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Global Electronic Performance and Tracking Systems (EPTS) Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Electronic Performance and Tracking Systems (EPTS) market size is expected to reach $ 2389 million by 2032, rising at a market growth of 10.9% CAGR during the forecast period (2026-2032).

Electronic Performance and Tracking Systems are sports technology systems used to collect, analyze, and visualize athlete movement, workload, positioning, speed, acceleration, distance, physiological indicators, and tactical behavior during training and competition. They may use wearable sensors, satellite positioning, local positioning, inertial measurement units, heart-rate modules, optical tracking cameras, base stations, software platforms, and cloud analytics. These systems are used by professional clubs, national teams, leagues, universities, academies, sports science departments, broadcasters, and performance analysts. This category excludes ordinary fitness trackers, consumer smartwatches, standalone heart-rate monitors, general video cameras without tracking analytics, venue ticketing systems, and sports management software without performance-tracking hardware or validated athlete data capture.The industrial chain of Electronic Performance and Tracking Systems includes upstream suppliers of positioning chips, inertial sensors, heart-rate sensors, cameras, antennas, batteries, wireless communication modules, microcontrollers, wearable housings, textiles, straps, charging docks, servers, cloud infrastructure, software development tools, data storage modules, optical components, cables, and packaging materials. The midstream consists of sports technology manufacturers and solution providers that design and assemble wearable devices, tracking tags, camera arrays, base stations, athlete monitoring platforms, data-processing algorithms, visualization dashboards, team-management interfaces, and analytics modules. Downstream users include football clubs, basketball teams, rugby teams, hockey teams, universities, sports

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academies, leagues, national training centers, sports medicine departments, broadcasters, data service providers, and elite youth development programs.

The Electronic Performance and Tracking System market is moving from elite-team adoption toward broader use across professional, collegiate, academy, and semi-professional sports. Demand is driven by the need for workload control, injury-risk management, tactical analysis, player development, return-to-play monitoring, and fan-facing data products. Buyers increasingly evaluate data accuracy, sensor reliability, athlete comfort, software usability, integration with video analysis, coaching workflow fit, and the ability to turn raw tracking data into actionable performance decisions. Wearable systems have stronger scalability across training environments, while optical and local-positioning systems are valued for venue-level tracking and broadcast-grade analytics. Suppliers with validated data models, sport-specific analytics, strong service support, and flexible subscription models are better positioned. Main challenges include budget sensitivity outside elite sports, data privacy concerns, system interoperability, coaching adoption, and the need to prove performance impact beyond data collection. In 2025, global Electronic Performance and Tracking System production reached approximately 72.26 thousand units, with an average global market price of around US$15,500 per unit. The gross profit margin of major companies in the industry ranged from 34% to 55%. In 2025, the global production capacity of Electronic Performance and Tracking Systems was approximately 96.34 thousand units.

Report Scope

This report studies the global Electronic Performance and Tracking Systems (EPTS) production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Electronic Performance and Tracking Systems (EPTS) 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 Electronic Performance and Tracking Systems (EPTS) that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Electronic Performance and Tracking Systems (EPTS) total production and demand, 2021-2032, (Units)

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Global Electronic Performance and Tracking Systems (EPTS) total production value, 2021-2032, (USD Million)

Global Electronic Performance and Tracking Systems (EPTS) production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Units), (based on production site)

Global Electronic Performance and Tracking Systems (EPTS) consumption by region & country, CAGR, 2021-2032 & (Units)

U.S. VS China: Electronic Performance and Tracking Systems (EPTS) domestic production, consumption, key domestic manufacturers and share

Global Electronic Performance and Tracking Systems (EPTS) production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Units)

Global Electronic Performance and Tracking Systems (EPTS) production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Units)

Global Electronic Performance and Tracking Systems (EPTS) production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Units)

This report profiles key players in the global Electronic Performance and Tracking Systems (EPTS) market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Sony Group Corporation, Electronic Arts Inc., Catapult Group International Ltd., KINEXON Sports & Media GmbH, Polar Electro Oy, PlayerData Limited, JOHAN Sports B.V. (DEMCON Group), Exelio S.r.l., Fitogether Inc., SkillCorner SAS, 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 Electronic Performance and Tracking Systems (EPTS) market

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Detailed Segmentation:

Each section contains quantitative market data including market by value (US$ Millions), volume (production, consumption) & (Units) and average price (US$/Unit) by manufacturer, 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 Electronic Performance and Tracking Systems (EPTS) Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Market Segmentation

Global Electronic Performance and Tracking Systems (EPTS) Market, Segmentation by Type:

Satellite Positioning EPTS

Local Positioning EPTS

Optical Tracking EPTS

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Global Electronic Performance and Tracking Systems (EPTS) Market, Segmentation by Device Form Factor:

Player-worn EPTS

Non-wearable EPTS

Global Electronic Performance and Tracking Systems (EPTS) Market, Segmentation by Highest Supported Data Availability Mode:

Real-time-capable EPTS

Post-session-only EPTS

Global Electronic Performance and Tracking Systems (EPTS) Market, Segmentation by Maximum Data Output Frequency:

Maximum Player Position Data Output Frequency up to 10 Hz

Maximum Player Position Data Output Frequency above 10 Hz to 25 Hz

Maximum Player Position Data Output Frequency above 25 Hz to 50 Hz

Maximum Player Position Data Output Frequency above 50 Hz

Global Electronic Performance and Tracking Systems (EPTS) Market, Segmentation by Application:

Professional Sports Clubs

Sports Federations and League Operators

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Educational and Research Institutions

Independent Youth and Grassroots Sports Organizations

Broadcast and Sports Media Organizations

Individual Athletes and Independent Coaches

Companies Profiled:

Sony Group Corporation

Electronic Arts Inc.

Catapult Group International Ltd.

KINEXON Sports & Media GmbH

Polar Electro Oy

PlayerData Limited

JOHAN Sports B.V. (DEMCON Group)

Exelio S.r.l.

Fitogether Inc.

SkillCorner SAS

Sportlight Technology Ltd.

Sportable Technologies Limited

PlayerMaker LTD

Genius Sports Limited

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Hudl, Inc.

Zebra Technologies Corporation

K-SPORT WORLD S.R.L.

Bepro Company Co., Ltd.

Qingdao 2038 Sports Management Co., Ltd.

Gengee Technology Co., Ltd.

Qoncept, Inc.

TECHTUIT CO., LTD.

DDSports, Inc. (ShotTracker)

Spiideo AB

Perform Content Services Limited (Stats Perform)

Sports Data Innovation SL (OLIVER Sports)

Track160 Ltd.

Insiders.live SA

MAC LLOYD SAS (McLloyd)

TRACKTICS GmbH

Visuallex Sport International Limited (VX Sport)

Sportradar Group AG

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Key Questions Answered

1. How big is the global Electronic Performance and Tracking Systems (EPTS) market?
2. What is the demand of the global Electronic Performance and Tracking Systems (EPTS) market?
3. What is the year over year growth of the global Electronic Performance and Tracking Systems (EPTS) market?
4. What is the total value of the global Electronic Performance and Tracking Systems (EPTS) market?
5. Who are the Major Players in the global Electronic Performance and Tracking Systems (EPTS) market?
6. What are the growth factors driving the market demand?

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