

# **Sports Analytics Market – Global Industry Size, Share, Trends, Opportunity, and Forecast Segmented By Type (On-field and Off-field), By Solution (Video Analytics, Bio Analytics, Smart Wearable Solution, and Others), By Solution Type (AI, Big Data, and Others), By End-user (Team and Individual), By Region & Competition, 2021-2031F**

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## **Abstracts**

The Global Sports Analytics Market will grow from USD 5.56 Billion in 2025 to USD 19.59 Billion by 2031 at a 23.36% CAGR. The Global Sports Analytics Market involves the systematic application of data management and predictive modeling to professional sports for optimizing player performance and streamlining business operations.

### **Key Market Drivers**

The integration of Artificial Intelligence and Machine Learning Algorithms serves as a primary engine for market advancement by fundamentally altering how data is processed and consumed. These technologies enable the automation of complex tasks such as player tracking and content generation which allows stakeholders to derive predictive insights that were previously inaccessible.

### **Key Market Challenges**

The high cost of implementation regarding specialized hardware, software, and skilled personnel stands as a formidable barrier limiting the expansion of the Global Sports Analytics Market. While elite professional entities can absorb these capital-intensive requirements, smaller clubs and lower-tier leagues often struggle to allocate sufficient

budget for such advanced technological infrastructure. This financial disparity creates a polarized market where the benefits of predictive modeling and performance data are monopolized by wealthy organizations, preventing widespread industry adoption and reducing the total addressable market.

## **Key Market Trends**

The Adoption of Computer Vision for Skeletal Tracking and Pose Estimation is revolutionizing tactical analysis by transitioning data collection from wearable sensors to non-intrusive optical systems. Unlike traditional GPS vests that track a single center-of-mass data point, these advanced computer vision frameworks capture thousands of mesh data points on a player's body surface, detailing precise limb orientation and biomechanical movements. This granular level of detail allows coaching staffs to automate the quantification of complex tactical actions, such as defensive spacing and shot mechanics, without requiring athletes to wear physical devices. The commercial viability of this technology is evident in the financial performance of key infrastructure providers.

## **Key Market Players**

SAP SE

STATS Perform, Inc.

Zebra Technologies Corporation

Catapult Group International Limited

Hudl, Inc.

Sportlogiq Inc.

Genius Sports Limited

Krossover, Inc.

Second Spectrum, Inc.

Opta Sports Limited

**Report Scope:**

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

**Sports Analytics Market, By Type:**

On-field and Off-field

**Sports Analytics Market, By Solution:**

Video Analytics

Bio Analytics

Smart Wearable Solution

Others

**Sports Analytics Market, By Solution Type:**

AI

Big Data

Others

**Sports Analytics Market, By End-user:**

Team and Individual

**Sports Analytics 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 Analytics Market.

## **Available Customizations:**

Global Sports Analytics 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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