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Sports Analytics Market Forecasts up to 2024

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Abstracts

Sports Analytics Market: Global Drivers, Restraints, Opportunities, Trends, and Forecast up to 2024

Overview:

In most of the sectors, analytics is transforming industries completely and changing the aspect of consumer experience by providing them the offerings which they expect for. Sports organizations and leagues utilizes analytics for data driven decisions, rather than based on gut feelings and intuitions.

Sports analytics is rapidly becoming an integral component for most of the global sporting events, with leading sports federations such as UEFA and NFL and organizations such as MLB and Manchester United using sports analytics solutions to enhance constructive engagement with their prospective sponsors and to expand their fan base.

Sports analytics can be used to monitor and analyze individual players as well as overall teams, thereby enabling team managers and support staff to make constructive decisions to enhance overall performances. Sports analytics by using predictive models, predicts about the team or players who can succeed and in which season there will be highest tickets sold, and what can boost the fan experience.

Market Analysis

According to Infoholic Research, the global sports analytics market is expected to reach at a revenue of $4.5 billion by 2024, growing at a CAGR of 43.5% during the forecast period. The growing demand for providing athletes with detailed analogy with various performance indicators, enhancing fans experience by leveraging data generated

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through social media and smartphones, and optimizing revenues through ticket pricing are some of the key drivers that are expected to boost the growth of the sports analytics market during the forecast period.

Market Segmentation Analysis

The report provides in-depth qualitative insights, and validated market forecasts or projections based on certain assumptions and historical data for the market. The projections and trends featured in the report have been derived using proven research methodologies and assumptions based on the vendor's portfolio, blogs, whitepapers, and vendor presentations. Thus, the research report represents every side of the market and is segmented based on regional markets, components, and applications.

Competitive Analysis

The report covers and analyzes the sports analytics market. Major vendors across different verticals are planning for high investments in this market, and as a result, the market is expected to grow at an impressive rate in the upcoming years. The key players are adopting various organic as well as inorganic growth strategies such as mergers & acquisitions, collaboration & partnerships, joint ventures, and few other strategies to be in the strong position in the market.

The report contains an in-depth analysis of the vendors profile, which includes financial health, business units, key business priorities, SWOT, strategies, and views. The prominent vendors covered in the report include IBM, SAP, SAS, STATS, Opta, TruMedia Networks, Catapult, Zebra technologies, Sports Mechanics, and others. The vendors have been identified based on the portfolio, geographical presence, marketing & distribution channels, revenue generation, and significant investments in R&D.

IBM, SAP, SAS, and STATS are the key players in the sports analytics market. Under Armour's Health Box the connected fitness system which is created for monitoring, measuring, and managing factors of progress. IBM Watson Analytics is being used by these connected devices for providing data and insights required for improving performance. University of North Carolina Athletics Department and Rams Club are using SAS analytics to gain more insights into fan engagement and maximize their revenue streams.

The report also includes the complete insights of the industry, and aims to provide an opportunity for the emerging and established players to understand the market trends,

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current scenario, initiatives taken by the government, and the latest technologies related to the market. In addition, it helps the venture capitalists in understanding the companies better and to take informed decisions.

Regional Analysis

North America holds the largest market share in 2017 and is expected to dominate the sports analytics market during the forecast period. The factors driving the growth of the market in North America include high integration of sports analytics solutions in this region and early adopters of sports analytics by teams of MLB and NBA in this region, which has made the difference by enhancing their game and optimizing revenues. Moreover, increasing demand from sports organization to enable them to increase their fan retention and revenue opportunities has further bolstered the need of sports analytics solutions. For example: Fanisko, a fan engagement platform provider has now become official fan engagement partner for North American Hockey League (NAHL), North American 3 Hockey League (NA3HL), North American Prospects Hockey League (NAPHL) which will engage fans to stay updated and increase revenue opportunities for NAHL, NA3HL, NAPHL.

Benefits

The report provides an in-depth analysis of the sports analytics market. Sports analytics enhances fan experience and provides performance statistics of team as well as individual player to improve the game. For example: In 2008 Beijing Summer Games, in Taekwondo the match referee gave an incorrect decision as he missed a winning hit, but the decision was reversed after an hour from that time onwards analytics made its importance in sports sector. Sports analytics helps sports organizations as well as individual players in attaining competitive edge and enable them in taking effective decisions and developing effective game strategies. The report discusses components, applications, and regions related to this market. Further, the report provides details about the major challenges impacting the market growth.

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Contents

1 INDUSTRY OUTLOOK

1.1 Industry Overview
1.2 Industry Trends
1.3 PEST Analysis

2 REPORT OUTLINE

2.1 Report Scope
2.2 Report Summary
2.3 Research Methodology
2.4 Report Definition
2.5 Report Assumptions

3 MARKET SNAPSHOT

3.1 Total Addressable Market (TAM)
3.2 Segmented Addressable Market (SAM)
3.3 Related Markets

4 MARKET OUTLOOK

4.1 Overview
4.2 Market Trends and Impact
4.3 Market Segmentation

5 MARKET CHARACTERISTICS

5.1 Ecosystem
5.2 Value Chain
5.3 Market Dynamics
  5.3.1 Drivers
    5.3.1.1 Increasing digital platforms
    5.3.1.2 Enhancing viewers experience
    5.3.1.3 Increasing demand for real time data analytics within sports organization
  5.3.2 Restraints
    5.3.2.1 Lack of data scientist

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5.3.2.2 Traditional culture of many teams
5.3.3 Opportunities
5.3.3.1 Adoption of wearable technology for monitoring and tracking
5.3.4 DRO – Impact Analysis

6 COMPONENTS

6.1 Overview
6.2 Solution Suite
6.3 Services
6.3.1 Training and Consulting Services
6.3.2 Other Support Services

7 APPLICATIONS

7.1 Overview
7.2 Team Performance
7.3 Athlete Performance
7.4 Fan Engagement
7.5 Pricing Optimization
7.6 Others

8 REGIONS

8.1 Overview
8.2 North America
8.2.1 Market Size and Analysis
8.3 Europe
8.3.1 Market Size and Analysis
8.4 APAC
8.4.1 Market Size and Analysis
8.5 Rest of the World
8.5.1 Market Size and Analysis

9 VENDOR PROFILES

9.1 IBM Corporation
9.1.1 Overview
9.1.2 Business Units

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9.1.3 Geographic Revenue
9.1.4 SWOT Analysis
9.1.5 Business Strategies
9.2 SAP
9.2.1 Overview
9.2.2 Business Units
9.2.3 Geographic Revenue
9.2.4 SWOT Analysis
9.2.5 Business Strategies
9.3 SAS
9.3.1 Overview
9.3.2 SWOT Analysis
9.3.3 Business Strategies

10 OTHER PROMINENT VENDORS

10.1 STATS
10.1.1 Overview
10.2 Opta
10.2.1 Overview
10.3 TruMedia Networks
10.3.1 Overview
10.4 Catapult
10.4.1 Overview
10.5 Zebra Technologies
10.5.1 Overview
10.6 Sports Mechanics
10.6.1 Overview

11 COMPETITIVE LANDSCAPE

Annexure
Abbreviations

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List Of Tables

LIST OF TABLES

Table 1 SPORTS ANALYTICS MARKET REVENUE BY COMPONENTS, 2017–2024 ($MILLION)
Table 2 SPORTS ANALYTICS MARKET REVENUE BY APPLICATIONS, 2017–2024 ($MILLION)
Table 3 SPORTS ANALYTICS MARKET REVENUE BY REGIONS, 2017–2024 ($MILLION)
Table 4 NORTH AMERICA MARKET REVENUE BY COMPONENTS 2017–2024 ($MILLION)
Table 5 NORTH AMERICA MARKET REVENUE BY APPLICATIONS 2017–2024 ($MILLION)
Table 6 EUROPE MARKET REVENUE BY COMPONENTS 2017–2024 ($MILLION)
Table 7 EUROPE MARKET REVENUE BY APPLICATIONS 2017–2024 ($MILLION)
Table 8 ASIA PACIFIC MARKET REVENUE BY COMPONENTS 2017–2024 ($MILLION)
Table 9 ASIA PACIFIC MARKET REVENUE BY APPLICATIONS 2017–2024 ($MILLION)
Table 10 ROW MARKET REVENUE BY COMPONENTS 2017–2024 ($MILLION)
Table 11 ROW MARKET REVENUE BY APPLICATIONS 2017–2024 ($MILLION)

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List Of Charts

LIST OF CHARTS

Chart 1 PEST ANALYSIS OF SPORTS ANALYTICS MARKET
Chart 2 RESEARCH METHODOLOGY
Chart 3 SPORTS ANALYTICS MARKET REVENUE, 2017–2024 ($MILLION)
Chart 4 SPORTS ANALYTICS MARKET SEGMENTATION
Chart 5 ECOSYSTEM SPORTS ANALYTICS
Chart 6 VALUE CHAIN SPORTS ANALYTICS
Chart 7 MARKET DYNAMICS – DRIVERS, RESTRAINTS & OPPORTUNITIES
Chart 8 DRO - IMPACT ANALYSIS OF SPORTS ANALYTICS MARKET
Chart 9 SPORTS ANALYTICS MARKET SHARE BY COMPONENTS 2018 AND 2024
Chart 10 SPORTS ANALYTICS MARKET BY COMPONENTS 2017–2024 ($MILLION)
Chart 11 SOLUTION SUITE REVENUE 2017–2024 ($MILLION)
Chart 12 SERVICES REVENUE 2017–2024 ($MILLION)
Chart 13 TRAINING AND CONSULTING SERVICES REVENUE 2017–2024 ($MILLION)
Chart 14 OTHER SUPPORT SERVICES REVENUE 2017–2024 ($MILLION)
Chart 15 SPORTS ANALYTICS MARKET SHARE BY APPLICATIONS 2018 & 2024
Chart 16 SPORTS ANALYTICS MARKET BY APPLICATIONS 2017–2024 ($MILLION)
Chart 17 TEAM PERFORMANCE REVENUE 2017–2024 ($MILLION)
Chart 18 ATHLETE PERFORMANCE REVENUE 2017–2024 ($MILLION)
Chart 19 FAN ENGAGEMENT REVENUE 2017–2024 ($MILLION)
Chart 20 PRICING OPTIMIZATION REVENUE 2017–2024 ($MILLION)
Chart 21 OTHERS REVENUE 2017–2024 ($MILLION)
Chart 22 SPORTS ANALYTICS MARKET SHARE BY REGIONS, 2018 AND 2024
Chart 23 SPORTS ANALYTICS MARKET BY REGIONS 2017–2024 ($BILLION)
Chart 24 NORTH AMERICA MARKET REVENUE, 2017–2024 ($MILLION)
Chart 25 EUROPE MARKET REVENUE, 2017–2024 ($MILLION)
Chart 26 ASIA PACIFIC MARKET REVENUE, 2017–2024 ($BILLION)
Chart 27 ROW MARKET REVENUE, 2017–2024 ($MILLION)
Chart 28 IBM CORPORATION: OVERVIEW SNAPSHOT
Chart 29 IBM CORPORTION: BUSINESS UNITS
Chart 30 IBM CORPORATION: GEOGRAPHIC REVENUE
Chart 31 IBM CORPORATION: SWOT ANALYSIS
Chart 32 SAP: OVERVIEW SNAPSHOT
Chart 33 SAP: BUSINESS UNITS
Chart 34 SAP: GEOGRAPHIC REVENUE

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Chart 35 SAP: SWOT ANALYSIS
Chart 36 SAS: SWOT ANALYSIS

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