

AI in Sports Market by Solutions (Performance Analytics, Player Monitoring, Broadcast Management), Technology (Generative AI and Other AI), and End User (Sports Associations, Sports Teams) - Global Forecast to 2030

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Abstracts

The AI in Sports market was estimated to be USD 1.03 billion in 2024 to USD 2.61 billion by 2030 at a compound annual growth rate (CAGR) of 16.7% from 2024 to 2030. With the help of Machine Learning (ML) and other models, advancements in sports AI are enabling organizations to process vast volumes of data in real-time. This technology helps analyze player patterns, study sports motions from videos and motion sensors, and even predict an athlete's health status for performance improvement and injury management. Athletes can also enhance their VR experience through AI, as it integrates VR systems that allow them to train, strategize, and think on their feet in a controlled environment, free from the limitations of distance or geography. These innovations are particularly valuable to end users like sports associations, sports teams, and media & broadcasting organizations, helping them optimize performance, enhance fan engagement, and improve content delivery.

In the case of fans, AI allows for enhanced experience in the form of personalized offerings, efficient ticketing systems, and attendance to events from any geographical location. In e-Sports AI enhances the experience of playing by managing player ranks well, improving the content, and simulating actions of characters in the video game. These technological improvements are changing the dynamics of professional sports as well as the behavior of the audiences, enhancing their interaction and immersion.

“By Team Sports, Basketball sport is expected to have the largest market size during the forecast period.” AI is increasingly transforming basketball by enhancing

performance assessment, fan engagement, and strategy management, positioning the sport to lead in adopting advanced technologies. Leagues like the NBA are already utilizing AI-driven tools such as player tracking systems to monitor positions, manage workloads, and improve training exercises. These tools enable more accurate insights into player movements and physical demands, enhancing overall team performance. Coaches also benefit from AI-based wearable devices and cameras that provide real-time analysis, allowing them to implement proactive strategies during games.

The partnership between the NBA and Microsoft, which streams select games with AI-generated highlights, is a prime example of how AI is improving fan engagement and content delivery. These AI tools offer fans real-time, personalized experiences, such as enhanced highlights, player stats, and game insights, creating deeper interaction with the sport.

The worldwide popularity of basketball, particularly in regions like the US, China, and Europe, generates vast amounts of data, which is vital for continuously improving AI models. The global reach of basketball, combined with its high data output, accelerates the development and application of AI in the sport, allowing for more refined and effective solutions. As a result, basketball stands at the forefront of AI integration among sports, making it a leader in this technological evolution.

“By End User segment, the Sports Media & Broadcasting will witness the highest growth during the forecast period.” Within the realm of AI in sports, the media and broadcasting segment is expected to experience significant growth in the coming years. This growth is driven by AI’s ability to simplify and enhance the fan experience, particularly for those watching from home. For example, AI can enable near real-time content customization, quickly retrieve relevant data during events, and generate concise highlight reels of ongoing matches. Companies like IBM and AWS are already using AI to produce engaging highlight clips that captivate viewers and maintain excitement throughout the game. This technology not only improves the viewing experience but also increases fan engagement and retention.

AI also enables the integration of Virtual Reality (VR) and Augmented Reality (AR) technologies, facilitating spatial interactions that transcend physical space limitations and offer real-time data visualization during events, thereby enhancing fan engagement. Moreover, the ability to provide commentary in several languages through AI technology during the Olympic Games allows the audience reach to be maximized. Furthermore, AI targeted advertising boosts sales for television stations. Additionally, due to high

spending trend on the streaming services on rise will further boost the growth of the this segment.

“Asia Pacific to witness highest growth during the forecast period.”

As a result of the digital transformation in countries such as China, Japan, and India, it is estimated that the size of the APAC will be the largest for the AI in Sports market. This is due to the rising trend in employing AI in player monitoring, fan engagement, performance enhancement, devising game strategies, and in the facilitation of other sport-related activities. The advanced smart stadiums and AI analytics investment by the sporting organizations is also responsible for the growth of the market in this region. For example, Epic Games provided AI-powered solutions that enabled real-time interaction with the audience, a significant achievement given the challenges posed by the Tokyo 2020 Satellite Olympics. Additionally, the growing popularity of sports like cricket, soccer, esports, and others in the region requires the use of Artificial Intelligence (AI) applications, such as player tracking systems, injury prediction technology, and data-driven strategy tools.

Furthermore, the young demographics in APAC, with high average access to the internet and high usage of wearables in the market, also increases the conviction for AI sporting activities. The growing population of e-Sports and gaming in China also presents a conducive environment for the acceptance of Integrating AI with sports. Owing to these factors, the region is expected to witness the highest growth during the forecast period.

Breakdown of primaries

The study contains insights from various industry experts, from solution vendors to Tier 1 companies. The break-up of the primaries is as follows:

By Company Type: Tier 1 – 62%, Tier 2 – 23%, and Tier 3 – 15%

By Designation: C-level – 50%, D-level – 30%, and Others – 20%

By Region: North America – 38%, Europe – 15%, Asia Pacific – 35%, Middle East & Africa – 7%, and Latin America- 5%.

The players in the AI in Sports market include Cisco (US), IBM (US), Intel (US),

Microsoft (US), AWS (US), SAP SE (Germany), Ericsson (Sweden), Oracle (US), Stats Perform (US), Tech Mahindra (India), Sportradar AG (Switzerland), HCL Technologies (India), Extreme Networks (US), Salesforce (US), SAS Institute (US), Catapult Group (Australia), Genius Sports (UK), Kitman Labs (Ireland), PlaySight (Israel), Quantiphi (US), SciSports (Netherlands), Spiideo (Sweden), Sportlogiq (Canada), ChyronHego Corporation (US), TruMedia Networks (US). These players have adopted various growth strategies, such as partnerships, agreements and collaborations, new product launches, enhancements, and acquisitions to expand their AI in Sports market footprint.

Research Coverage

The market study covers the AI in Sports market size across different segments. It aims to estimate the market size and the growth potential across different segments, including offering, technology, sports, end user, and region. The offering includes solutions and services. Solutions are segregated into Performance Analytics, Player Monitoring, Game Strategy and Coaching Solutions, Fan Engagement and Experience Enhancement, Broadcast Management, and Other Solutions. The other segmentation is the technology, which includes Generative AI and Other AI types. The sports type segmentation includes Individual Sports, Team Sports, and e-Sports. The end user segmentation includes Sports Associations, Sports Teams, Sports Media & Broadcasting, and other end users. The regional analysis of the AI in Sports market covers North America, Europe, Asia Pacific, the Middle East & Africa, and Latin America. The study includes an in-depth competitive analysis of the leading market players, their company profiles, key observations related to product and business offerings, recent developments, and market strategies.

Key Benefits of Buying the Report

The report will help market leaders and new entrants with information on the closest approximations of the global AI in Sports market's revenue numbers and subsegments. It will also help stakeholders understand the competitive landscape and gain more insights to better position their businesses and plan suitable go-to-market strategies. Moreover, the report will provide insights for stakeholders to understand the market's pulse and provide them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

1. Analysis of key drivers (Advancements in AI and ML, Increasing Data Availability,

Rising Demand for Personalized Fan Experiences, Enhanced Athlete Performance and Injury Prevention, Investment in eSports), opportunities (Expansion of AI in Training and Scouting, Growth in Virtual and Augmented Reality, AI-Driven Health and Fitness Solutions, AI for Smart Stadiums), and challenges (Lack of Skilled Professionals, Ethical and Fairness Issues, Regulatory and Compliance Barriers) influencing the growth of the AI in Sports market.

2. Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in the AI in Sports market.

3. Market Development: Comprehensive information about lucrative markets – the report analyses the AI in Sports market across various regions.

4. Market Diversification: Exhaustive information about new products & services, untapped geographies, recent developments, and investments in the AI in Sports market.

5. Competitive Assessment: In-depth assessment of market shares, growth strategies and service offerings of leading players Cisco (US), IBM (US), Intel (US), Microsoft (US), AWS (US), SAP SE (Germany), Ericsson (Sweden), Oracle (US), Stats Perform (US), Tech Mahindra (India), Sportradar AG (Switzerland), HCL Technologies (India), Extreme Networks (US), Salesforce (US), SAS Institute (US), Catapult Group (Australia), Genius Sports (UK), Kitman Labs (Ireland), PlaySight (Israel), Quantiphi (US), SciSports (Netherlands), Spiideo (Sweden), Sportlogiq (Canada), ChyronHego Corporation (US), TruMedia Networks (US).

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