

Sports App Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Marketplace (Google Play Store, Apple iOS Store), By Region & Competition, 2021-2031F

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Abstracts

The Global Sports App Market is projected to grow from USD 5.82 Billion in 2025 to USD 10.39 Billion by 2031, registering a CAGR of 10.14%. This market comprises mobile software solutions designed to facilitate sports engagement, including live streaming, score tracking, fitness monitoring, and betting platforms. Key drivers fueling this expansion include the widespread adoption of high-speed 5G connectivity and increased smartphone penetration, which provide users with seamless, real-time access to interactive content. Additionally, a shift in consumer preference toward on-demand entertainment and data-driven personalization continues to strengthen user acquisition and retention across these digital ecosystems.

However, the sector encounters significant challenges due to a complex and fragmented regulatory landscape regarding data privacy and licensing, which varies by region and can hinder rapid international scaling. The industry's reliance on mobile platforms is clearly demonstrated by recent betting behaviors. According to the American Gaming Association, mobile applications accounted for approximately 95 percent of the total legal sports betting handle within the United States in 2024. This statistic underscores the critical dependence on mobile interfaces for sustaining economic growth within the sector.

Market Driver

The rapid growth of online betting and fantasy sports acts as a primary catalyst for the market, fundamentally changing how users interact with sports events via mobile

interfaces. Operators are increasingly integrating wagering options directly into app ecosystems, creating a unified experience that combines statistical analysis, live tracking, and monetary transaction capabilities to enhance user retention and usage frequency. The scale of this engagement is reflected in recent metrics from Flutter Entertainment; in its "Q3 2024 Trading Update" from November 2024, the company reported a 16 percent year-over-year increase in average monthly players to 12.9 million, a surge driven largely by the expansion of its U.S. sports betting and iGaming operations.

Simultaneously, rising consumer demand for real-time live streaming is reshaping sports media delivery, compelling broadcasters to prioritize app-based distribution channels. Modern sports applications are evolving into comprehensive media hubs that offer low-latency streaming, multi-camera angles, and interactive highlights to satisfy viewers' need for on-the-go access. This shift toward digital consumption was highlighted by NBC Sports in an August 2024 press release regarding the Paris 2024 Olympics, noting that viewers streamed 23.5 billion minutes of coverage across digital platforms. Furthermore, the National Basketball Association reported in June 2024 that the league generated a record 26 billion video views globally across its social and app platforms during the 2023-24 season, emphasizing the dominance of video content in retaining mobile audiences.

Market Challenge

The complex and fragmented regulatory landscape concerning data privacy and licensing constitutes a substantial barrier to the Global Sports App Market. As nations enforce distinct compliance frameworks, developers face high operational costs and delays that hinder rapid international expansion. This regulatory friction complicates market entry and places compliant operators at a disadvantage against unregulated entities that bypass these requirements. Consequently, the legitimate market often fails to capture the full scope of user demand because strict licensing regimes limit the features and accessibility of authorized apps compared to their unregulated counterparts.

This disparate environment fuels the persistence of the illicit market, which siphons significant revenue from authorized platforms. When users encounter restrictions on legal apps, they frequently turn to offshore alternatives that operate without such constraints. The economic impact of this diversion is severe; according to the American Gaming Association, Americans wagered an estimated \$84 billion with illegal sportsbooks in 2025, resulting in approximately \$1 billion in lost tax revenue. This

leakage illustrates how regulatory fragmentation creates a parallel economy that directly restricts the financial growth and sustainability of the regulated sports app sector.

Market Trends

The integration of AI-powered personalized coaching is revolutionizing the Global Sports App Market by shifting the value proposition from passive tracking to active, algorithmic guidance. Developers are leveraging generative AI to analyze user performance data and deliver tailored workout plans, recovery advice, and motivation that mimics human coaching, thereby addressing user demand for accessible, data-driven improvement strategies without the high cost of professional trainers. The impact of this shift is significant, with users increasingly expecting intelligent feedback loops; according to Strava's "Year in Sport Trend Report" from December 2025, 46 percent of survey respondents stated they would use AI as a smart coach, underscoring consumer readiness for automated, high-level athletic instruction.

Simultaneously, seamless synchronization with advanced wearable performance trackers is reshaping app functionality as platforms integrate deeper with hardware to capture complex physiological metrics. Modern sports applications are evolving to ingest and analyze sophisticated data streams such as strain, recovery, and specific modality metrics like weightlifting, moving beyond basic cardio logging to serve as holistic health hubs. The growing prominence of these diverse activity types is evident in user behavior; according to WHOOP's "Year in Review 2025" from December 2025, strength-based activities made up 28.52 percent of all logged workouts, highlighting the necessity for apps to support and synchronize detailed data across a wider spectrum of athletic disciplines.

Key Market Players

NBC Universal

Warner Media

PENN Entertainment

ESPN

JioCinema

Sky UK

SuperSport

LiveScore

beIN SPORTS

DAZN

Fubo TV

Report Scope

In this report, the Global Sports App Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Sports App Market, By Marketplace

Google Play Store

Apple iOS Store

Sports App Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global

Sports App Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Marketplace (...)

Sports App Market.

Available Customizations:

Global Sports App Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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