

South Korea Sports Technology Market Size, Share, Trends and Forecast by Component, Technology, Sports, Application, End User, and Region, 2026-2034

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Abstracts

The South Korea sports technology market size reached USD 446.2 Million in 2025. The market is projected to reach USD 847.3 Million by 2034, exhibiting a growth rate (CAGR) of 7.16 % during 2026-2034. The market is evolving rapidly, driven by innovation across various sectors such as wearables, smart equipment, data analytics, and virtual training platforms. Enhanced fan engagement tools and performance tracking systems are being widely adopted by athletes, teams, and organizations. Strategic partnerships and growing digital infrastructure continue to shape future growth. This comprehensive outlook highlights the expanding South Korea sports technology market share.

SOUTH KOREA SPORTS TECHNOLOGY MARKET TRENDS:

Precision officiating through automated systems

The integration of automated decision-making technologies in professional sports has significantly advanced in South Korea. Starting in the 2024 season, the national baseball league implemented an automated ball-strike adjudication system utilizing computer vision and machine learning. This technology enhances the accuracy and consistency of calls, reducing human error and controversial decisions during games. By employing synchronized multi-camera setups, the system tracks pitch trajectories with high precision, allowing for instant review and auditability. This innovation promotes fairness and improves the overall integrity of competition. The growing adoption of such automated officiating systems signals a broader digital transformation across multiple sports disciplines within the country. Efforts to extend similar technologies to other sports, such as goal-line decisions in football and timing in athletics, are already

underway. The deployment of this system in 2024 demonstrates both governmental and league-level commitment to utilizing data-driven fairness. Such advancements have become pivotal contributors to the ongoing South Korea sports technology market growth.

Expansion of immersive virtual sporting experiences

Immersive virtual platforms are rapidly transforming how audiences engage with sports in South Korea. In March 2025, the virtual sports market in the country achieved revenue in millions, underscoring its growing commercial viability. These platforms combine high-speed networks with realistic simulation engines, enabling virtual training scenarios, fan-centric gamified content, and live event participation through avatars. They support multi-user interaction, realistic physics, and integration with live broadcasts, allowing remote participants to feel embedded in real-world competition. Virtual experiences also offer secondary monetisation channels such as premium access, interactive betting-like engagement, and in-event analytics. As infrastructure and platform sophistication improve, Korean sporting authorities are incorporating these tools into talent development pipelines, media strategies, and educational outreach. The result is a diverse ecosystem where physical sport, simulation, and digital fandom merge to create unified consumer experiences. These developments exemplify key South Korea sports technology market trends driving innovation and expanding engagement across the sporting ecosystem.

Wearable-driven performance intelligence

Wearable technologies that monitor biometric, physiological, and movement data have become essential tools for athletic performance enhancement in South Korea. These devices, equipped with miniaturised sensors, continuously track metrics such as heart rate variability, acceleration, and motion patterns without interfering with athletes' performance during competition. Data collected from wearables is analysed in real time to provide insights into workload management, recovery optimization, and injury prevention. Supported by national policies promoting digital health and innovation, wearables are integrated into centralized athlete monitoring systems used by coaches and sports scientists. This allows for more personalised training programmes tailored to individual athletes' needs, improving overall performance outcomes. The ongoing collection of longitudinal data further enables the detection of subtle trends in physical adaptation, enabling timely interventions. The adoption of wearable-driven analytics marks a shift towards continuous, data-informed athlete management and reflects the evolving landscape of sports science in South Korea. This technological progression

plays a critical role in enhancing competitive success and athlete wellbeing.

SOUTH KOREA SPORTS TECHNOLOGY MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country and regional levels for ?2026-2034?. Our report has categorized the market based on component, technology, sports, application, and end user.

Component Insights:

Software

Wearable Devices and Sports Equipment

Services

The report has provided a detailed breakup and analysis of the market based on the component. This includes software, wearable devices and sports equipment, and services.

Technology Insights:

Artificial Intelligence/Machine Learning (AI/ML)

Internet of Things (IoT)

Augmented Reality/Virtuality (AR/VR)

A detailed breakup and analysis of the market based on the technology have also been provided in the report. This includes artificial intelligence/machine learning (AI/ML), internet of things (IoT), and augmented reality/virtuality (AR/VR).

Sports Insights:

Soccer

Baseball

Basketball

Ice Hockey

American Football/Rugby

Tennis

Cricket

Golf

Esports

Others

The report has provided a detailed breakup and analysis of the market based on the sports. This includes soccer, baseball, basketball, ice hockey, American football/rugby, tennis, cricket, golf, esports, and others.

Application Insights:

Tracking

Decision Making and Team Analysis and Management

Analytics and Statistics

Tactics and Simulation

Training

Game Performance Analysis and Injury and Health Analysis

A detailed breakup and analysis of the market based on the application have also been

provided in the report. This includes tracking, decision making and team analysis and management, analytics and statistics, tactics and simulation, training, and game performance analysis and injury and health analysis.

End User Insights:

Coaches

Clubs

Leagues

Sports Associations

Others

The report has provided a detailed breakup and analysis of the market based on the end user. This includes coaches, clubs, leagues, sports associations, and others.

Regional Insights:

Seoul Capital Area

Yeongnam (Southeastern Region)

Honam (Southwestern Region)

Hoseo (Central Region)

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include the Seoul Capital Area, Yeongnam (Southeastern Region), Honam (Southwestern Region), Hoseo (Central Region), and others.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the South Korea sports technology market performed so far and how will it perform in the coming years?

What is the breakup of the South Korea sports technology market on the basis of component?

What is the breakup of the South Korea sports technology market on the basis of technology?

What is the breakup of the South Korea sports technology market on the basis of sports?

What is the breakup of the South Korea sports technology market on the basis of application?

What is the breakup of the South Korea sports technology market on the basis of end user?

What is the breakup of the South Korea sports technology market on the basis of region?

What are the various stages in the value chain of the South Korea sports technology market?

What are the key driving factors and challenges in the South Korea sports technology market?

What is the structure of the South Korea sports technology market and who are the key players?

What is the degree of competition in the South Korea sports technology market?

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