

Smart Stadium Market - Forecasts from 2019 to 2024

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Abstracts

The smart stadiums market is projected to grow at a CAGR of 18.69% during the forecast period 2018-2024. Growing sports viewership is leading to an increased number of stadiums in both developed and developing countries. The burgeoning number of international sports tournaments in developing countries like India, China, Japan, and Qatar is boosting the demand for smart stadiums in these countries. The concept of Smart Stadium is gaining traction at a fast rate across the globe owing to growing demand from fans to watch sports in an interactive and hassle-free manner. Advanced technologies such as the Internet of Things (IoT) and 5G and etc. are increasingly being incorporated in making stadiums smart so as to improve fan. Therefore, key players are heavily investing in smart stadiums in order to increase their profitability, enhance the fan experience and improve stadium security. Thus, the market is expected to grow at a good CAGR on account of rising investments in smart stadiums and strong inclination of sports team towards upgrading their stadiums to include the latest technologies.

DRIVERS

Growing number of sports tournaments in developing regions.

Rising investments in implementing interactive fan engagement.

RESTRAINTS

High initial investment and cost.

INDUSTRY UPDATE

In February 2019, Rakuten Mobile Network, in collaboration with Nokia and Intel

Corporation, conducted 5G trials in Rakuten Seimei Park Miyagi in Japan so as to incorporate 5G in smart stadiums

In March 2018, Tottenham Hotspur, the UK football team, appointed Schneider Electric as its official stadium management supplier.

The major players profiled in the smart stadium market include IBM Corporation, Tech Mahindra, NEC Corporation, CISCO, Huawei Technologies Co., Ltd., Intel Corporation, Johnson Controls, ERICSSON, Nippon Telegraph and Telephone Corporation, Schneider Electric, NXP Semiconductors, Hewlett Packard Enterprise Development LP and GP smart stadium among others.

Segmentation

The smart stadium market has been analyzed through the following segments:

By Component

Hardware

Software

Digital Content Management

Event Management

Building Automation

Stadium and Public Security

Services

By Geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

Germany

France

United Kingdom

Spain

Others

Middle East and Africa

Saudi Arabia

Israel

Others

Asia Pacific

China

Japan

South Korea

India

Others

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