

North America Sports Analytics Market (2019-2025)

<https://marketpublishers.com/r/N536E2AEA52FEN.html>

Date: December 2019

Pages: 92

Price: US\$ 1,500.00 (Single User License)

ID: N536E2AEA52FEN

Abstracts

The North America Sports Analytics Market would witness market growth of 25.2% CAGR during the forecast period (2019-2025).

Over the years, there has been an increase in the use of analytics in the sports world. The sports analytics market is determined by the growing needs of sports organizations to analyse and gain insights from different sources on-field and off-field data. The increasing demands for quantitative insights into fan preferences are among the factors driving the global sports analytics market. Analytics can enhance the experience of fans of sport, as teams and ticket vendors are competing to provide their fans with good experience. They help to analyse if a fan is interested in visiting the city by an opposing team and what the time game has to be scheduled for. The technology of sports analytics helps to know the mind-set of the fan or whether it will provide more motivation for season ticket holders to keep attending and retaining their tickets.

It is expected that the increased adoption of cloud-based solutions for complex data analytics will present new revenue opportunities for several players involved in the sports analytics market. The sports analytics market is driven by factors like increased demand for relevant information from supervisors, coaches, and mentors for real-time access. In addition, factors like high research for research and development and reduced funding availability restrict the growth of the market for sports analytics. Sports analytics enables business organizations to search for ground-breaking technology in sports, and provides various solutions to organize and manage teams for top business models. An effective sport analytics solution also helps sport organizations in achieving competitive edge that helps them to make effective decisions and create an effective game strategy. Over the forecast period, adoption of cloud-based sports analytics services and solutions is expected to accelerate as it offers predictive capacity to companies without investing much on IT infrastructure and technical resources.

Based on Component, the market is segmented into Software and Services. Based on Application, the market is segmented into Player Analysis, Team Analysis, Health Assessment, Video Analysis and Others. Based on Deployment Type, the market is segmented into On-premise and Cloud. Based on countries, the market is segmented into U.S., Mexico, Canada, and Rest of North America.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include IBM Corporation, SAP SE, SAS Institute, Inc., Salesforce.com, Inc., (Tableau Software, Inc.), Oracle Corporation, Experfy, Inc., Stats Perform Group, Sportradar AG, Deltatre SpA and Catapult Group International Limited.

Scope of the Study

Market Segmentation:

By Component

Software

Services

By Application

Player Analysis

Team Analysis

Health Assessment

Video Analysis

Others

By Deployment Type

On-premise

Cloud

By Country

US

Canada

Mexico

Rest of North America

Companies Profiled

IBM Corporation

SAP SE

SAS Institute, Inc.

Salesforce.com, Inc. (Tableau Software, Inc.)

Oracle Corporation

Experfy, Inc.

Stats Perform Group

Sportradar AG

Deltatre SpA

Catapult Group International Limited

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