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Player Tracking System Market Size, Share & Trends Analysis Report By Offering (Solution, Services), By Technology (Optical, Wearables), By End Use (Individual, Team Sports), By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Player Tracking System Market Growth & Trends

The global player tracking system market size is estimated treach USD 20.44 billion by 2030, expanding at a CAGR of 20.5% from 2025 t2030, according ta new report by Grand View Research, Inc. The continued emphasis of the coaching staff of prominent teams on tracking and enhancing the performance of players is expected tdrive the growth of the market. Efforts aimed at preventing injuries tplayers are alsnecessitating the use of an appropriate player tracking system, thereby contributing tthe growth of the market.

GPS-based tracking systems are expected twitness a high rate of adoption over the forecast period. The ease of installation, affordability, and availability are increasingly encouraging various sports teams tutilize GPS-based tracking systems for practice sessions as well as during tournaments. Many colleges and universities have started using GPS trackers for their football and rugby teams owing tsimilar reasons. For instance, Baylor University from Texas, University of Oregon, University of North Carolina, and Vanderbilt University from Nashville are some of the educational institutes in the U.S. that are using GPS trackers tmonitor the performance of their players.

Asia Pacific is emerging as one of the promising regional markets for player tracking

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system companies. Several sports leagues in the region are increasingly adopting different kinds of tracking systems for players. For instance, the Board of Control for Cricket in India (BCCI) had signed a deal with STATSport Group, asports tech company based in the U.K., timplement a GPS-based player tracking system for the Indian cricket team ahead of the ICC Cricket World Cup 2019 tmeasure physical metrics of individual players.

However, the market is getting highly competitive as new entrants are foraying intthe market with innovative and customized products. For instance, Gpexe System and Catapult Sports have launched wireless charging GPS trackers for players. These devices can be paired with smartphones ttrack the players in real time using dedicated apps. Moreover, market players are alsforming strategic alliances with sports teams tgain a competitive advantage in the market. For instance, in March 2019, Sonda Sports announced a collaboration with Lions Rugby Co., a South African rugby team, tprovide GPS tracking system. Similarly, in April 2019, Kinexon partnered with Brose Bamberg, a German basketball team from Bamberg, North Bavaria, tprovide a sports tracking system.

Player Tracking System Market Report Highlights

The services segment is expected texhibit the highest CAGR over the forecast period owing tthe growing demand for application-based monitoring systems.

The wearables segment is expected tregister a high growth rate owing tthe affordability and easy availability of GPS trackers.

The team sports segment is expected texhibit the highest CAGR owing tthe continued adoption of latest tracking technologies.

The Asia Pacific region is expected tadvance at the fastest CAGR from 2025 t2030 owing tthe continued rollout of high-speed internet networks and proliferation of smart devices in the sports industry.

Some of the prominent players of player tracking system market include ChyronHegCorporation, Stats LLC, STATSports Group, and SPT Group Pty Ltd., among others.

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