

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

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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

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

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

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?

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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