

Sports Analytics Market to Reach USD 20.48 Billion by 2032 | SNS Insider

The Sports Analytics Market, valued at USD 3.53 Bn in 2023, is estimated to reach USD 20.48 Bn by 2032, growing at a 22.51% CAGR from 2024 to 2032.

AUSTIN, TX, UNITED STATES, March 3, 2025 /EINPresswire.com/ -- The SNS Insider report indicates that the [Sports Analytics Market](#) was valued at USD 3.53 billion in 2023 and is estimated to reach USD 20.48 billion by 2032,

growing at a CAGR of 22.51% during the forecast period of 2024-2032. The rising demand for real-time data analysis and AI-driven insights in sports management is fueling market growth, empowering teams and organizations with advanced performance analytics.



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Some of Major Keyplayers:

- Arecont Vision Coaster LLC
- Agile Sports Analytics LLC
- The Sportradar Group
- ChyroHego Corporation
- Genius Sports Group
- International Business Machine (IBM) Corporation
- Experfy, Inc.
- Oracle Corporation
- SAP SE
- Deltatre S.p.A.
- Stats LLC
- Catapult Group International Ltd.
- Other players

By Component: Software Segment Leads, While Services Witness Fastest Growth

The software segment dominated the market and accounted for the largest revenue share of over 45%, which is widely being used by teams and sports organizations for data-driven decision-making. Using advanced analytics software to track player performance, optimize game strategy, and prevent injury. In further optimizing teams and their performance, AI-driven predictive analytics and machine learning models are integrated, making software an integral component of sports analytics solutions.

The services segment is anticipated to register the fastest compound annual growth rate from 2024 to 2032. Due to its growing adoption, the demand for consulting, training, and integration services will accelerate market growth. Now, with all of these new analytics solutions coming online — and sports teams and other associations buying them — there is a growing need for consulting from experts to provide services that will help teams maximize their investments, increasing demand for implementation and support services.

By Analysis Type: On-Field Analysis Leads, Off-Field Analysis Grows Rapidly

The on-field analysis segment dominated the market and accounted for a significant revenue share in 2023, due to its direct correlation with game performance, player evaluation, and injury prevention. Wearable technology, GPS, and AI-based video analytics provide coaches with insights into player's movements, fatigue levels, and overall game tactics — providing a competitive advantage for teams.

The off-field analysis segment is expected to register the fastest CAGR. This growth is fueled by the rising relevance of fan engagement, sponsorship evaluation, and financial decision-making in sports. Off-field analytics is further fueled as organizations turn to big data analytics for optimizing ticket pricing, measuring the ROI of sponsorships, and media content strategy.

By End-Use: Sports Betting Dominates, Media Organizations Exhibit Fastest Growth

The sports betting segment dominated the market and accounted for a significant revenue share in 2023, Due to high dependency on data for odds calculation, risk assessment, and predictive modeling among sports betting operators. Increasing legalization of sports betting worldwide along with the integration of AI-based analytics for real-time odds adjustment have fueled demand for this segment.

Media organizations are expected to register the fastest CAGR during the forecast period. As interest in sporting content increases, broadcasters are using analytics to better the viewing experience with interactive stats, in-play analysis, and AI Commentary. Media companies are also utilizing data analytics which content personalization and for their digital marketing strategies.

Sports Analytics Market Segmentation:

By Component

- Software
- Services

By Analysis Type

- On-Field
- Players & Team Analysis
- Video Analysis
- Health Assessment
- Off-Filed
- Fan Engagement
- Ticket Pricing

By End-Use

- Sports Teams
- Sports Leagues/Associations
- Individual Players/Coaches
- Media Organization
- Sports Betting
- Others

By Sports

- Football
- Cricket
- Baseball
- Basketball
- Rugby
- Others

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Regional Analysis: North America Leads, Asia-Pacific Registers Fastest Growth

North America dominated the market and accounted for 30% in 2023, owing to the high usage of sports analytics employed at the professional leagues such as the NFL, NBA, and MLB. The region also enjoys substantial investment in AI-powered analytics frameworks, wearable athletics gear, and smart stadiums. It is solidified by the presence of major sports tech companies operating in Texas, and an increased collaboration between leagues and data analytics firms.

Asia-Pacific is expected to see the fastest growth during the forecast period. Market growth is driven by the increasing popularity of sports leagues, rising investments in digital sports infrastructure, and the increasing adoption of analytics in sports like cricket, football, and

eSports. India, China, and Japan are among emerging economies that have been leading this charge with AI-driven analytics to boost player capacities and also to engage with their fans.

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