

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?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL PLAYER TRACKING MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY COMPONENT

- 6.1 Solutions
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Services
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast

7 MARKET BREAKUP BY TYPE

7.1 Wearables

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 Optical

7.2.1 Market Trends

7.2.2 Market Forecast

7.3 Application-Based

7.3.1 Market Trends

7.3.2 Market Forecast

8 MARKET BREAKUP BY APPLICATION

8.1 Fitness Tracking

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Performance Tracking

8.2.1 Market Trends

8.2.2 Market Forecast

8.3 Fraud Detection

8.3.1 Market Trends

8.3.2 Market Forecast

8.4 Player Safety

8.4.1 Market Trends

8.4.2 Market Forecast

9 MARKET BREAKUP BY END USER

9.1 Team Sport

9.1.1 Market Trends

9.1.2 Market Forecast

9.2 Individual Sport

9.2.1 Market Trends

9.2.2 Market Forecast

10 MARKET BREAKUP BY REGION

10.1 North America

- 10.1.1 United States
 - 10.1.1.1 Market Trends
 - 10.1.1.2 Market Forecast
- 10.1.2 Canada
 - 10.1.2.1 Market Trends
 - 10.1.2.2 Market Forecast
- 10.2 Asia-Pacific
 - 10.2.1 China
 - 10.2.1.1 Market Trends
 - 10.2.1.2 Market Forecast
 - 10.2.2 Japan
 - 10.2.2.1 Market Trends
 - 10.2.2.2 Market Forecast
 - 10.2.3 India
 - 10.2.3.1 Market Trends
 - 10.2.3.2 Market Forecast
 - 10.2.4 South Korea
 - 10.2.4.1 Market Trends
 - 10.2.4.2 Market Forecast
 - 10.2.5 Australia
 - 10.2.5.1 Market Trends
 - 10.2.5.2 Market Forecast
 - 10.2.6 Indonesia
 - 10.2.6.1 Market Trends
 - 10.2.6.2 Market Forecast
 - 10.2.7 Others
 - 10.2.7.1 Market Trends
 - 10.2.7.2 Market Forecast
- 10.3 Europe
 - 10.3.1 Germany
 - 10.3.1.1 Market Trends
 - 10.3.1.2 Market Forecast
 - 10.3.2 France
 - 10.3.2.1 Market Trends
 - 10.3.2.2 Market Forecast
 - 10.3.3 United Kingdom
 - 10.3.3.1 Market Trends
 - 10.3.3.2 Market Forecast
 - 10.3.4 Italy

- 10.3.4.1 Market Trends
- 10.3.4.2 Market Forecast
- 10.3.5 Spain
 - 10.3.5.1 Market Trends
 - 10.3.5.2 Market Forecast
- 10.3.6 Russia
 - 10.3.6.1 Market Trends
 - 10.3.6.2 Market Forecast
- 10.3.7 Others
 - 10.3.7.1 Market Trends
 - 10.3.7.2 Market Forecast
- 10.4 Latin America
 - 10.4.1 Brazil
 - 10.4.1.1 Market Trends
 - 10.4.1.2 Market Forecast
 - 10.4.2 Mexico
 - 10.4.2.1 Market Trends
 - 10.4.2.2 Market Forecast
 - 10.4.3 Others
 - 10.4.3.1 Market Trends
 - 10.4.3.2 Market Forecast
- 10.5 Middle East and Africa
 - 10.5.1 Market Trends
 - 10.5.2 Market Breakup by Country
 - 10.5.3 Market Forecast

11 SWOT ANALYSIS

- 11.1 Overview
- 11.2 Strengths
- 11.3 Weaknesses
- 11.4 Opportunities
- 11.5 Threats

12 VALUE CHAIN ANALYSIS

13 PORTERS FIVE FORCES ANALYSIS

- 13.1 Overview

- 13.2 Bargaining Power of Buyers
- 13.3 Bargaining Power of Suppliers
- 13.4 Degree of Competition
- 13.5 Threat of New Entrants
- 13.6 Threat of Substitutes

14 PRICE ANALYSIS

15 COMPETITIVE LANDSCAPE

- 15.1 Market Structure
- 15.2 Key Players
- 15.3 Profiles of Key Players
 - 15.3.1 Catapult Group International Limited
 - 15.3.1.1 Company Overview
 - 15.3.1.2 Product Portfolio
 - 15.3.1.3 Financials
 - 15.3.2 JOHAN Sports (Demcon)
 - 15.3.2.1 Company Overview
 - 15.3.2.2 Product Portfolio
 - 15.3.3 Kinexon
 - 15.3.3.1 Company Overview
 - 15.3.3.2 Product Portfolio
 - 15.3.4 PlayGineering Systems Ltd
 - 15.3.4.1 Company Overview
 - 15.3.4.2 Product Portfolio
 - 15.3.5 Polar Electro Oy
 - 15.3.5.1 Company Overview
 - 15.3.5.2 Product Portfolio
 - 15.3.6 SPT Group Pty Ltd
 - 15.3.6.1 Company Overview
 - 15.3.6.2 Product Portfolio
 - 15.3.7 Stats Perform
 - 15.3.7.1 Company Overview
 - 15.3.7.2 Product Portfolio
 - 15.3.8 STATSports Group
 - 15.3.8.1 Company Overview
 - 15.3.8.2 Product Portfolio
 - 15.3.9 The Chyron Corporation

- 15.3.9.1 Company Overview
- 15.3.9.2 Product Portfolio
- 15.3.10 Xampion
 - 15.3.10.1 Company Overview
 - 15.3.10.2 Product Portfolio
- 15.3.11 Zebra Technologies Corporation
 - 15.3.11.1 Company Overview
 - 15.3.11.2 Product Portfolio
 - 15.3.11.3 Financials
 - 15.3.11.4 SWOT Analysis

List Of Tables

LIST OF TABLES

Table 1: Global: Player Tracking Market: Key Industry Highlights, 2023 and 2032

Table 2: Global: Player Tracking Market Forecast: Breakup by Component (in Million US\$), 2024-2032

Table 3: Global: Player Tracking Market Forecast: Breakup by Type (in Million US\$), 2024-2032

Table 4: Global: Player Tracking Market Forecast: Breakup by Application (in Million US\$), 2024-2032

Table 5: Global: Player Tracking Market Forecast: Breakup by End User (in Million US\$), 2024-2032

Table 6: Global: Player Tracking Market Forecast: Breakup by Region (in Million US\$), 2024-2032

Table 7: Global: Player Tracking Market: Competitive Structure

Table 8: Global: Player Tracking Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Player Tracking Market: Major Drivers and Challenges

Figure 2: Global: Player Tracking Market: Sales Value (in Billion US\$), 2018-2023

Figure 3: Global: Player Tracking Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 4: Global: Player Tracking Market: Breakup by Component (in %), 2023

Figure 5: Global: Player Tracking Market: Breakup by Type (in %), 2023

Figure 6: Global: Player Tracking Market: Breakup by Application (in %), 2023

Figure 7: Global: Player Tracking Market: Breakup by End User (in %), 2023

Figure 8: Global: Player Tracking Market: Breakup by Region (in %), 2023

Figure 9: Global: Player Tracking (Solutions) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 10: Global: Player Tracking (Solutions) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 11: Global: Player Tracking (Services) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 12: Global: Player Tracking (Services) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 13: Global: Player Tracking (Wearables) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 14: Global: Player Tracking (Wearables) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 15: Global: Player Tracking (Optical) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 16: Global: Player Tracking (Optical) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 17: Global: Player Tracking (Application-Based) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 18: Global: Player Tracking (Application-Based) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 19: Global: Player Tracking (Fitness Tracking) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 20: Global: Player Tracking (Fitness Tracking) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 21: Global: Player Tracking (Performance Tracking) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 22: Global: Player Tracking (Performance Tracking) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 23: Global: Player Tracking (Fraud Detection) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 24: Global: Player Tracking (Fraud Detection) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 25: Global: Player Tracking (Player Safety) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 26: Global: Player Tracking (Player Safety) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 27: Global: Player Tracking (Team Sport) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 28: Global: Player Tracking (Team Sport) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 29: Global: Player Tracking (Individual Sport) Market: Sales Value (in Million US\$), 2018 & 2023

Figure 30: Global: Player Tracking (Individual Sport) Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 31: North America: Player Tracking Market: Sales Value (in Million US\$), 2018 & 2023

Figure 32: North America: Player Tracking Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 33: United States: Player Tracking Market: Sales Value (in Million US\$), 2018 & 2023

Figure 34: United States: Player Tracking Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 35: Canada: Player Tracking Market: Sales Value (in Million US\$), 2018 & 2023

Figure 36: Canada: Player Tracking Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 37: Asia-Pacific: Player Tracking Market: Sales Value (in Million US\$), 2018 & 2023

Figure 38: Asia-Pacific: Player Tracking Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 39: China: Player Tracking Market: Sales Value (in Million US\$), 2018 & 2023

Figure 40: China: Player Tracking Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 41: Japan: Player Tracking Market: Sales Value (in Million US\$), 2018 & 2023

Figure 42: Japan: Player Tracking Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 43: India: Player Tracking Market: Sales Value (in Million US\$), 2018 & 2023

Figure 44: India: Player Tracking Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 45: South Korea: Player Tracking Market: Sales Value (in Million US\$), 2018 & 2023

Figure 46: South Korea: Player Tracking Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 47: Australia: Player Tracking Market: Sales Value (in Million US\$), 2018 & 2023

Figure 48: Australia: Player Tracking Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 49: Indonesia: Player Tracking Market: Sales Value (in Million US\$), 2018 & 2023

Figure 50: Indonesia: Player Tracking Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 51: Others: Player Tracking Market: Sales Value (in Million US\$), 2018 & 2023

Figure 52: Others: Player Tracking Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 53: Europe: Player Tracking Market: Sales Value (in Million US\$), 2018 & 2023

Figure 54: Europe: Player Tracking Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 55: Germany: Player Tracking Market: Sales Value (in Million US\$), 2018 & 2023

Figure 56: Germany: Player Tracking Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 57: France: Player Tracking Market: Sales Value (in Million US\$), 2018 & 2023

Figure 58: France: Player Tracking Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 59: United Kingdom: Player Tracking Market: Sales Value (in Million US\$), 2018 & 2023

Figure 60: United Kingdom: Player Tracking Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 61: Italy: Player Tracking Market: Sales Value (in Million US\$), 2018 & 2023

Figure 62: Italy: Player Tracking Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 63: Spain: Player Tracking Market: Sales Value (in Million US\$), 2018 & 2023

Figure 64: Spain: Player Tracking Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 65: Russia: Player Tracking Market: Sales Value (in Million US\$), 2018 & 2023

Figure 66: Russia: Player Tracking Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 67: Others: Player Tracking Market: Sales Value (in Million US\$), 2018 & 2023

Figure 68: Others: Player Tracking Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 69: Latin America: Player Tracking Market: Sales Value (in Million US\$), 2018 & 2023

Figure 70: Latin America: Player Tracking Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 71: Brazil: Player Tracking Market: Sales Value (in Million US\$), 2018 & 2023

Figure 72: Brazil: Player Tracking Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 73: Mexico: Player Tracking Market: Sales Value (in Million US\$), 2018 & 2023

Figure 74: Mexico: Player Tracking Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 75: Others: Player Tracking Market: Sales Value (in Million US\$), 2018 & 2023

Figure 76: Others: Player Tracking Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 77: Middle East and Africa: Player Tracking Market: Sales Value (in Million US\$), 2018 & 2023

Figure 78: Middle East and Africa: Player Tracking Market: Breakup by Country (in %), 2023

Figure 79: Middle East and Africa: Player Tracking Market Forecast: Sales Value (in Million US\$), 2024-2032

Figure 80: Global: Player Tracking Industry: SWOT Analysis

Figure 81: Global: Player Tracking Industry: Value Chain Analysis

Figure 82: Global: Player Tracking Industry: Porter's Five Forces Analysis

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