

# Smart Stadium Market Size, Share & Trends Analysis Report By Component (Software, Services), By Deployment Type (On-premise, Cloud), By Region, And Segment Forecasts, 2023 - 2030

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## Abstracts

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### Smart Stadium Market Growth & Trends

The global smart stadium market size is estimated to reach USD 29.39 billion by 2030, growing at 20.6% CAGR from 2023 to 2030, according to a new report by Grand View Research, Inc. The growth can be attributed to the increasing focus on providing enhanced fan experience, improved safety, and increased operational efficiency at stadiums. The adoption of smart technology from automated ticketing systems to interactive digital displays, allows stadiums to host fans with personalized experiences and improve their overall satisfaction. The ongoing technological advancements such as virtual reality experiences and real-time analytics are expected to open new growth avenues for the smart stadium industry.

The growth of the market is also driven by the implementation of high-end technologies to improve customer service by delivering real-time data on the progression of events and facilitating fan interaction with the performer or teams in a more meaningful way. These technologies allow stadiums to gain valuable insights into their operations and employ better ways of optimizing their resources for maximum efficiency.

The rising demand for data-driven operations and upcoming international and national sports events are impelling the demand for smart stadiums. Several stadiums across the world are now being renovated to provide next-generation viewing experiences, fan

experience, smart parking, operational efficiency, enhanced security, etc. Smart stadiums are equipped with parking solutions, surveillance solutions, sensors, digital signs, etc. These solutions provide real-time information, including lines at concession stands, in-stadium merchandise pricing, and availability of parking, which enhances the overall experience for the fans.

Another crucial factor enhancing the smart stadium industry outlook is the adoption of green initiatives by stadium owners to reduce power consumption and carbon footprint with sustainable sources of electricity. For instance, the National Hockey League (NHL) has deployed data and analytics solutions to measure the carbon footprint of its venues and to gain insights into the best practices for its sustainability goals. The league has worked with partner SAP to develop a sustainability platform, NHL Venue Metrics, that can be used by the teams and their venue partners for data collection, validation, reporting, and insights.

### Smart Stadium Market Report Highlights

Based on component, the software segment captured a revenue share of 61.0% in 2022, owing to rising adoption driven by the increased significance of improving fan engagement to provide an enhanced experience

Based on deployment, the cloud segment is estimated to grow at a CAGR of over 21.0% over the forecast period. Cloud deployment can allow complex infrastructure such as stadiums to operate more effectively, creating new opportunities, and opening new streams of revenues due to its numerous and important advantages

Asia Pacific is estimated to grow at a significant CAGR of 23.0% over the forecast period owing to a drastic rise in the adoption of digital technologies in stadiums across Japan, India, ASEAN, and Australia to increase safety & security and improve fan experience

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