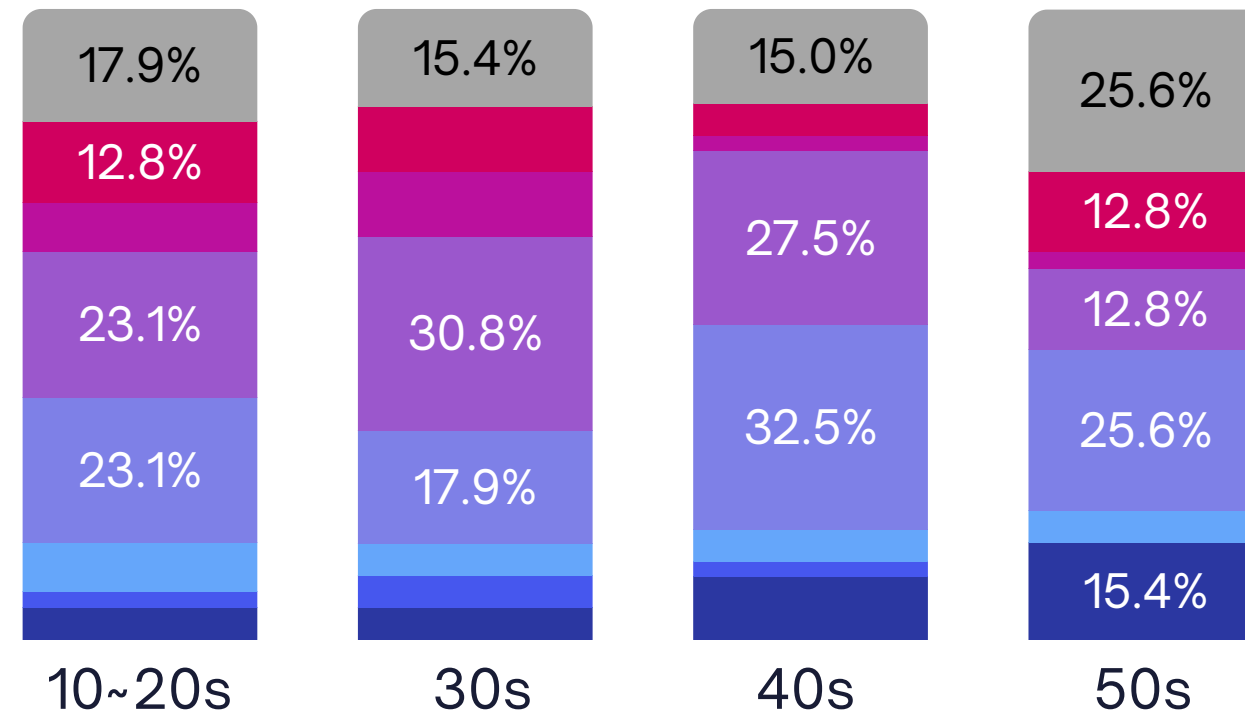
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Information Gathering Channels

Category × Age



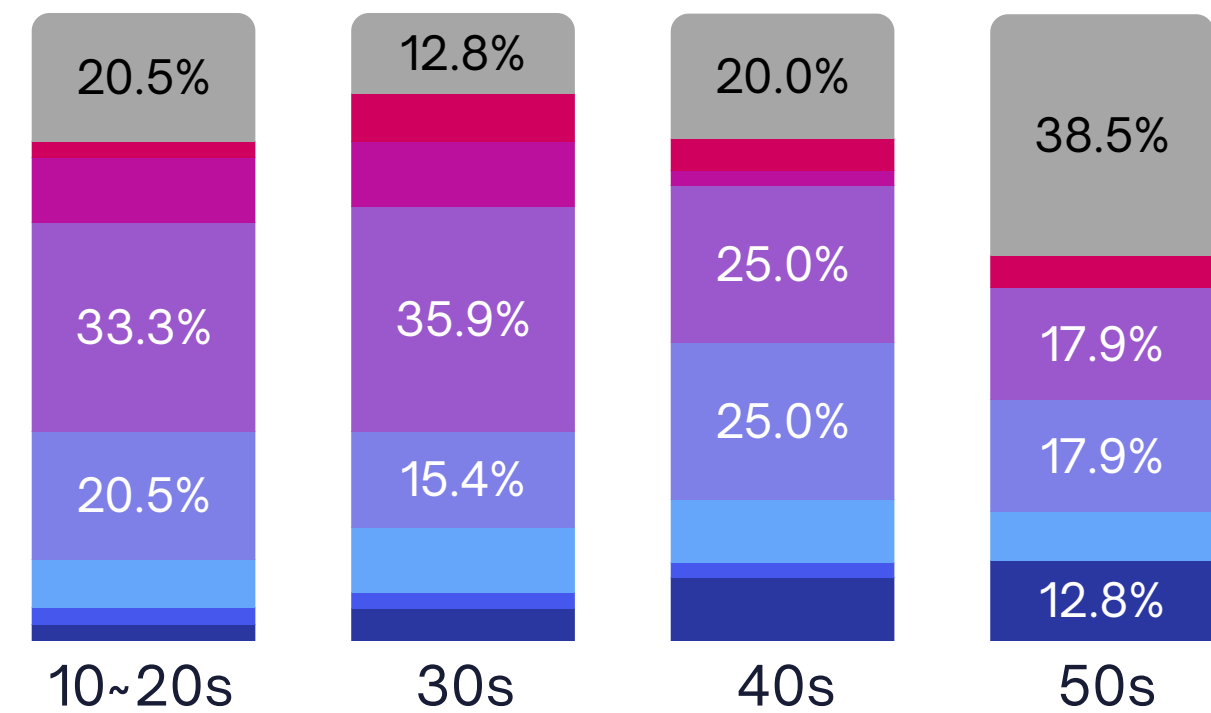
Online content



“Social media,” “Websites, web searches, online news” were most common among all generations except 50s.



Live entertainment



“Social media” is the most common among all generations.

- TV shows, TV commercials
- Radio
- Newspapers, magazines
- Websites, web searches, online news
- Social media
- Video sites
- Recommendations from friends and acquaintances
- There are no applicable options



Conclusion

We analyzed entertainment consumption trends by demographics like gender and age, uncovering key insights into the Malaysian market. To develop targeted strategies, customized research tailored to your company's needs is essential.

We offers an audience engagement platform that allows access to our multi-country online panel network, which consists of over **65 million** consumers across **16** APAC markets.

For research inquiries, contact us—our expertise is here to support your business goals.



Thank You



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