

# Smart Stadium Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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## Abstracts

The global smart stadium market size reached US\$ 5.9 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 19.3 Billion by 2027, exhibiting a growth rate (CAGR) of 22.4% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic. These insights are included in the report as a major market contributor.

A smart stadium utilizes digital and automated technological solutions to provide up-to-date information on parking availability, bathroom and concession lines, seat upgrades, and special offers. It relies on data analytics software to personalize the fan experience through loyalty programs and offer the convenience of navigating faster amongst the crowd. In addition, its networking sensors and existing systems depend on Internet of Things (IoT) technology to assist the staff in monitoring the venue and keeping people safe. Nowadays, the infrastructure of a smart stadium can be utilized to modernize and control building management systems, including lighting and heating, ventilation, and air conditioning (HVAC).

### Smart Stadium Market Trends:

The growing popularity of live sports and entertainment events, coupled with the escalating demand for a hassle-free stadium experience, acts as a major driver positively influencing the market of smart stadium solutions across the globe. These solutions rely on digital technologies and fast internet connections to provide efficient customer services. They also enable stadium operators to increase profitability, enhance the overall fan experience, and improve stadium security. In addition, market players are offering technologically sophisticated services to compete with at-home experience or entertainment systems. They are also designing state-of-the-art stadiums

with augmented reality (AR), interactive seats, and big screens to expand their consumer base. These stadiums are installed with monitors throughout the venue that allow fans to have real-time access to players' profiles, statistical data, and fantasy performances of teams on their smartphones, tablets, and stadium kiosks. Apart from this, due to rising environmental concerns, these players are introducing smart stadium infrastructures that can be automated to conserve energy, reduce the number of operational staff required, and minimize maintenance costs.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global smart stadium market report, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on component, deployment model and application.

#### Breakup by Component:

- Software
- Services

#### Breakup by Deployment Model:

- On-premises
- Cloud-based

#### Breakup by Application:

- Digital Content Management
- Digital Signage
- Audio and Video Management
- Others
- Stadium and Public Security
- Video Surveillance
- Cybersecurity
- Emergency and Disaster Management
- Physical Security Information Management
- Security Scanning, Imaging and Metal Detection
- Others
- Building Automation Management
- Parking Management Systems

Energy Management Systems  
Facility Management Systems  
Event Management  
Event Marketing and Management  
Ticketing Management  
Workforce Management  
Crowd Management  
Network Management  
Others

#### 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 Cisco Systems Inc., GP Smart Stadium, Honeywell International Inc., Huawei Technologies Co. Ltd., Intel Corporation, International Business Machines Corporation, Johnson Controls International, NEC Corporation, NXP Semiconductors N.V., Schneider Electric SE, Tech Mahindra Limited (Mahindra Group) and Telefonaktiebolaget LM Ericsson.

#### Key Questions Answered in This Report:

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

What has been the impact of COVID-19 on the global smart stadium 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 deployment model?

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

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 smart stadium market and who are the key players?

What is the degree of competition in the industry?

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