

Sports Analytics Market by Type (Solutions & Services), by Applications (Player Analysis, Team Performance Analysis, Health Assessment, Video Analysis, Data Interpretation & Analysis, Fan Engagement), by Deployment Type & by Region - Global Forecast to 2021

<https://marketpublishers.com/r/S071EC7FE3BEN.html>

Date: May 2016

Pages: 126

Price: US\$ 4,650.00 (Single User License)

ID: S071EC7FE3BEN

Abstracts

Increasing demand of analytics for complex structured data streaming is expected to present extensive growth prospects for the sports analytics market

The sports analytics market is expected to grow from USD 123.7 million in 2016 to USD 616.7 million by 2021, at a Compound Annual Growth Rate (CAGR) of 37.9%. The market is being driven by increasing need of sports organizations and management to gain insights in historical as well as real-time data that is generated on and off the field in sports.

Player and team performance analysis solutions are expected to hold the largest market share during the forecast period

Player performance during matches, events, and practice and training sessions and team's strategies and performances are the most important aspect for any sports organization. Thus, huge amount of data is being generated from various devices and sources in sports industry related to players and team are important to analyze and gain insights. Thus, the demand by organizations to look into the data and improve their decision making to gain an edge over their competitors is increasing. Health assessment solutions segment is expected to have highest CAGR during the forecast period.

North America is expected to hold the largest market share in the sports analytics market

North America, followed by Europe, is expected to hold the largest market share of the sports analytics market during the forecast period due to the prevailing trends of analytics being used in sports for hiring players in the game of baseball and the rapid adoption of emerging technologies in North America. Thus, the need to gain insights in sports related data and need for improved business operations is encouraging the adoption of sports analytics solutions in the region. Asia-Pacific (APAC) is expected to grow at the highest CAGR in the sports analytics market during the forecast period.

In the process of determining and verifying the market size for several segments and sub-segments gathered through secondary research, extensive primary interviews were conducted with key people. Breakdown of profile of primary participants is given below as:

By Company Type: Tier 1 – 36 %, Tier 2 – 21% and Tier 3 –43%

By Designation: C level – 75%, Director level – 15%, Others – 10%

By Region: North America – 70%, Europe – 15%, APAC – 15%

The various key security analytics vendors and service providers profiled in the report are as follows:

1. IBM Corporation
2. SAP SE
3. SAS Institute
4. Tableau Software, Inc.
5. Oracle Corporation
6. SportingMindz, Pvt. Ltd.
7. STATS LLC
8. Prozone (A STATS Company)
9. TruMedia Networks, Ltd.
10. Opta

The report will help the market leaders/new entrants in this market in the following ways:

Sports Analytics Market by Type (Solutions & Services), by Applications (Player Analysis, Team Performance Ana...

1. This report segments the security analytics market comprehensively and provides the closest approximations of the revenue numbers for the overall market and the sub-segments across different verticals and regions.
2. The report helps stakeholders to understand the pulse of the market and provides them information on key market drivers, restraints, challenges, and opportunities.
3. This report will help stakeholders to better understand the competitors and gain more insights to better their position in the business. The competitive landscape section includes competitor ecosystem, new product developments, partnerships, and mergers acquisitions.

Contents

1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION
- 1.3 MARKET SCOPE
 - 1.3.1 MARKETS COVERED
 - 1.3.2 YEARS CONSIDERED FOR THE STUDY
 - 1.3.3 CURRENCY
- 1.4 LIMITATIONS
- 1.5 STAKEHOLDERS

2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
 - 2.1.1 SECONDARY DATA
 - 2.1.1.1 Key data from secondary sources
 - 2.1.2 PRIMARY DATA
 - 2.1.2.1 Key data from primary sources
 - 2.1.2.2 Key industry insights
 - 2.1.2.3 Breakdown of primary interviews
- 2.2 MARKET SIZE ESTIMATION
 - 2.2.1 BOTTOM-UP APPROACH
 - 2.2.2 TOP-DOWN APPROACH
- 2.3 MARKET BREAKDOWN AND DATA TRIANGULATION
- 2.4 ASSUMPTIONS

3 EXECUTIVE SUMMARY

4 PREMIUM INSIGHTS

- 4.1 ATTRACTIVE OPPORTUNITIES IN THE SPORTS ANALYTICS MARKET
- 4.2 SPORTS ANALYTICS MARKET SNAPSHOT, BY DEPLOYMENT TYPE
- 4.3 SPORTS ANALYTICS MARKET: MARKET SIZE OF TOP APPLICATIONS AND REGIONS
- 4.4 GLOBAL SPORTS ANALYTICS MARKET POTENTIAL

5 MARKET OVERVIEW

Sports Analytics Market by Type (Solutions & Services), by Applications (Player Analysis, Team Performance Ana...

5.1 INTRODUCTION

5.2 MARKET EVOLUTION

5.3 MARKET DYNAMICS

5.3.1 DRIVERS

5.3.1.1 Increasing amount of on-field data

5.3.1.2 Growing demand for real-time data access

5.3.1.3 Increasing demand for predictive insights into fan preferences

5.3.2 RESTRAINTS

5.3.2.1 Lack of awareness about technology in sports

5.3.2.2 Budget constraints

5.3.3 OPPORTUNITIES

5.3.3.1 Availability of cost-effective and high-end computing solutions

5.3.3.2 Increasing demand of analytics for complex data streaming

5.3.4 CHALLENGES

5.3.4.1 Lack of appropriate analytical skills

6 INDUSTRY TRENDS

6.1 INTRODUCTION

6.2 VALUE-CHAIN ANALYSIS

6.3 STRATEGIC BENCHMARKING

7 SPORTS ANALYTICS MARKET ANALYSIS, BY TYPE

7.1 INTRODUCTION

7.2 SOLUTIONS

7.3 SERVICES

7.3.1 PROFESSIONAL SERVICES

7.3.2 MANAGED SERVICES

8 SPORTS ANALYTICS MARKET ANALYSIS, BY APPLICATION

8.1 INTRODUCTION

8.2 PLAYER ANALYSIS

8.3 TEAM PERFORMANCE ANALYSIS

8.4 VIDEO ANALYSIS

8.5 HEALTH ASSESSMENT

8.6 DATA INTERPRETATION AND ANALYSIS

8.7 FAN ENGAGEMENT AND DIGITAL EXPERIENCE ANALYSIS

8.8 OTHERS

8.8.1 HOSPITALITY MANAGEMENT

8.8.1.1 Venue management

8.8.1.2 Food and beverages management

8.8.2 MARKETING AND SALES MANAGEMENT

9 SPORTS ANALYTICS MARKET ANALYSIS, BY DEPLOYMENT MODEL

9.1 INTRODUCTION

9.2 ON-PREMISES

9.3 CLOUD DEPLOYMENT

10 GEOGRAPHIC ANALYSIS

10.1 INTRODUCTION

10.2 NORTH AMERICA

10.2.1 U.S.

10.2.2 CANADA

10.3 EUROPE

10.3.1 U.K.

10.4 ASIA-PACIFIC

10.4.1 CHINA

10.5 MIDDLE EAST AND AFRICA

10.5.1 UAE

10.5.2 SOUTH AFRICA

10.6 LATIN AMERICA

10.6.1 MEXICO

11 COMPETITIVE LANDSCAPE

11.1 OVERVIEW

11.2 COMPETITIVE SITUATIONS AND TRENDS

11.2.1 AGREEMENTS, PARTNERSHIPS, COLLABORATIONS, JOINT VENTURES, AND BUSINESS EXPANSIONS

11.2.2 NEW PRODUCT LAUNCHES

11.2.3 MERGERS AND ACQUISITIONS

12 COMPANY PROFILES

(Business Overview, Products & Services, Key Insights, Recent Developments, SWOT Analysis, MnM View)*

12.1 INTRODUCTION

12.2 INTERNATIONAL BUSINESS MACHINES CORPORATION

12.3 SAP SE

12.4 ORACLE CORPORATION

12.5 SAS INSTITUTE, INC.

12.6 TABLEAU SOFTWARE, INC.

12.7 STATS LLC

12.8 PROZONE SPORTS LTD. (A STATS COMPANY)

12.9 OPTA SPORTS

12.10 SPORTINGMINDZ TECHNOLOGY PVT. LTD.

12.11 TRUMEDIA NETWORKS

*Details on Business Overview, Products & Services, Key Insights, Recent Developments, SWOT Analysis, MnM View might not be captured in case of unlisted companies.

13 KEY INNOVATORS

13.1 COMPETITIVE SPORTS ANALYSIS (CSA)

13.1.1 BUSINESS OVERVIEW

13.1.2 PRODUCTS AND SERVICES OFFERED

13.1.3 KEY STRATEGIES

13.2 SYNERGY SPORTS TECHNOLOGY

13.2.1 BUSINESS OVERVIEW

13.2.2 KEY STRATEGIES

14 APPENDIX

14.1 INSIGHTS FROM INDUSTRY EXPERTS

14.2 OTHER DEVELOPMENTS

14.3 DISCUSSION GUIDE

14.4 AVAILABLE CUSTOMIZATIONS

14.5 KNOWLEDGE STORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL

14.6 RELATED REPORTS

List Of Tables

LIST OF TABLES

Table 1 GLOBAL SPORTS ANALYTICS MARKET SIZE AND GROWTH, 2014–2021 (USD MILLION, Y-O-Y %)

Table 2 DRIVERS: IMPACT ANALYSIS

Table 3 RESTRAINTS: IMPACT ANALYSIS

Table 4 OPPORTUNITIES: IMPACT ANALYSIS

Table 5 CHALLENGES: IMPACT ANALYSIS

Table 6 SPORTS ANALYTICS MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 7 SOLUTIONS: SPORTS ANALYTICS MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 8 SERVICES: SPORTS ANALYTICS MARKET SIZE, 2014–2021 (USD MILLION)

Table 9 SERVICES: SPORTS ANALYTICS MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 10 PROFESSIONAL SERVICES: SPORTS ANALYTICS MARKET SIZE, BY REGION, 2016–2021 (USD BILLION)

Table 11 MANAGED SERVICES: SPORTS ANALYTICS MARKET SIZE, BY REGION, 2016–2021 (USD BILLION)

Table 12 SPORTS ANALYTICS MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 13 PLAYER ANALYSIS: SPORTS ANALYTICS MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 14 TEAM PERFORMANCE ANALYSIS: SPORTS ANALYTICS MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 15 VIDEO ANALYSIS: SPORTS ANALYTICS MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 16 HEALTH ASSESSMENT: SPORTS ANALYTICS MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 17 DATA INTERPRETATION AND ANALYSIS: SPORTS ANALYTICS MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 18 FAN ENGAGEMENT AND DIGITAL EXPERIENCE ANALYSIS: SPORTS ANALYTICS MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 19 OTHER APPLICATIONS: SPORTS ANALYTICS MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 20 SPORTS ANALYTICS MARKET SIZE, BY DEPLOYMENT TYPE, 2014–2021 (USD MILLION)

Table 21 ON-PREMISES: SPORTS ANALYTICS MARKET SIZE, BY REGION,

2014–2021 (USD MILLION)

Table 22 CLOUD: SPORTS ANALYTICS MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 23 SPORTS ANALYTICS MARKET SIZE, BY REGION, 2014–2021 (USD MILLION)

Table 24 NORTH AMERICA: SPORTS ANALYTICS MARKET SIZE, BY COUNTRY, 2014–2021 (USD MILLION)

Table 25 U.S.: SPORTS ANALYTICS MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 26 U.S.: SPORTS ANALYTICS MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 27 U.S.: SPORTS ANALYTICS MARKET SIZE, BY DEPLOYMENT TYPE, 2014–2021 (USD MILLION)

Table 28 CANADA: SPORTS ANALYTICS MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 29 CANADA: SPORTS ANALYTICS MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 30 CANADA: SPORTS ANALYTICS MARKET SIZE, BY DEPLOYMENT TYPE, 2014–2021 (USD MILLION)

Table 31 EUROPE: SPORTS ANALYTICS MARKET SIZE, BY COUNTRY, 2014–2021 (USD MILLION)

Table 32 U.K.: SPORTS ANALYTICS MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 33 U.K.: SPORTS ANALYTICS MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 34 U.K.: SPORTS ANALYTICS MARKET SIZE, BY DEPLOYMENT TYPE, 2014–2021 (USD MILLION)

Table 35 APAC: DATABASE ENCRYPTION MARKET SIZE, BY COUNTRY, 2014–2021 (USD MILLION)

Table 36 CHINA: SPORTS ANALYTICS MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 37 CHINA: SPORTS ANALYTICS MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 38 CHINA: SPORTS ANALYTICS MARKET SIZE, BY DEPLOYMENT TYPE, 2014–2021 (USD MILLION)

Table 39 MEA: SPORTS ANALYTICS MARKET SIZE, BY COUNTRY, 2014–2021 (USD MILLION)

Table 40 UAE: SPORTS ANALYTICS MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 41 UAE: SPORTS ANALYTICS MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 42 UAE: SPORTS ANALYTICS MARKET SIZE, BY DEPLOYMENT TYPE, 2014–2021 (USD MILLION)

Table 43 SOUTH AFRICA: SPORTS ANALYTICS MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 44 SOUTH AFRICA: SPORTS ANALYTICS MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 45 SOUTH AFRICA: SPORTS ANALYTICS MARKET SIZE, BY DEPLOYMENT TYPE, 2014–2021 (USD MILLION)

Table 46 LATIN AMERICA: SPORTS ANALYTICS MARKET SIZE, BY COUNTRY, 2014–2021 (USD MILLION)

Table 47 MEXICO: SPORTS ANALYTICS MARKET SIZE, BY APPLICATION, 2014–2021 (USD MILLION)

Table 48 MEXICO: SPORTS ANALYTICS MARKET SIZE, BY TYPE, 2014–2021 (USD MILLION)

Table 49 MEXICO: SPORTS ANALYTICS MARKET SIZE, BY DEPLOYMENT TYPE, 2014–2021 (USD MILLION)

Table 50 AGREEMENTS, PARTNERSHIPS, COLLABORATIONS, JOINT VENTURES, AND BUSINESS EXPANSIONS, 2013–2016

Table 51 NEW PRODUCT LAUNCHES, 2013–2016

Table 52 MERGERS AND ACQUISITIONS, 2013–2016

Table 53 AGREEMENTS, PARTNERSHIPS, COLLABORATIONS, JOINT VENTURES, AND BUSINESS EXPANSIONS, 2013–2016

List Of Figures

LIST OF FIGURES

Figure 1 MARKET SEGMENTATION

Figure 2 SPORTS ANALYTICS MARKET: RESEARCH DESIGN

Figure 3 BREAKDOWN OF PRIMARY INTERVIEW: BY COMPANY TYPE, DESIGNATION, AND REGION

Figure 4 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP APPROACH

Figure 5 MARKET SIZE ESTIMATION METHODOLOGY: TOP-DOWN APPROACH

Figure 6 DATA TRIANGULATION

Figure 7 SPORTS ANALYTICS MARKET SIZE, 2016–2021 (USD MILLION)

Figure 8 SERVICES ARE EXPECTED TO EXHIBIT THE HIGHEST GROWTH DURING THE FORECAST PERIOD

Figure 9 HEALTH ASSESSMENT SOLUTIONS ARE EXPECTED TO EXHIBIT THE HIGHEST GROWTH DURING THE FORECAST PERIOD

Figure 10 REGIONAL MARKET SNAPSHOT: APAC WILL PRESENT THE OPPORTUNITIES TO DRIVE THE SPORTS ANALYTICS MARKET

Figure 11 LUCRATIVE GROWTH PROSPECTS IN THE SPORTS ANALYTICS MARKET

Figure 12 CLOUD DEPLOYMENT TYPE IS EXPECTED TO PRESENT LUCRATIVE GROWTH PROSPECTS IN SPORTS ANALYTICS MARKET

Figure 13 NORTH AMERICA HOLDS THE MAXIMUM SHARE IN THE SPORTS ANALYTICS MARKET IN 2016

Figure 14 ASIA-PACIFIC IS EXPECTED TO ENTER THE HIGH GROWTH PHASE

Figure 15 EVOLUTION OF SPORTS ANALYTICS

Figure 16 ANALYSIS OF DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES

Figure 17 VALUE-CHAIN ANALYSIS (2016)

Figure 18 SERVICES ARE EXPECTED TO HAVE THE HIGHEST CAGR DURING THE FORECAST PERIOD

Figure 19 PLAYER ANALYSIS APPLICATIONS ARE A LUCRATIVE MARKET

Figure 20 CLOUD-BASED SPORTS ANALYTICS SOLUTIONS ARE EXPECTED TO GROW AT THE HIGHEST RATE FROM 2016 TO 2021

Figure 21 ON-PREMISE SPORTS ANALYTICS SOLUTION IS EXPECTED TO GROW AT THE HIGHEST RATE IN APAC FROM 2016 TO 2021

Figure 22 CLOUD-BASED SPORTS ANALYTICS SOLUTION IN NORTH AMERICA IS EXPECTED TO HAVE THE MAXIMUM SHARE IN 2016

Figure 23 ASIA-PACIFIC IS EXPECTED TO HAVE THE HIGHEST GROWTH RATE

FROM 2016 TO 2021

Figure 24 GEOGRAPHIC SNAPSHOT: RAPIDLY GROWING MARKETS ARE EMERGING AS NEW HOTSPOTS

Figure 25 NORTH AMERICA MARKET SNAPSHOT: ON-PREMISES DEPLOYMENT TO CONTRIBUTE MAXIMUM TO THE MARKET

Figure 26 ASIA-PACIFIC SPORTS ANALYTICS MARKET SNAPSHOT: TEAM PERFORMANCE ANALYSIS IS EXPECTED TO GAIN POPULARITY AMONG USERS

Figure 27 COMPANIES ADOPTED NEW PRODUCT LAUNCHES AS THE KEY GROWTH STRATEGIES FROM 2013 TO 2016

Figure 28 PRODUCT MIX OF TOP 5 COMPANIES BETWEEN 2013 AND 2016

Figure 29 MARKET EVALUATION FRAMEWORK: SIGNIFICANT NUMBER OF PARTNERSHIPS, AGREEMENTS, COLLABORATIONS, AND BUSINESS EXPANSIONS HAVE FUELLED THE GROWTH FROM 2014 TO 2016

Figure 30 BATTLE FOR MARKET SHARE: PARTNERSHIPS, AGREEMENTS, COLLABORATIONS, AND BUSINESS EXPANSIONS WERE THE KEY STRATEGIES DURING THE FORECAST PERIOD

Figure 31 GEOGRAPHIC REVENUE MIX OF TOP 4 MARKET PLAYERS

Figure 32 IBM CORPORATION: COMPANY SNAPSHOT

Figure 33 IBM CORPORATION: SWOT ANALYSIS

Figure 34 SAP SE: COMPANY SNAPSHOT

Figure 35 SAP SE: SWOT ANALYSIS

Figure 36 ORACLE CORPORATION: COMPANY SNAPSHOT

Figure 37 ORACLE CORPORATION: SWOT ANALYSIS

Figure 38 SAS INSTITUTE, INC.: COMPANY SNAPSHOT

Figure 39 SAS INSTITUTE, INC.: SWOT ANALYSIS

Figure 40 TABLEAU SOFTWARE, INC.: COMPANY SNAPSHOT

Figure 41 TABLEAU SOFTWARE, INC.: SWOT ANALYSIS

I would like to order

Product name: Sports Analytics Market by Type (Solutions & Services), by Applications (Player Analysis, Team Performance Analysis, Health Assessment, Video Analysis, Data Interpretation & Analysis, Fan Engagement), by Deployment Type & by Region - Global Forecast to 2021

Product link: <https://marketpublishers.com/r/S071EC7FE3BEN.html>

Price: US\$ 4,650.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S071EC7FE3BEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970