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Global Sports Tracking Software Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Sports Tracking Software market size is predicted to grow from US$ 1250 million in 2025 to US$ 1821 million in 2032; it is expected to grow at a CAGR of 5.6% from 2026 to 2032.

Sports tracking software is a type of application designed to monitor, record, and analyze various aspects of sports activities and physical exercises. It utilizes a combination of sensors, GPS technology, and data analytics to provide detailed information about an athlete's performance, fitness level, and activity patterns. It can accurately record the type, duration, and intensity of sports activities. For example, when running, it can track the distance covered, running speed, and the number of steps taken. In the case of cycling, it can record the mileage, average speed, and elevation changes. By collecting and analyzing data such as heart rate, power output, and stride frequency, the software can evaluate an athlete's performance. It can provide insights into an athlete's strengths and weaknesses, helping them to optimize their training methods and improve their performance. For instance, it can analyze a runner's gait to identify any inefficiencies and suggest adjustments.

Continuous advancements in sensor technology, GPS tracking, and data analytics have improved the accuracy and functionality of sports tracking software. GPS tracking allows users to map their routes, and advanced data analytics algorithms can provide personalized recommendations for improving performance. The global fitness industry has seen a rise in the popularity of activities like running, cycling, and HIIT. Consumers are increasingly looking for ways to measure their fitness progress and set achievable goals, making sports tracking software an essential tool. Biometric sensors are becoming more accurate and sensitive, enabling sports tracking software to collect more detailed and accurate data on the human body, such as heart rate, blood

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pressure, and muscle activity. This data can help users better understand their physical condition and exercise effects. Sports tracking software is not only used in personal fitness and professional sports training but also in sports media, sports leagues / teams, sponsor brands, and other fields. For example, in sports media, it can provide real - time data and analysis for sports events to enhance the viewing experience of the audience; for sponsor brands, it can be used to evaluate the effectiveness of marketing activities.

LPI (LP Information)' newest research report, the “Sports Tracking Software Industry Forecast” looks at past sales and reviews total world Sports Tracking Software sales in 2025, providing a comprehensive analysis by region and market sector of projected Sports Tracking Software sales for 2026 through 2032. With Sports Tracking Software sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world Sports Tracking Software industry.

This Insight Report provides a comprehensive analysis of the global Sports Tracking Software landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Sports Tracking Software portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global Sports Tracking Software market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Sports Tracking Software and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Sports Tracking Software.

This report presents a comprehensive overview, market shares, and growth opportunities of Sports Tracking Software market by product type, application, key players and key regions and countries.

Segmentation by Type:

Cloud Based

On-premises

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Segmentation by Application:

Individuals

Teams

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

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France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

IBM Corporation

Sportradar

Exasol

DataArt

SAP

TABLEAU SOFTWARE

SALESFORCE

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Oracle

Qualitas Global

SAS Institute

HCL Technologies

GlobalStep

TruMedia Networks

ICEBERG Sports Analytics

SPORTSMECHANICS

Stats Perform

Experfy

Catapult Group International

Orreco

Zebra Technologies

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