+44 20 8123 2220
info@marketpublishers.com

Sports Analytics Market Report by Component (Software, Service), Analysis Type (On-field, Off-field), Sport (Football, Cricket, Hockey, Basketball, American Football, and Others), and Region 2024-2032

https://marketpublishers.com/r/SC3F5EFA869CEN.html
Date: March 2024
Pages: 139
Price: US$ 3,899.00 (Single User License)
ID: SC3F5EFA869CEN

Abstracts

The global sports analytics market size reached US$ 1,287.2 Million in 2023. Looking forward, IMARC Group expects the market to reach US$ 5,183.7 Million by 2032, exhibiting a growth rate (CAGR) of 16.2% during 2024-2032. The growing demand for predictive insights, rising concerns to monitor injuries among players, and increasing utilization of wearable devices by athletes represent some of the key factors driving the market.

Sports analytics refers to an analysis of sports data, such as player performance, business operations, and recruitment. It comprises on-field and off-field analytics, such as player and team analysis, video analysis, health assessment, fan engagement, and ticket pricing. It is beneficial for individual players, teams, and sports enterprise that is participating in a competition. It assists in increasing the fan base of players, improving merchandise sales, and accumulating sponsorships. It aids in evaluating the performance of athletes, encouraging better decision-making, and reducing operating costs. Besides this, it increases revenue, improves in-game strategies, delivers nutrition plans, and enhances the level of performance. It also identifies a player with a higher risk of injury, allows fitness staff to balance the overall exertion levels, and enroll in conditioning programs. As a result, sports analytics is widely utilized in numerous sports, such as football, hockey, cricket, and basketball, across the globe.

Sports Analytics Market Trends:
At present, the rising demand for tracking and monitoring the data of players worldwide represents one of the key factors supporting the growth of the market. In addition, the

+44 20 8123 2220
info@marketpublishers.com

increasing demand for predictive insights and real-time data in a sport is bolstering the growth of the market. Besides this, the growing adoption of sports analytics due to the increasing demand for enhanced decision-making to compete with competitors in a game is positively influencing the market. Moreover, the rising adoption of artificial intelligence (AI)-based solutions among athletes to gain insights, such as heartbeat, speed, and acceleration, is propelling the growth of the market. Apart from this, the increasing utilization of sports analytics in clubs and teams around the world is offering lucrative growth opportunities to industry investors. Additionally, the rising employment of various technologies, such as big data, the internet of things (IoT), and cloud computing for improved team performance, is impelling the growth of the market. Besides this, the increasing demand for wearable devices among athletes across the globe is contributing to the growth of the market. Furthermore, the rising demand for sports analytics for complex data streaming, along with the increasing concerns about monitoring injuries and optimizing the training curriculum of players, is strengthening the growth of the market.

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 2024-2032. Our report has categorized the market based on component, analysis type and sport.

Component Insights:

Software
Service

The report has provided a detailed breakup and analysis of the sports analytics market based on the component. This includes software and service. According to the report, software represented the largest segment.

Analysis Type Insights:

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

+44 20 8123 2220
info@marketpublishers.com

Ticket Pricing

A detailed breakup and analysis of the sports analytics market based on the analysis type has also been provided in the report. This includes on-field (player and team analysis, video analysis, and health assessment) and off-field (fan engagement and ticket pricing). According to the report, on-field accounted for the largest market share.

Sport Insights:

Football
Cricket
Hockey
Basketball
American Football
Others

A detailed breakup and analysis of the sports analytics market based on the sport has also been provided in the report. This includes football, cricket, hockey, basketball, American football, and others. According to the report, football accounted for the largest market share.

Regional Insights:
North America
United States
Canada
Asia-Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain

+44 20 8123 2220
info@marketpublishers.com

Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America (the United States and Canada) was the largest market for sports analytics. Some of the factors driving the North America sports analytics market included the growing demand for the artificial intelligence (AI) technology and video analysis in sports, rising investments in various technologies by key players, increasing number of sports analytics players, etc.

Competitive Landscape:
The report has also provided a comprehensive analysis of the competitive landscape in the global sports analytics market. Competitive analysis such as market structure, market share by key players, 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. Some of the companies covered include 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, Tableau Software LLC (Salesforce.com Inc.)., etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report

1. What was the size of the global sports analytics market in 2023?
2. What is the expected growth rate of the global sports analytics market during 2024-2032?
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?

+44 20 8123 2220
info@marketpublishers.com

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?

+44 20 8123 2220
info@marketpublishers.com

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

+44 20 8123 2220
info@marketpublishers.com

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

+44 20 8123 2220
info@marketpublishers.com

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

+44 20 8123 2220
info@marketpublishers.com

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

+44 20 8123 2220
info@marketpublishers.com

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

+44 20 8123 2220
info@marketpublishers.com

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

+44 20 8123 2220
info@marketpublishers.com

List Of Tables

LIST OF TABLES

Table 1: Global: Sports Analytics Market: Key Industry Highlights, 2023 & 2032
Table 2: Global: Sports Analytics Market Forecast: Breakup by Component (in Million US$), 2024-2032
Table 3: Global: Sports Analytics Market Forecast: Breakup by Analysis Type (in Million US$), 2024-2032
Table 4: Global: Sports Analytics Market Forecast: Breakup by Sport (in Million US$), 2024-2032
Table 5: Global: Sports Analytics Market Forecast: Breakup by Region (in Million US$), 2024-2032
Table 6: Global: Sports Analytics Market: Competitive Structure
Table 7: Global: Sports Analytics Market: Key Players

+44 20 8123 2220
info@marketpublishers.com

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$), 2018-2023
Figure 3: Global: Sports Analytics Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 4: Global: Sports Analytics Market: Breakup by Component (in %), 2023
Figure 5: Global: Sports Analytics Market: Breakup by Analysis Type (in %), 2023
Figure 6: Global: Sports Analytics Market: Breakup by Sport (in %), 2023
Figure 7: Global: Sports Analytics Market: Breakup by Region (in %), 2023
Figure 8: Global: Sports Analytics (Software) Market: Sales Value (in Million US$), 2018 & 2023
Figure 9: Global: Sports Analytics (Software) Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 10: Global: Sports Analytics (Service) Market: Sales Value (in Million US$), 2018 & 2023
Figure 11: Global: Sports Analytics (Service) Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 12: Global: Sports Analytics (On-field) Market: Sales Value (in Million US$), 2018 & 2023
Figure 13: Global: Sports Analytics (On-field) Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 14: Global: Sports Analytics (Off-field) Market: Sales Value (in Million US$), 2018 & 2023
Figure 15: Global: Sports Analytics (Off-field) Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 16: Global: Sports Analytics (Football) Market: Sales Value (in Million US$), 2018 & 2023
Figure 17: Global: Sports Analytics (Football) Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 18: Global: Sports Analytics (Cricket) Market: Sales Value (in Million US$), 2018 & 2023
Figure 19: Global: Sports Analytics (Cricket) Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 20: Global: Sports Analytics (Hockey) Market: Sales Value (in Million US$), 2018 & 2023
Figure 21: Global: Sports Analytics (Hockey) Market Forecast: Sales Value (in Million

+44 20 8123 2220
info@marketpublishers.com

US$), 2024-2032
Figure 22: Global: Sports Analytics (Basketball) Market: Sales Value (in Million US$), 2018 & 2023
Figure 23: Global: Sports Analytics (Basketball) Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 24: Global: Sports Analytics (American Football) Market: Sales Value (in Million US$), 2018 & 2023
Figure 25: Global: Sports Analytics (American Football) Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 26: Global: Sports Analytics (Other Sports) Market: Sales Value (in Million US$), 2018 & 2023
Figure 27: Global: Sports Analytics (Other Sports) Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 28: North America: Sports Analytics Market: Sales Value (in Million US$), 2018 & 2023
Figure 29: North America: Sports Analytics Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 30: United States: Sports Analytics Market: Sales Value (in Million US$), 2018 & 2023
Figure 31: United States: Sports Analytics Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 32: Canada: Sports Analytics Market: Sales Value (in Million US$), 2018 & 2023
Figure 33: Canada: Sports Analytics Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 34: Asia-Pacific: Sports Analytics Market: Sales Value (in Million US$), 2018 & 2023
Figure 35: Asia-Pacific: Sports Analytics Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 36: China: Sports Analytics Market: Sales Value (in Million US$), 2018 & 2023
Figure 37: China: Sports Analytics Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 38: Japan: Sports Analytics Market: Sales Value (in Million US$), 2018 & 2023
Figure 39: Japan: Sports Analytics Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 40: India: Sports Analytics Market: Sales Value (in Million US$), 2018 & 2023
Figure 41: India: Sports Analytics Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 42: South Korea: Sports Analytics Market: Sales Value (in Million US$), 2018 & 2023

+44 20 8123 2220
info@marketpublishers.com

Figure 43: South Korea: Sports Analytics Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 44: Australia: Sports Analytics Market: Sales Value (in Million US$), 2018 & 2023
Figure 45: Australia: Sports Analytics Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 46: Indonesia: Sports Analytics Market: Sales Value (in Million US$), 2018 & 2023
Figure 47: Indonesia: Sports Analytics Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 48: Others: Sports Analytics Market: Sales Value (in Million US$), 2018 & 2023
Figure 49: Others: Sports Analytics Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 50: Europe: Sports Analytics Market: Sales Value (in Million US$), 2018 & 2023
Figure 51: Europe: Sports Analytics Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 52: Germany: Sports Analytics Market: Sales Value (in Million US$), 2018 & 2023
Figure 53: Germany: Sports Analytics Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 54: France: Sports Analytics Market: Sales Value (in Million US$), 2018 & 2023
Figure 55: France: Sports Analytics Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 56: United Kingdom: Sports Analytics Market: Sales Value (in Million US$), 2018 & 2023
Figure 57: United Kingdom: Sports Analytics Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 58: Italy: Sports Analytics Market: Sales Value (in Million US$), 2018 & 2023
Figure 59: Italy: Sports Analytics Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 60: Spain: Sports Analytics Market: Sales Value (in Million US$), 2018 & 2023
Figure 61: Spain: Sports Analytics Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 62: Russia: Sports Analytics Market: Sales Value (in Million US$), 2018 & 2023
Figure 63: Russia: Sports Analytics Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 64: Others: Sports Analytics Market: Sales Value (in Million US$), 2018 & 2023
Figure 65: Others: Sports Analytics Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 66: Latin America: Sports Analytics Market: Sales Value (in Million US$), 2018 &

+44 20 8123 2220
info@marketpublishers.com

2023
Figure 67: Latin America: Sports Analytics Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 68: Brazil: Sports Analytics Market: Sales Value (in Million US$), 2018 & 2023
Figure 69: Brazil: Sports Analytics Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 70: Mexico: Sports Analytics Market: Sales Value (in Million US$), 2018 & 2023
Figure 71: Mexico: Sports Analytics Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 72: Others: Sports Analytics Market: Sales Value (in Million US$), 2018 & 2023
Figure 73: Others: Sports Analytics Market Forecast: Sales Value (in Million US$), 2024-2032
Figure 74: Middle East and Africa: Sports Analytics Market: Sales Value (in Million US$), 2018 & 2023
Figure 75: Middle East and Africa: Sports Analytics Market: Breakup by Country (in %), 2023
Figure 76: Middle East and Africa: Sports Analytics Market Forecast: Sales Value (in Million US$), 2024-2032
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

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: Sports Analytics Market Report by Component (Software, Service), Analysis Type (On-field, Off-field), Sport (Football, Cricket, Hockey, Basketball, American Football, and Others), and Region 2024-2032

Product link: https://marketpublishers.com/r/SC3F5EFA869CEN.html

Price: US$ 3,899.00 (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/SC3F5EFA869CEN.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

Custumer 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

+44 20 8123 2220
info@marketpublishers.com

and fax the completed form to +44 20 7900 3970