

Sports Technology Market Size, Trends, Business Opportunities and Forecast 2028 - Douglas Insights

The market for sports technology is dominated by a handful of large corporations, such as Nike, Under Armour, and Adidas.

DOUGLAS, ISLE OF MAN, January 13, 2023 /EINPresswire.com/ -- Sports Technology Market Analysis

In the forecast period of 2021–2027, the global sports technology market is expected to grow to USD 43 billion at a 10 % CAGR, thanks to the increasing adoption of emerging technologies owing to digitization, which has created a substantial demand for the sector.

Sports Technology Market Growth Drivers and Risks



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It is anticipated that emerging technologies, including artificial intelligence (AI), machine learning (ML), and data analytics, will drive the sports technology market over the next few years. In addition to the digital transformation of sports arenas, team management emphasizes viewership engagement, which boosts demand for technology-driven sports decision-making.

Over the forecast period, the market is expected to be driven by the increasing adoption of emerging technologies such as the internet of things (IoT) and data analytics, as well as social media integration, across several sports. As well as the digital transformation of stadiums, a strong emphasis on audience engagement and entertainment activities is expected to drive demand for technology-driven services in the sports arena.

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Sports Technology Market Keyplayers

The market for sports technology is dominated by a handful of large corporations, such as Nike, Under Armour, and Adidas.

Sports Technology Market Segmentations

By Component

- Wearable Devices & Sports Equipment
- Software (On-premise, Cloud)
- Services (Training & Implementation, Support & Maintenance, Managed/Outsourced Services)

By Sports

- Baseball
- Basketball
- Cricket
- Cycling
- Football
- Golf
- Rugby
- Others (Swimming, Badminton, Tennis, and Athletics)

By Application

- Active (Tracking, Decision Making)
- Passive (Analytics and Statistics, Tactics and Simulation, Training, Game Performance Analysis, Team Analysis & Management, Injury and Health Analysis)

By End-user

- Coaches
- Clubs
- Leagues
- Sports Associations
- Others (Athletes and Sports Person)

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