

Smart Stadium Market by Solution (Digital Content Management, Stadium & Public Security, Building Automation, Event Management, Network Management, Crowd Management), Service (Consulting, Deployment & Integration), and Region - Global Forecast to 2028

<https://marketpublishers.com/r/S1ED7FA167AEN.html>

Date: July 2023

Pages: 197

Price: US\$ 4,950.00 (Single User License)

ID: S1ED7FA167AEN

Abstracts

The smart stadium market size is projected to grow from USD 14.3 billion in 2023 to USD 34.5 billion in 2028 at a Compound Annual Growth Rate (CAGR) of 19.2% during the forecast period. The rise in sporting events and tournaments, both domestic and international, drives the demand for modernized stadiums with advanced technology capabilities.

Based on building automation solutions, the energy management systems segment holds the highest market share market during the forecast period.

The energy management systems segment is expected to hold the highest market share market during the forecast period. Stadiums consume large amounts of energy for their operations, due to the use of floodlights, indoor and outdoor lighting, and heavy equipment. The need to monitor, control, and optimize the distribution and consumption of energy resources will drive the market.

Based on stadium and public security solutions, the security scanning, imaging, and metal detection segment holds the highest market share market during the forecast period.

The segment of the security scanning, imaging, and metal detection segment is

expected to hold the highest market share during the forecast period. Security scanning, imaging, and metal detection are vital aspects of stadium and public security. These systems scan and analyze the fans' personal belongings at the stadiums' entry and exit. The need to create a safe environment in the stadium for fans and players will drive the market.

Asia Pacific is expected to grow at a higher CAGR during the forecast period

The smart stadium market in India is experiencing rapid growth due to the surging popularity of sports and entertainment, advancements in technology, and the emphasis on enhancing fan engagement and experiences. This trend is further bolstered by government initiatives, opportunities for revenue generation, and increased interest from sponsors and investors, driving the adoption of smart technologies in stadiums across the country.

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

By Designation: C-level – 38%, Directors – 30%, and Others – 32%

By Region: North America – 45%, Europe – 15%, APAC – 35%, Middle East and Africa-5%, Latin America-5%

Some prominent players profiled in the study include IBM (US), Ericsson (Sweden), Intel (US), NTT (US), Tech Mahindra (India), Johnson Controls (US), Siemens (Germany), Honeywell (US), Cisco (US), NEC (Japan), Huawei (China), Schneider Electric (France), NXP Semiconductors (Netherlands), Atos (France), Verizon (US), AT&T (US), Vodafone (UK), T-Mobile (US), Telefonica (Spain), VIX Technology (Australia), Hawk Eye (UK), UCOPIA (France), AllGoVision (India), AiFi (US), Pixellot (Israel), Locbee (Hungary), Dignia (Israel), GP Smart Stadium (Netherlands).

Research coverage

The market study covers smart stadium platform market across different segments. It aims at estimating the market size and the growth potential of this market across different segments, such as offering (solutions and services). The regional analysis of the smart stadiums market covers North America, Europe, Asia Pacific, Middle East & Africa, and Latin America. The study also includes an in-depth competitive analysis of the key market players, along with their company profiles, key observations related to

product and business offerings, recent developments, and key market strategies.

Reasons to Buy the Report

The report would help the market leaders and new entrants in the following ways:

It comprehensively segments the smart stadium market and provides the closest approximations of the revenue numbers for the overall market and its subsegments across different regions.

It would help stakeholders understand the pulse of the market and provide information on the key market drivers, restraints, challenges, and opportunities.

It would help stakeholders understand their competitors better and gain more insights to enhance their positions in the market. The competitive landscape includes a competitor ecosystem, new service developments, partnerships, and mergers and acquisitions.

The report provides insights on the following pointers:

Analysis of key drivers (Upcoming national and international sports events, Increasing focus on enhancing fan experience, Increasing industry standards and stringent regulations, growing demand for data-driven operations and maintenance of stadium infrastructures to reduce CAPEX and OPEX, Increasing adoption of IoT technologies for efficient management of stadium infrastructure), restraints (High implementation cost) opportunities (Emergence of 5G technology, growing sports league culture in Asia Pacific, government support for implementing green initiatives, Location-based services and eCommerce potential) and challenges (Open Wi-Fi networks' vulnerability to cyberattacks, complexities in upgrading and replacing legacy systems) influencing the growth of the smart stadium. Product Development/Innovation: Detailed insights on upcoming technologies, research & development activities, and new product & service launches in smart stadiums. Market Development: Comprehensive information about lucrative markets – the report analyses the smart stadiums market across varied regions.

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

Competitive Assessment: In-depth assessment of market shares, growth strategies, and

service offerings of leading players like IBM (US), Ericsson (Sweden), Intel (US), NTT (US), Tech Mahindra (India), Johnson Controls (US), Siemens (Germany), Honeywell (US), Cisco (US), NEC (Japan), Huawei (China), Schneider Electric (France), NXP Semiconductors (Netherlands), Atos (France), Verizon (US), AT&T (US), Vodafone (UK), T-Mobile (US), Telefonica (Spain), VIX Technology (Australia), Hawk Eye (UK), UCOPIA (France), AllGoVision (India), AiFi (US), Pixellot (Israel), Locbee (Hungary), Dignia (Israel), GP Smart Stadium (Netherlands).

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Details on Business Overview, Products/Solutions/Services Offered, Recent Developments, MnM view (Key strengths/Right to win, Strategic choices made, Weakness/competitive threats) might not be captured in case of unlisted companies.

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