

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

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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?

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