

Global Sports Technology Market Size study & Forecast, by Technology (Device, Smart Stadium, Esports, Sports Analytics), by Sports (Soccer, Basketball, Ice Hockey, Tennis, Cricket, Esports, Others) and Regional Analysis, 2023-2030

<https://marketpublishers.com/r/G47CD7F4DF99EN.html>

Date: July 2023

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: G47CD7F4DF99EN

Abstracts

Global Sports Technology Market is valued approximately at USD 13.33 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 19.73% over the forecast period 2023-2030. The sport technology department is concerned with the design of novel applications and technologies to support research and the development of intervention techniques to enhance athletic performance, sports analytics, fan engagement, broadcasting and media coverage, and sports venue management. In recent years, Sports Technology and data have emerged as critical components of athletic development and performance. The market is driven by the increasing use of new technologies such as the internet of things (IoT) and data analytics, as well as social media integration, across a variety of sports.

Additionally, the market for Sports Technology will expand more quickly as eSports Technology is increasingly adopted. According to Republic of Estonia E-Residency, in 2022, the esports market valued over USD 1.38 billion and is estimated grow as high as USD 1.87 billion by 2025. The higher revenue in the esports industry is one of the reasons for 2022, that worldwide 532 million people watched esports, and projected to reach up to 640 million by 2025. In addition, due to the increased investments by many organizations in implementing the most recent technologies for tracking players' performances and engaging fans, the industry is undergoing a paradigm shift will support market growth. Additionally, it is predicted that the development of AI and ML technologies will present significant prospects for the expansion of the Sports Technology industry in the upcoming years. However, it is anticipated that the rise in

startup costs and financial limitations would further restrain the expansion of the Sports Technology market throughout the anticipated time frame. The lack of analysts in the workforce, however, could pose additional difficulties for the development of the Sports Technology business in the forecasted period 2023-2030.

The key regions considered for the Global Sports Technology Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. Europe dominated the Sports Technology market, with over 30% of the global industry's sales in 2020 and it is anticipated that this dominance will persist throughout the forecast period. Numerous football leagues from Europe are a major market driver in the region, and the majority of them include smart device integration for better player, league, and audience management. Because of the expanding sports industries in countries like India, Japan, and China, the Asia Pacific region is expected to witness the fastest growth in the Sports Technology sector over the coming years. In India, a number of sports leagues are becoming more and more popular among young people, and regional competitions have a significant impact on the growth of the sector.

Major market player included in this report are:

Cisco Systems, Inc.

Apple Inc.

Modern Times Group MTG

Panasonic Corporation

SAP SE

Sony Corporation

Oracle Systems Corporation

HCL Technologies Limited

IBM Corporation

Infosys Limited

Recent Developments in the Market:

In February 2022, Biocon announced the acquisition of Viatris' biosimilar portfolio for USD 3.335 billion. This acquisition strengthened Biocon's biosimilar product portfolio and improved its revenue generation.

In Aug 2021, The U.S. Food and Drug Administration (FDA) approved an expanded label for Eli Lilly and Company's rapid-acting insulin, Lyumjev® (Sports Technology lispro-AABC injection) 100 units/mL indicated to improve glycaemic control in adults with type 1 and type 2 diabetes, to include administration via continuous subcutaneous Sports Technology infusion (CSII) with an Sports Technology pump.

In July 2021, Semglee, a first-of-its-kind Sports Technology product made by India's

Biocon, gets United States approval. Semglee, manufactured by Biocon Biologics, a Bengaluru-based pharmaceutical company, is both interchangeable with and biosimilar to Lantus, a long-acting Sports Technology product already approved in the United States.

Global Sports Technology Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered -Technology, Sports, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Technology:

Device

Smart Stadium

Esports

Sports Analytics

By Sports:

Soccer

Basketball

Ice Hockey

Tennis

Cricket
Esports
Others

By Region:

North America
U.S.
Canada

Europe
UK
Germany
France
Spain
Italy
ROE

Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC

Latin America
Brazil
Mexico

Middle East & Africa
Saudi Arabia
South Africa
Rest of Middle East & Africa

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