

Sports Analytics Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

<https://marketpublishers.com/r/S0DC407699C1EN.html>

Date: January 2023

Pages: 143

Price: US\$ 2,499.00 (Single User License)

ID: S0DC407699C1EN

Abstracts

The global sports analytics market size reached US\$ 1,085.4 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 3,097.8 Million by 2028, exhibiting a growth rate (CAGR) of 18.6% during 2023-2028.

Sports analytics refers to the application of statistical and mathematical principles to analyze different components of sports, including player performance, recruitment and business performance. The analytics process involves the collection of data from a broad sample and the establishment of several parameters that can measure fumble or hit rate. Sports analytics helps to evaluate the weaknesses and strengths of opposers. It also aids in ensuring high returns on investments (ROIs), decreasing operating costs, and increasing overall income. Sports analytics can be differentiated into on-field and off-field analytics. Amongst these, on-field analytics is used for developing team strategies and tactics by observing patterns in terms of counter-strategies, formation, and other variables. On the other hand, off-field analytics apply statistics to help the owners of sports institutions to make effective decisions that can lead to improved business profitability and performance. Sports analytics is extensively used by professional and college sports programs and sports media, wearable technology, and training technology companies.

Sports Analytics Market Trends:

There has been a significant rise in investments in the sports industry for making data-driven decisions is primarily fueling the global sports analytics market growth. The emerging need for tracking and monitoring the data of players is further contributing significantly to the growth of the market. Other than this, the rising demand for improved wearable devices amongst athletes and other players to gain insights on their

performance and fitness variables, which include acceleration, heartbeat, and speed, is fueling the market growth. The demand for high-quality wearables is also being affected by rising health consciousness amongst consumers, particularly during the coronavirus (COVID-19) pandemic, which is positively influencing the sports analytics market growth. Moreover, the development of high-end and cost-effective computing solutions is creating a positive outlook for the market across the globe.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global sports analytics market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on component, analysis type and sport.

Breakup by Component:

- Software
- Service

Breakup by Analysis Type:

- On-field
 - Player and Team Analysis
 - Video Analysis
 - Health Assessment
- Off-field
 - Fan Engagement
 - Ticket Pricing

Breakup by Sport:

- Football
- Cricket
- Hockey
- Basketball
- American Football
- 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 Chyronhego Corporation, Experfy Inc., HCL Technologies, International Business Machines Corporation, iSportsAnalysis, Oracle Corporation, Qualitas Global Services, SAP SE, Sas Institute Inc., Sportradar AG, Stats Perform and Tableau Software LLC (Salesforce.com Inc.).

Key Questions Answered in This Report

1. What was the size of the global sports analytics market in 2022?
2. What is the expected growth rate of the global sports analytics market during 2023-2028?
3. What are the key factors driving the global sports analytics market?
4. What has been the impact of COVID-19 on the global sports analytics market?
5. What is the breakup of the global sports analytics market based on the component?

6. What is the breakup of the global sports analytics market based on the analysis type?
7. What is the breakup of the global sports analytics market based on the sport?
8. What are the key regions in the global sports analytics market?
9. Who are the key players/companies in the global sports analytics 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 SPORTS ANALYTICS 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 Software
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Service
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast

7 MARKET BREAKUP BY ANALYSIS TYPE

7.1 On-field

7.1.1 Market Trends

7.1.2 Key Segments

7.1.2.1 Player and Team Analysis

7.1.2.2 Video Analysis

7.1.2.3 Health Assessment

7.1.3 Market Forecast

7.2 Off-field

7.2.1 Market Trends

7.2.2 Key Segments

7.2.2.1 Fan Engagement

7.2.2.2 Ticket Pricing

7.2.3 Market Forecast

8 MARKET BREAKUP BY SPORT

8.1 Football

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Cricket

8.2.1 Market Trends

8.2.2 Market Forecast

8.3 Hockey

8.3.1 Market Trends

8.3.2 Market Forecast

8.4 Basketball

8.4.1 Market Trends

8.4.2 Market Forecast

8.5 American Football

8.5.1 Market Trends

8.5.2 Market Forecast

8.6 Others

8.6.1 Market Trends

8.6.2 Market Forecast

9 MARKET BREAKUP BY REGION

9.1 North America

9.1.1 United States

9.1.1.1 Market Trends

9.1.1.2 Market Forecast

9.1.2 Canada

9.1.2.1 Market Trends

9.1.2.2 Market Forecast

9.2 Asia-Pacific

9.2.1 China

9.2.1.1 Market Trends

9.2.1.2 Market Forecast

9.2.2 Japan

9.2.2.1 Market Trends

9.2.2.2 Market Forecast

9.2.3 India

9.2.3.1 Market Trends

9.2.3.2 Market Forecast

9.2.4 South Korea

9.2.4.1 Market Trends

9.2.4.2 Market Forecast

9.2.5 Australia

9.2.5.1 Market Trends

9.2.5.2 Market Forecast

9.2.6 Indonesia

9.2.6.1 Market Trends

9.2.6.2 Market Forecast

9.2.7 Others

9.2.7.1 Market Trends

9.2.7.2 Market Forecast

9.3 Europe

9.3.1 Germany

9.3.1.1 Market Trends

9.3.1.2 Market Forecast

9.3.2 France

9.3.2.1 Market Trends

9.3.2.2 Market Forecast

9.3.3 United Kingdom

9.3.3.1 Market Trends

9.3.3.2 Market Forecast

9.3.4 Italy

9.3.4.1 Market Trends

9.3.4.2 Market Forecast

9.3.5 Spain

9.3.5.1 Market Trends

9.3.5.2 Market Forecast

9.3.6 Russia

9.3.6.1 Market Trends

9.3.6.2 Market Forecast

9.3.7 Others

9.3.7.1 Market Trends

9.3.7.2 Market Forecast

9.4 Latin America

9.4.1 Brazil

9.4.1.1 Market Trends

9.4.1.2 Market Forecast

9.4.2 Mexico

9.4.2.1 Market Trends

9.4.2.2 Market Forecast

9.4.3 Others

9.4.3.1 Market Trends

9.4.3.2 Market Forecast

9.5 Middle East and Africa

9.5.1 Market Trends

9.5.2 Market Breakup by Country

9.5.3 Market Forecast

10 SWOT ANALYSIS

10.1 Overview

10.2 Strengths

10.3 Weaknesses

10.4 Opportunities

10.5 Threats

11 VALUE CHAIN ANALYSIS

12 PORTERS FIVE FORCES ANALYSIS

- 12.1 Overview
- 12.2 Bargaining Power of Buyers
- 12.3 Bargaining Power of Suppliers
- 12.4 Degree of Competition
- 12.5 Threat of New Entrants
- 12.6 Threat of Substitutes

13 PRICE ANALYSIS

14 COMPETITIVE LANDSCAPE

- 14.1 Market Structure
- 14.2 Key Players
- 14.3 Profiles of Key Players
 - 14.3.1 Chyronhego Corporation
 - 14.3.1.1 Company Overview
 - 14.3.1.2 Product Portfolio
 - 14.3.2 Experfy Inc.
 - 14.3.2.1 Company Overview
 - 14.3.2.2 Product Portfolio
 - 14.3.3 HCL Technologies
 - 14.3.3.1 Company Overview
 - 14.3.3.2 Product Portfolio
 - 14.3.3.3 Financials
 - 14.3.3.4 SWOT Analysis
 - 14.3.4 International Business Machines Corporation
 - 14.3.4.1 Company Overview
 - 14.3.4.2 Product Portfolio
 - 14.3.4.3 Financials
 - 14.3.4.4 SWOT Analysis
 - 14.3.5 iSportsAnalysis
 - 14.3.5.1 Company Overview
 - 14.3.5.2 Product Portfolio
 - 14.3.6 Oracle Corporation
 - 14.3.6.1 Company Overview
 - 14.3.6.2 Product Portfolio
 - 14.3.6.3 Financials
 - 14.3.6.4 SWOT Analysis
 - 14.3.7 Qualitas Global Services

- 14.3.7.1 Company Overview
- 14.3.7.2 Product Portfolio
- 14.3.8 SAP SE
 - 14.3.8.1 Company Overview
 - 14.3.8.2 Product Portfolio
 - 14.3.8.3 Financials
 - 14.3.8.4 SWOT Analysis
- 14.3.9 Sas Institute Inc.
 - 14.3.9.1 Company Overview
 - 14.3.9.2 Product Portfolio
 - 14.3.9.3 SWOT Analysis
- 14.3.10 Sportradar AG
 - 14.3.10.1 Company Overview
 - 14.3.10.2 Product Portfolio
- 14.3.11 Stats Perform
 - 14.3.11.1 Company Overview
 - 14.3.11.2 Product Portfolio
- 14.3.12 Tableau Software LLC (Salesforce.com Inc.)
 - 14.3.12.1 Company Overview
 - 14.3.12.2 Product Portfolio

List Of Tables

LIST OF TABLES

Table 1: Global: Sports Analytics Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Sports Analytics Market Forecast: Breakup by Component (in Million US\$), 2023-2028

Table 3: Global: Sports Analytics Market Forecast: Breakup by Analysis Type (in Million US\$), 2023-2028

Table 4: Global: Sports Analytics Market Forecast: Breakup by Sport (in Million US\$), 2023-2028

Table 5: Global: Sports Analytics Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 6: Global: Sports Analytics Market: Competitive Structure

Table 7: Global: Sports Analytics Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Sports Analytics Market: Major Drivers and Challenges

Figure 2: Global: Sports Analytics Market: Sales Value (in Million US\$), 2017-2022

Figure 3: Global: Sports Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 4: Global: Sports Analytics Market: Breakup by Component (in %), 2022

Figure 5: Global: Sports Analytics Market: Breakup by Analysis Type (in %), 2022

Figure 6: Global: Sports Analytics Market: Breakup by Sport (in %), 2022

Figure 7: Global: Sports Analytics Market: Breakup by Region (in %), 2022

Figure 8: Global: Sports Analytics (Software) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 9: Global: Sports Analytics (Software) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 10: Global: Sports Analytics (Service) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 11: Global: Sports Analytics (Service) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 12: Global: Sports Analytics (On-field) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 13: Global: Sports Analytics (On-field) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 14: Global: Sports Analytics (Off-field) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 15: Global: Sports Analytics (Off-field) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 16: Global: Sports Analytics (Football) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 17: Global: Sports Analytics (Football) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 18: Global: Sports Analytics (Cricket) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 19: Global: Sports Analytics (Cricket) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 20: Global: Sports Analytics (Hockey) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 21: Global: Sports Analytics (Hockey) Market Forecast: Sales Value (in Million

US\$), 2023-2028

Figure 22: Global: Sports Analytics (Basketball) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 23: Global: Sports Analytics (Basketball) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 24: Global: Sports Analytics (American Football) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 25: Global: Sports Analytics (American Football) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 26: Global: Sports Analytics (Other Sports) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 27: Global: Sports Analytics (Other Sports) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 28: North America: Sports Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 29: North America: Sports Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 30: United States: Sports Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 31: United States: Sports Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 32: Canada: Sports Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 33: Canada: Sports Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 34: Asia-Pacific: Sports Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 35: Asia-Pacific: Sports Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 36: China: Sports Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 37: China: Sports Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 38: Japan: Sports Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 39: Japan: Sports Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 40: India: Sports Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 41: India: Sports Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 42: South Korea: Sports Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 43: South Korea: Sports Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 44: Australia: Sports Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 45: Australia: Sports Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 46: Indonesia: Sports Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 47: Indonesia: Sports Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 48: Others: Sports Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 49: Others: Sports Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 50: Europe: Sports Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 51: Europe: Sports Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 52: Germany: Sports Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 53: Germany: Sports Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 54: France: Sports Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 55: France: Sports Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 56: United Kingdom: Sports Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 57: United Kingdom: Sports Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 58: Italy: Sports Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 59: Italy: Sports Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 60: Spain: Sports Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 61: Spain: Sports Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 62: Russia: Sports Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 63: Russia: Sports Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 64: Others: Sports Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 65: Others: Sports Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 66: Latin America: Sports Analytics Market: Sales Value (in Million US\$), 2017 &

2022

Figure 67: Latin America: Sports Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 68: Brazil: Sports Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 69: Brazil: Sports Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 70: Mexico: Sports Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 71: Mexico: Sports Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 72: Others: Sports Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 73: Others: Sports Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 74: Middle East and Africa: Sports Analytics Market: Sales Value (in Million US\$), 2017 & 2022

Figure 75: Middle East and Africa: Sports Analytics Market: Breakup by Country (in %), 2022

Figure 76: Middle East and Africa: Sports Analytics Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 77: Global: Sports Analytics Industry: SWOT Analysis

Figure 78: Global: Sports Analytics Industry: Value Chain Analysis

Figure 79: Global: Sports Analytics Industry: Porter's Five Forces Analysis

I would like to order

Product name: Sports Analytics Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Product link: <https://marketpublishers.com/r/S0DC407699C1EN.html>

Price: US\$ 2,499.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S0DC407699C1EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

