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Sports Technology - Global Market Outlook (2020 -2028)

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Abstracts

According to Stratistics MRC, the Global Sports Technology Market is accounted for $15.22 billion in 2020 and is expected to reach $63.72 billion by 2028 growing at a CAGR of 19.6% during the forecast period. While the factors like the increasing need for data-driven decisions and rising pressure for player/team performance improvement are propelling the market growth. However, high initial investments and budget constraints are hampering market growth.

Sports Technology refers to the technology which is utilized to improve the sports experience and training with the use of advancements and innovations. Sports technology also improves fan engagement by influencing the way sports content is consumed. It also helps athletes improve their training and competitive surroundings, to enhance their overall athletic performance.

Based on the product, the smart stadium segment is estimated to have lucrative growth due to it assists in enhancing the audience experience and strengthening stadium security. The technology includes some cameras, sensors, and digital signage to supply real-time information on parking slots, ticketing lines, and food concessions, and other related information.

By geography, Europe is going to have a huge demand during the forecast period. Europe is home to several football leagues and most of these leagues have adopted technology in different forms. The stringent public safety regulations enforced by the governing bodies to ensure the security of the spectators and the stadiums are expected to drive the regional market.

Some of the key players profiled in the Sports Technology Market include Apple Inc.,

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ChyronHego Corporation, Cisco Systems, Inc., HCL Technologies Limited, IBM Corporation, Infosys Limited, Modern Times Group MTG, Oracle, Panasonic Corporation, SAP SE, Sony Corporation, Stats LLC, Telefonaktiebolaget LM Ericsson, Sharp, Samsung, Ericsson, Fujitsu, and Valve Corporation.

Products Covered:

- Device
- Sports Analytics & Statistics
- Esports
- Smart Stadium

Sports Covered:

- American Football/Rugby
- Baseball
- Basketball
- Cricket
- Tennis
- Golf
- Ice Hockey
- Soccer
- Cycling
- Other Sports

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Components Covered:

- Software
- Wearable Devices and Sports Equipment
- Services
- Hardware

Sport Types Covered:

- Indoor Sports
- Outdoor Sports

Technologies Covered:

- Wearable Technology
- Tracking System/Hawk-Eye Technology
- Virtual Reality
- Artificial Intelligence/Machine Learning (AI/ML)
- Internet of Things (IoT)
- Broadcast Technology

Applications Covered:

- Active
- Passive

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End Users Covered:

- Coaches
- Clubs
- Leagues
- Sports Associations
- Athletes & Sports Person

Regions Covered:

- North America
  - US
  - Canada
  - Mexico
- Europe
  - Germany
  - UK
  - Italy
  - France
  - Spain
  - Rest of Europe
- Asia Pacific

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- Japan
- China
- India
- Australia
- New Zealand
- South Korea
- Rest of Asia Pacific

South America

- Argentina
- Brazil
- Chile
- Rest of South America

Middle East & Africa

- Saudi Arabia
- UAE
- Qatar
- South Africa
- Rest of Middle East & Africa

What our report offers:

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Market share assessments for the regional and country-level segments

Strategic recommendations for the new entrants

Covers Market data for the years 2019, 2020, 2021, 2025, and 2028

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical

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presence, and strategic alliances

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