Sports Management Software Market to Witness Significant Growth at a 15.1% CAGR by 2031 | App, Stack Sports, SAP SE

Government and enterprise investments, coupled with sports facility digitalization, are fueling the growth of the sports management software market.

Sports Management Software Market

WILMINGTON, DE, UNITED STATES, March 3, 2025 /EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, “Sports Management Software Market," The sports management software market was valued at $5.96 billion in 2021, and is estimated to reach $24.09 billion by 2031, growing at a CAGR of 15.1% from 2022 to 2031.

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.

Based on component, the software segment captured the largest market share in 2021, and is expected to continue this trend throughout the forecast period. Inclusion of various functionalities like online registration and rise in investments in sports industry are anticipated to drive the growth of the market. However, the services segment is likely to witness the highest share in the upcoming years. This is attributed to the numerous advantages offered by services provided such as training schedule management, fitness tracker, and increased fan engagement. Many enterprises in sports industry are deploying the sports management software services due to such factors.

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Based on deployment, On-premises segment dominated the market growth in 2021, due to high demand as a result of digital revolution in sports facilities, clubs, and local stadiums. However, the cloud segment is likely to witness the highest share in the upcoming years, owing to the easy access to sports data by many sports organizations with the help of devices such as the mobiles, laptops, tablets and others.

Region-wise, North America dominated the Sports Management Software Industry share in 2021. Advancements of technologies in sports leagues, facilities, and clubs are anticipated to provide lucrative growth opportunities for the sports management software market in North America. However, Asia-Pacific is expected to exhibit highest growth during the forecast period. This is attributed to rise in fan engagement which is likely to propel growth of the market in the region.

The sports management software market was valued at $6,773.5 million in 2022, and is projected to reach $24,087.7 million by 2031, registering a CAGR of 15.1%. The current estimation of 2031 is projected to be higher than pre-COVID-19 estimates. The market is expected to grow rapidly after the pandemic owing to rise in adoption of work-from-home culture across the globe. The global COVID-19 pandemic has harshly affected industries across the world.

On the contrary, impact of the pandemic was arguably positive on adoption of the sports management software due to lockdown imposed by all the governments of different countries. After the COVID-19 condition, the industries started focusing more on emerging technology to manage events and leagues using AI powered solution, cloud-based technologies and apps based on sports management software to perform numerous operations. Moreover, all industries started moving toward digitalization for management & planning of matches and to solve problems related to sports administration. The software provides easy handling and efficient management of sports across the globe. Furthermore, it reduces manual tasks and handles things on real time, which drives the Sports Management Software Industrygrowth. In addition, it reduces faults and organization risks that come with manual data-entry.

KEY FINDINGS OF THE STUDY

1. By component, the software segment dominated the Sports Management Software Market Size in 2021. However, the services segment is expected to exhibit significant growth during the forecast period.

2. Based on deployment, the On-premises segment dominated the Sports Management Software Market Share in 2021. However, the Cloud segment is expected to witness the highest growth rate during the forecast period.

3. Depending on application, the Event Management and Scheduling generated the highest revenue in 2021. However, the Client
Management industry is expected to witness the highest growth rate in the Sports Management Software Market Forecast period.

4. Region-wise, the sports management software market was dominated by North America in 2021. However, Asia-Pacific is expected to witness significant growth in the coming years.

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This report gives an in-depth profile of some key market players and the Sports Management Software Market Analysis which include Omnify, NBC Sports Group (Sports Engine), Oracle Corporation, Jonas Club Software, Active Network, Stack Sports, League App, Squad Fusion, Jersey Watch, and SAP SE. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships, which propel growth of the sports management software market globally.

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