# Global Sports Technology Market 2023-2029

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## Abstracts

Sports technology contributes to improving the performance of athletes on the field, foster innovative sports equipment, enhances fan experience, prevents injury through technology, track player activity can lead to beneficial developments advancing the sports industry. The global sports technology market is likely to register a CAGR of over 19.35% with an incremental growth of USD 29.4 billion during the forecast period 2023-2029.

The report covers market size and growth, segmentation, regional breakdowns, competitive landscape, trends and strategies for global sports technology market. It presents a quantitative analysis of the market to enable stakeholders to capitalize on the prevailing market opportunities. The report also identifies top segments for opportunities and strategies based on market trends and leading competitors' approaches.

This industry report offers market estimates and forecasts of the global market, followed by a detailed analysis of the technology, sports, and region. The global market for sports technology can be segmented by technology: devices, smart stadium, sports analytics, esports, others. In 2022, the smart stadium segment made up the largest share of revenue generated by the sports technology market. Sports technology market is further segmented by sports: American football/rugby, baseball, basketball, cricket, golf, ice hockey, tennis, soccer, others. The soccer segment was the largest contributor to the global sports technology market in 2022. Based on region, the sports technology market is segmented into: North America, Europe, Asia-Pacific, MEA (Middle East and Africa), Latin America. Europe is estimated to account for the largest share of the global sports technology market.

The devices market is further segmented into wearables, digital signage, camera. Among these, the wearables segment was accounted for the highest revenue generator

in 2022. Furthermore, the smart stadium market has been categorized into software, services. The software segment captured the largest share of the market in 2022 and is expected to maintain its dominance during the forecast period. The esports market is further divided into tickets & merchandise, sponsorships & advertisements, others. According to the research, the sponsorships & advertisements segment had the largest share in the global sports technology market.

Market Segmentation
By technology: devices, smart stadium, sports analytics, esports, others
By sports: American football/rugby, baseball, basketball, cricket, golf, ice hockey, tennis, soccer, others
By region: North America, Europe, Asia-Pacific, MEA (Middle East and Africa), Latin America

The report also provides analysis of the key companies of the industry and their detailed company profiles including Apple, Inc., Cisco Systems, Inc., IBM Corporation, SAP SE, Telefonaktiebolaget LM Ericsson, among others. In this report, key players and their strategies are thoroughly analyzed to understand the competitive outlook of the market.
*REQUEST FREE SAMPLE TO GET A COMPLETE LIST OF COMPANIES

Scope of the Report
To analyze and forecast the market size of the global sports technology market.
To classify and forecast the global sports technology market based on technology, sports, region.
To identify drivers and challenges for the global sports technology market.
To examine competitive developments such as mergers & acquisitions, agreements, collaborations and partnerships, etc., in the global sports technology market.
To identify and analyze the profile of leading players operating in the global sports technology market.

Why Choose This Report
Gain a reliable outlook of the global sports technology market forecasts from 2023 to 2029 across scenarios.
Identify growth segments for investment.
Stay ahead of competitors through company profiles and market data.
The market estimate for ease of analysis across scenarios in Excel format.
Strategy consulting and research support for three months.
Print authentication provided for the single-user license.

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Asia-Pacific
MEA (Middle East and Africa)
Latin America

**PART 8. KEY COMPANIES**

Apple, Inc.
Cisco Systems, Inc.
IBM Corporation
SAP SE
Telefonaktiebolaget LM Ericsson

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