

Smart Stadium Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global smart stadium market size reached US\$ 7.3 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 23.3 Billion by 2028, exhibiting a growth rate (CAGR) of 21.34% during 2022-2028.

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 2023-2028. 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

1. What was the size of the global smart stadium market in 2022?
2. What is the expected growth rate of the global smart stadium market during 2023-2028?
3. What are the key factors driving the global smart stadium market?
4. What has been the impact of COVID-19 on the global smart stadium market?
5. What is the breakup of the global smart stadium market based on the component?
6. What is the breakup of the global smart stadium market based on the deployment model?
7. What is the breakup of the global smart stadium market based on the application?
8. What are the key regions in the global smart stadium market?
9. Who are the key players/companies in the global smart stadium market?

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