

Sports Technology Market Size, Growth, Key Players: IBM, Ericsson, Cisco, Fujitsu, SAP, Oracle, NEC, LG, Sharp and Sony

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/EINPresswire.com/ -- The [Sports Technology Market](#) is a rapidly growing industry that provides solutions to enhance and improve sports performance, fan engagement, and sports business operations. The market for sports technology includes various software and hardware providers that offer solutions such as sports analytics, wearable technology, virtual and augmented reality, smart stadiums, and esports.



The global Sports Technology market was valued at US\$ 29930 million in 2022 and is anticipated to reach US\$ 48290 million by 2029, witnessing a CAGR of 8.3% during the forecast period 2023-2029. The influence of COVID-19 and the Russia-Ukraine War were considered while estimating market sizes.

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The report will help the Sports Technology companies, new entrants, and industry chain related companies in this market with information on the revenues for the overall market and the sub-segments across the different segments, by company, by type, by application, and by regions.

By Company

- IBM
- Ericsson
- Cisco
- Fujitsu
- SAP
- Oracle
- NEC
- LG

- Sharp
- Samsung
- Apple
- Fitbit
- Garmin
- Sony
- Panasonic
- Tencent

Segment by Type

- Device
- Smart Stadium
- Esports
- Sports Analytics

Segment by Application

- Soccer
- Baseball
- Basketball
- Ice Hockey
- American Football/Rugby
- Tennis
- Cricket
- Golf
- Esports

Sports technology solutions are designed to provide athletes, coaches, and teams with data-driven insights into their performance and training, as well as to improve the fan experience through enhanced engagement and immersive experiences. In addition, sports technology solutions can help sports organizations improve their business operations by streamlining processes, optimizing revenue streams, and increasing efficiency.

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The sports technology market is expected to continue growing in the coming years, driven by the increasing demand for data-driven insights and enhanced fan experiences. The market is also likely to see increased investment in research and development, which could lead to more advanced sports technology solutions and more use cases for sports organizations. However, there are challenges to overcome, such as the need for data security and privacy, and the potential for technology to replace the human element in sports.

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