

# **Player Tracking Market Report by Component (Solutions, Services), Type (Wearables, Optical, Application-Based), Application (Fitness Tracking, Performance Tracking, Fraud Detection, Player Safety), End User (Team Sport, Individual Sport), and Region 2024-2032**

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## **Abstracts**

The global player tracking market size reached US\$ 6.2 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 32.8 Billion by 2032, exhibiting a growth rate (CAGR) of 19.6% during 2024-2032.

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 2024-2032. 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

1. How big is the global player tracking market?
2. What is the expected growth rate of the global player tracking market during 2024-2032?

3. What are the key factors driving the global player tracking market?
4. What has been the impact of COVID-19 on the global player tracking market?
5. What is the breakup of the global player tracking market based on the component?
6. What is the breakup of the global player tracking market based on the type?
7. What is the breakup of the global player tracking market based on the application?
8. What is the breakup of the global player tracking market based on the end user?
9. What are the key regions in the global player tracking market?
10. Who are the key players/companies in the global player tracking market?

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