

# Player Tracking Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

The global player tracking market size reached US\$ 5.1 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 17.3 Billion by 2028, exhibiting a growth rate (CAGR) of 21.3% during 2023-2028.

Player tracking is used to track and record the location of players, the ball, or sports equipment via camera or chip-based technologies. It is also utilized for curating tactics and decisions and augmenting the performance of individuals and the overall team. Additionally, it provides basic information on important events that occurred during a game, including players involved, event time, and player substitution. At present, key players are innovating player tracking devices by integrating advanced technologies like global positioning systems (GPS) that can track, analyze, and improve the performance of athletics with personalized insights and training exercises.

### Player Tracking Market Trends:

The increasing number of sporting events and tournaments worldwide, in confluence with the escalating demand for real-time information to improve the decision-making process of the games, represents one of the key factors strengthening the growth of the market. Besides this, sports associations are adopting advanced technological solutions and services to analyze and monitor the player performance and health and help team management keep track of fraudulent activities during the game. Moreover, the rising adoption of fitness tracking wearable devices, such as smartwatches and fitness bands, which can monitor fitness-related activities of the professionals is contributing to the market growth. Apart from this, leading players operating in the industry are launching customizable player tracking applications integrated with radio frequency identification (RFID) technology. These devices also allow trainers to enhance the performance of

athletes by using real-time data for developing training plans based on individual metrics and fatigue thresholds. Such innovations undertaken by market players are anticipated to offer lucrative opportunities for player tracking market growth across the globe in the coming years.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global player tracking market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on component, type, application and end user.

#### Breakup by Component:

- Solutions
- Services

#### Breakup by Type:

- Wearables
- Optical
- Application-Based

#### Breakup by Application:

- Fitness Tracking
- Performance Tracking
- Fraud Detection
- Player Safety

#### Breakup by End User:

- Team Sport
- Individual Sport

#### Breakup by Region:

- North America
- United States
- Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Catapult Group International Limited, JOHAN Sports (Demcon), Kinexon, PlayGineering Systems Ltd, Polar Electro Oy, SPT Group Pty Ltd, Stats Perform, STATSports Group, The Chyron Corporation, Xampion and Zebra Technologies Corporation.

Key Questions Answered in This Report:

How has the global player tracking market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global player tracking market?

What are the key regional markets?

What is the breakup of the market based on the component?

What is the breakup of the market based on the type?

What is the breakup of the market based on the application?

What is the breakup of the market based on the end user?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global player tracking market and who are the key players?

What is the degree of competition in the industry?

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