Sports Management Software Market To See Competition Rise: $24.09 Billion by 2031

Rising government and private sector investments, along with digital upgrades in sports facilities, are fueling growth in the sports management software market.

WILMINGTON, DE, UNITED STATES, November 7, 2024 /EINPresswire.com/ -- As per the report, the global sports management software industry was accounted for $5.96 billion in 2021, and is expected to reach $24.09 billion by 2031, growing at a CAGR of 15.1% from 2022 to 2031.

Sports Management Software Market

Sports management software is a type of software that helps sports and other industry associations with club & league management, game organization, and other related activities. Furthermore, it provides live streaming services as well as news scores and other information. Sports management is a branch of business that deals with sports and recreational activities.

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Some of the applications for the sports management software market are game schedules, competition management, and match performance analysis. Digital revolution in sports facilities, rise in investment in the sports industry, and increase in fan engagement are few of the factors fueling the growth of the sports management software market. Furthermore, the use of cloud-based services is boosting the market growth.

Covid-19 scenario:

1. The pandemic impacted the demand for sports management software positively.

2. Since the Covid-19 pandemic, the sport industry focused more on emerging technologies to manage events and leagues using AI-powered solution, apps-based, and cloud-based services

for several operations.

By component, the software segment held the largest share in 2021, accounting for more than two-thirds of the global sports management software market, due to inclusion of various functionalities such as online registration and rise in investments in sports industry. However, the services segment is estimated to register the highest CAGR of 16.4% during the forecast period, owing to numerous advantages offered by services provided such as training schedule management, fitness tracker, and increased fan engagement.

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By application, the client management segment is expected to manifest the highest CAGR of 16.9% during the forecast period, as this software aids in building client relationship and streamlines sales. However, the event management and scheduling segment dominated the market in 2021, accounting for more than one-third of the market, due to the ease provided by this software in managing the tournaments and leagues.

By deployment model, the cloud segment is projected to manifest the highest CAGR of 16.6% from 2022 to 2031, due to easy access to sports data by many sports organizations with the help of devices such as the mobiles, laptops, tablets, and others. However, the on-premise segment held the largest share in 2021, contributing to more than half of global sports management software industry, due to rise in adoption of the smart technology in passenger cars by automotive OEMs and present passenger car fleet across the globe. The report includes analysis of the LCV and HCV segments as well.

By region, the global sports management software market across North America dominated in 2021, accounting for more than one-third of the market, due to advancements of technologies in sports leagues, facilities, and clubs. However, the market across Asia-Pacific is expected to register the highest CAGR of 16.7% during the forecast period, due to rise in fan engagement.

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Major market players

Alps Alpine Co., Ltd.
Continental AG
Denso Corporation
HELLA GmbH & Co. KGaA.
Microchip Technology Inc.
Mitsubishi Electric Corporation
NXP Semiconductors

Robert Bosch GmbH
Valeo and Tokai Rika

The report analyzes these key players of the global sports management software market. These players have adopted various strategies such as expansion, new product launches, partnerships, and others to increase their market penetration and strengthen their position in the industry. The report is helpful in determining the business performance, operating segments, product portfolio, and developments by every market player.

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