

Global AI in Sports Market Size, Share & Trends Analysis Report, by Component (Software, Services), by Deployment Model (Cloud, On-Premises), by Technology (Machine Learning, Natural Language Processing, Computer Vision, Data Analytics, Others), by Application (Game Planning, Performance Improvement, Injury Prevention, Others), by Game Type (Football, Cricket, Tennis, Basketball, Others), and Regional Forecasts 2022-2032

<https://marketpublishers.com/r/GCEC84959B36EN.html>

Date: January 2025

Pages: 285

Price: US\$ 3,218.00 (Single User License)

ID: GCEC84959B36EN

Abstracts

The global AI in Sports market, valued at approximately USD 1.11 billion in 2023, is poised for exponential growth at a compound annual growth rate (CAGR) of 16.7% during the forecast period from 2024 to 2032. This growth is primarily driven by the increasing demand for player tracking, performance monitoring, and real-time data analytics, coupled with the surge in adoption of AI-powered chatbots and virtual assistants to enhance fan engagement.

Key determinants for the market include the proliferation of AI in predictive analytics, enabling enhanced game strategies and planning. Additionally, advancements in AI technologies such as machine learning, natural language processing (NLP), and computer vision are revolutionizing various facets of sports, from injury prevention to recruitment analytics.

The integration of AI in sports facilitates personalized coaching, game performance optimization, and data-driven decision-making, offering transformative potential across various sports disciplines. However, challenges such as the high cost of

implementation, maintenance, and a lack of skilled AI professionals remain as obstacles.

North America currently dominates the AI in Sports market, underpinned by robust technological infrastructure and early adoption of AI-based solutions. Asia-Pacific, on the other hand, is anticipated to exhibit the fastest growth, fueled by heavy investments in automation and AI to enhance sports productivity and fan experiences.

Major market players like Catapult Group International Ltd., IBM Corporation, Microsoft Corporation, and Sportradar AG are actively expanding their AI portfolios through strategic partnerships, product innovations, and acquisitions. These companies are focused on leveraging AI for real-time data analysis, injury simulations, and fan engagement tools, making the industry highly competitive.

The market segmentation reveals that software dominates by component, with cloud deployment gaining traction due to scalability and cost-effectiveness. Applications such as performance improvement and injury prevention are rapidly becoming pivotal in professional sports, further driving the adoption of AI solutions.

Major Market Players in the Report

Catapult Group International Ltd.

IBM Corporation

Microsoft Corporation

SAP SE

Sportradar AG

Stats Perform

Trumedia Networks

Facebook Inc.

Salesforce.com Inc.

SAS Institute Inc.

The detailed segments and sub-segments of the market are explained below:

By Component:

Software

Services

By Deployment Model:

Cloud

On-Premises

By Technology:

Machine Learning

Natural Language Processing (NLP)

Computer Vision

Data Analytics

Others

By Application:

Game Planning

Performance Improvement

Injury Prevention

Sports Recruitment

Others

By Game Type:

Football

Cricket

Tennis

Basketball

Baseball

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Italy

Asia Pacific

China

India

Japan

Australia

South Korea

Latin America

Brazil

Middle East & Africa

UAE

South Africa

Years considered for the study:

Historical year: 2022

Base year: 2023

Forecast period: 2024 to 2032

Key Takeaways:

Detailed revenue analysis for each market segment over a 10-year forecast period.

Regional-level insights into market dynamics and competitive landscape.

Strategic recommendations to capitalize on emerging opportunities.

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