

Global AI Sports Prediction Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global AI Sports Prediction market size was valued at US\$ 577 million in 2025 and is forecast to a readjusted size of US\$ 989 million by 2032 with a CAGR of 7.9% during review period.

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 is a detailed and comprehensive analysis for global AI Sports Prediction market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global AI Sports Prediction market size and forecasts, in consumption value (\$ Million), 2021-2032

Global AI Sports Prediction market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global AI Sports Prediction market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global AI Sports Prediction market shares of main players, in revenue (\$ Million), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for AI Sports Prediction

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key 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.

Market segmentation

AI Sports Prediction market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Match Result Prediction

Event Prediction

Performance Prediction

Others

Market segment 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?)

Market segment by Application

Sports Betting

Professional Sports Leagues and Clubs

Sports Media and Broadcasters

Sports Data Service Providers

Others

Market segment by players, this report covers

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

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe AI Sports Prediction product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of AI Sports Prediction, with revenue, gross margin, and global market share of AI Sports Prediction from 2021 to 2026.

Chapter 3, the AI Sports Prediction competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and AI Sports Prediction market forecast, by regions, by Type and by Application, with

consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of AI Sports Prediction.

Chapter 13, to describe AI Sports Prediction research findings and conclusion.

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