

Global AI Sports Prediction Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global AI Sports Prediction market size is expected to reach \$ 989 million by 2032, rising at a market growth of 7.9% CAGR during the forecast period (2026-2032).

AI Sports Prediction refers to the use of AI technologies such as machine learning, deep learning, and computer vision to analyze and model historical data (e.g., team records, player performance), real-time data (e.g., on-field sensors, odds changes), and external factors (e.g., injuries, weather) of sports events. This data is then used to quantitatively predict future scenarios such as match results (win/draw/loss, score), key events (goals, foul probabilities), or athlete performance (scoring, injury risk). Its core lies in extracting patterns from massive amounts of unstructured data through algorithms, surpassing traditional statistical models to achieve dynamic, high-precision pre-match simulations and real-time win rate updates. It is widely used in areas such as club tactical decision-making, sports media content generation, and data services.

The development of AI sports prediction globally varies significantly across regions: North America, leveraging the legalization of betting and the open data ecosystem of professional leagues, leads in commercialization; Europe boasts a strong football industry foundation, but differing regulatory policies across countries limit the formation of a unified market; China, due to the strict prohibition of sports betting, primarily focuses on internal club decision-making and media content generation; Japan, on the other hand, has developed a relatively closed vertical application system centered around popular domestic sports such as horse racing and baseball. In the future, industry technology will evolve towards multimodal large-scale models and edge real-time computing, but this development faces multiple obstacles. These include the monopoly of top-tier event data by leading companies, the lack of interpretability in algorithms making them difficult for professional institutions to adopt, and the

compliance risks of AI predictions potentially being used for illegal gambling or match manipulation. Current industry dynamics indicate that the rise of open-source tools and attempts in some regions to promote data sharing legislation are trying to break the existing monopoly, and the interplay between technology and legal regulation will continue to reshape industry rules.

This report studies the global AI Sports Prediction demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for AI Sports Prediction, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of AI Sports Prediction that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global AI Sports Prediction total market, 2021-2032, (USD Million)

Global AI Sports Prediction total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: AI Sports Prediction total market, key domestic companies, and share, (USD Million)

Global AI Sports Prediction revenue by player, revenue and market share 2021-2026, (USD Million)

Global AI Sports Prediction total market by Type, CAGR, 2021-2032, (USD Million)

Global AI Sports Prediction total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global AI Sports Prediction market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Leans.AI, SportBot AI, BetsWall, SportsAI, Genius Sports, Winners, Inc, DeepBetting, Wise Prediction, Rithmm, Parlay Savant, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world AI Sports Prediction market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global AI Sports Prediction Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global AI Sports Prediction Market, Segmentation by Type:

Match Result Prediction

Event Prediction

Performance Prediction

Others

Global AI Sports Prediction Market, Segmentation by Number of Parameters:

Low-Parameter Model (Number of Parameters
Medium-Parameter Model (Number of Parameters: 10? – 10?)

High-Parameter Model (Number of Parameters: 10? – 10?)

Very Large-Scale Parameter Model (Number of Parameters > 10?)

Global AI Sports Prediction Market, Segmentation by Application:

Sports Betting

Professional Sports Leagues and Clubs

Sports Media and Broadcasters

Sports Data Service Providers

Others

Companies Profiled:

Leans.AI

SportBot AI

BetsWall

SportsAI

Genius Sports

Winners, Inc

DeepBetting

Wise Prediction

Rithmm

Parlay Savant

BetIdeas

ZCode System

SenseTime

Alibaba Cloud

Rakuten

Sportradar

Stats Perform

Key Questions Answered

1. How big is the global AI Sports Prediction market?
2. What is the demand of the global AI Sports Prediction market?
3. What is the year over year growth of the global AI Sports Prediction market?
4. What is the total value of the global AI Sports Prediction market?
5. Who are the Major Players in the global AI Sports Prediction market?
6. What are the growth factors driving the market demand?

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