



Application Trends Survey 2025

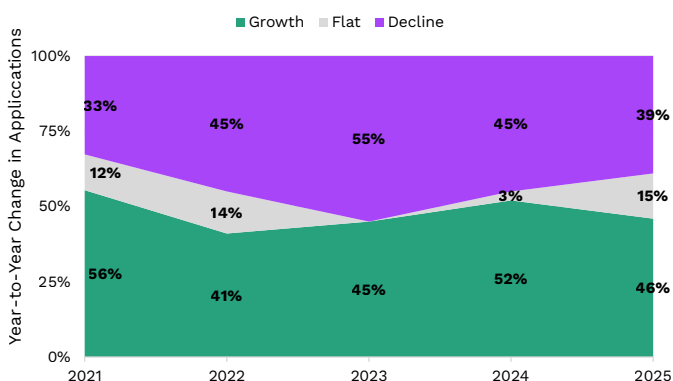
Regional Profile – Asia



Asia Overview (Excluding Greater China and India)

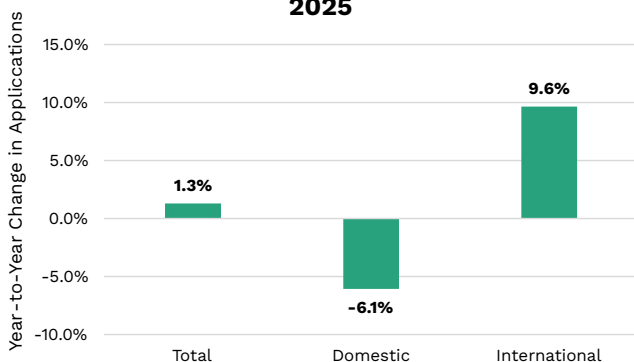
More programs in Asia (excluding Greater China and India) experienced application growth than declines.

Relative Year-to-Year Change in Applications to Asian Programs (Excluding Greater China and India), 2021 - 2025



Despite a dip in domestic applications, growth in international applications to GME programs in Asia (excluding Greater China and India) drove up total applications to the region.

Absolute Year-to-Year Change in Applications to Asian Programs (Excluding Greater China and India), 2025



Summary statistics

	2024 n=40	2025 n=41
Median total applications	132	105
Median total applications per seat	4	3
Median acceptance rate	32%	66%
Median class size	54	50
Mean percentage female applicants	49%	42%

Relative year-to-year change in applications

	Growth	Flat	Decline
Total	46%	15%	39%
Domestic	49%	15%	36%
International	53%	18%	29%
Women	41%	11%	49%



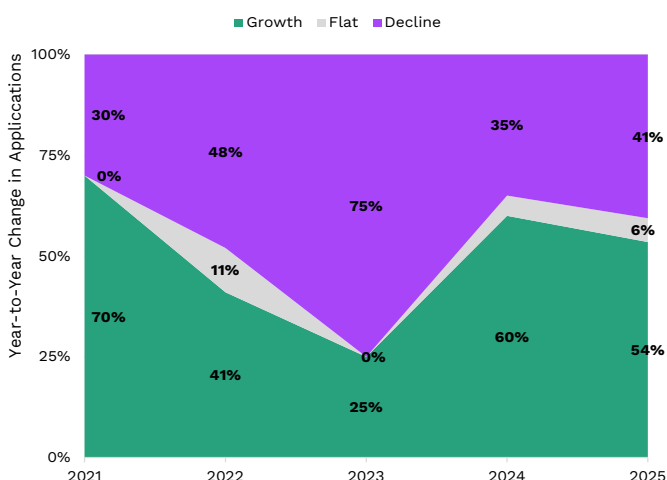
Note: Medians and means are both used to measure centers of distributions. We used medians for measures that had larger and potentially non-normal distributions, whereas means were used for percentages with smaller and more normal distributions.

East & Southeast Asia

East & Southeast Asia Overview

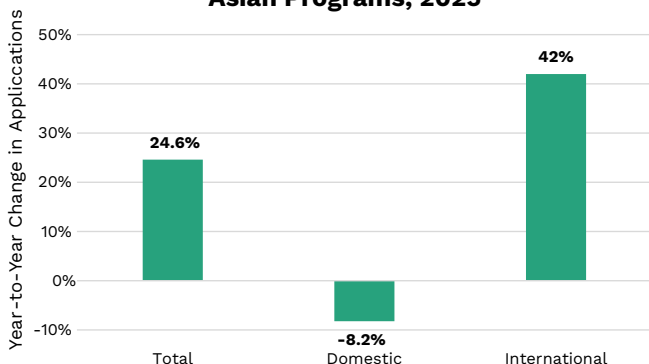
More than half of schools in East and Southeast Asia reported application growth in 2025.

Relative Year-to-Year Change in Applications to East and Southeast Asian Programs, 2021-2025



A surge in international applications drove up total applications to business schools in East and Southeast Asia despite a dip in domestic applications.

Absolute Year-to-Year Change in Applications to East and Southeast Asian Programs, 2025



Summary statistics

	2024 n=55	2025 n=54
Median total applications	239	231
Median total applications per seat	4	3
Median acceptance rate	32%	45%
Median class size	60	65
Mean percentage female applicants	52%	47%

Relative year-to-year change in applications

	Growth	Flat	Decline
Total	54%	6%	41%
Domestic	48%	8%	44%
International	62%	13%	25%
Women	44%	6%	50%



Note: Medians and means are both used to measure centers of distributions. We used medians for measures that had larger and potentially non-normal distributions, whereas means were used for percentages with smaller and more normal distributions.

India Overview

Summary statistics	2024 n=29*	2025 n=36
Median total applications	2,800	1,542
Median total applications per seat	9	9
Median acceptance rate	22%	26%
Median class size	210	188
Mean percentage female applicants	34%	34%



Note: Caution is warranted when drawing conclusions from samples where the total is less than 30

Relative year-to-year change in applications	Growth	Flat	Decline
Total	73%	6%	21%
Domestic	59%	25%	16%
International	33%	33%	33%
Women	54%	21%	25%



Note: Medians and means are both used to measure centers of distributions. We used medians for measures that had larger and potentially non-normal distributions, whereas means were used for percentages with smaller and more normal distributions.



Greater China Overview

Summary statistics	2024 n=25*	2025 n=23*
Median total applications	400	422
Median total applications per seat	5	5
Median acceptance rate	30%	30%
Median class size	60	81
Mean percentage female applicants	55%	55%



Note: Caution is warranted when drawing conclusions from samples where the total is less than 30

Relative year-to-year change in applications	Growth	Flat	Decline
Total	57%	0%	43%
Domestic	45%	0%	55%
International	65%	13%	22%
Women	50%	0%	50%



Note: Medians and means are both used to measure centers of distributions. We used medians for measures that had larger and potentially non-normal distributions, whereas means were used for percentages with smaller and more normal distributions.



The full Application Trends Survey report

The annual Application Trends Survey from GMAC provides the world's graduate business schools with data and insights to understand current trends in applications sent to graduate management education (GME) programs. This year's report covers changes in the volume of applications, including MBA and business master's programs, along with examinations of today's applicant pool and new business school offerings related to artificial intelligence (AI), sustainability, and non-degree credentials.

These findings and more are discussed in greater detail in the Application Trends Survey – 2025 Report, available at gmac.com/applicationtrends.



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