



Growing at 20.9% CAGR | Cricket Analysis Software Market Reach USD 1.2 Billion by 2032 Globally

WILMINGTON, DE, UNITED STATES, July 22, 2025 /EINPresswire.com/ -- Allied Market Research published a new report, titled, "Growing at 20.9% CAGR | [Cricket Analysis Software Market](#) Reach USD 1.2 Billion by 2032 Globally." The report offers an extensive analysis of key growth strategies, drivers, opportunities, key segments, Porter's Five Forces analysis, and competitive landscape. This study is a helpful source of information for market players, investors, VPs, stakeholders, and new entrants to gain a thorough understanding of the industry and determine steps to be taken to gain competitive advantage.

The global cricket analysis software market was valued at \$181.5 million in 2022, and is projected to reach \$1.2 billion by 2032, growing at a CAGR of 20.9% from 2023 to 2032.

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Driving Factors

The increase in demand for data-driven insights in cricket coaching and strategy, and rise in popularity of T20 and other short-format cricket, have driven the need for quick and accurate decision-making. Furthermore, expansion of cricket leagues and tournaments globally, creates a larger market for analysis software. Moreover, collaboration opportunities between software developers and cricket boards for tailored solutions and integration of AI and ML for more advanced predictive analysis are anticipated to provide lucrative growth opportunities for the market growth during the forecast period. In addition, an increase in the use of analysis software in grassroots and amateur cricket for talent identification and development is also expected to create numerous opportunities for market growth in the coming years. However, resistance to technology adoption in traditional cricket setups and dependence on high-quality and consistent data for accurate analysis, limit the market growth.

Market Segmentation

The cricket analysis software market is segmented into offering, deployment mode, end-user, and region. On the basis of offering, the market is bifurcated into software and service. On the basis of deployment mode, cricket analysis software market is bifurcated into on-premise and

cloud. On the basis of end-user, the market is classified into sport associations, coaching institution, and others. On the basis of region, the cricket analysis software market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Competition Analysis

The market players operating in the cricket analysis software market are SportsMechanics, Nacsport, Catapult Sports, CricViz Ltd, Cricket-21, IBM Corporation, SAP SE, Genius Sports Group, Oracle Corporation, and SAS Institute Inc. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships, which help to drive the growth of the cricket analysis software market globally.

If you have any questions, Please feel free to contact our analyst at:

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North America region to maintain its dominance by 2032

On the basis of region, the North America segment held the highest market share in terms of revenue in 2022, accounting for less than two-fifths of the cricket analysis software market revenue. The market for cricket analysis software in the North America region is influenced by factors such as the adoption of technology in sports, the emergence of professional T20 leagues, and the desire for data-driven insights in coaching and team management. However, Asia-Pacific is expected to witness the fastest CAGR of 24.1% from 2023 to 2032 and is expected to enhance the market growth during the forecast period, owing to the growth of digitalization and internet penetration in the region.

The software segment to maintain its leadership status throughout the forecast period

On the basis of offering, the software segment held the highest market share in 2022, accounting for nearly two-thirds of the cricket analysis software market revenue, and is estimated to maintain its leadership status throughout the forecast period. The cricket analysis software industry has evolved to meet the dynamic demands of modern cricket, with a focus on advanced analytics and strategic applications, driving the growth of the market. However, the service segment is expected to portray the largest CAGR of 22.8% from 2023 to 2032 and is projected to maintain its lead position during the forecast period. This segment helps to reduce the time and costs associated with optimizing systems in the initial phase of deployment.

The cloud segment to maintain its leadership status throughout the forecast period

On the basis of deployment mode, the cloud segment held the highest market share in 2022, accounting for nearly three-fifths of the cricket analysis software market revenue, and is projected to manifest the highest CAGR of 22.0% from 2023 to 2032, owing to the low costs and easier maintenance as well as provide enhanced solution to the organizations.

The sport associations segment to maintain its leadership status throughout the forecast period

On the basis of end-user, the sport associations segment held the highest market share in 2022, accounting for half of the cricket analysis software market revenue, and is estimated to maintain its leadership status throughout the forecast period. However, the coaching institution is projected to manifest the highest CAGR of 23.2% from 2023 to 2032. Cricket analysis software plays a crucial role in driving coaching institutions by revolutionizing the way coaches teach, analyze, and enhance player performance.

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□ Recent Product Launch in the Cricket Analysis Software Market

In June 2022, Genius Sports Limited, the official data, technology and broadcast partner that powers the ecosystem connecting sports, betting and media, partnered with Clue, a leading provider of intelligence and investigations software, to launch the most comprehensive integrity intelligence platform in global sport.

□ Recent Partnership in the Cricket Analysis Software Market

In December 2023, IMG ARENA, partnered with cricket data and analytics provider CricViz. Through the partnership, CricViz is expected to provide its enhanced Match Centre to deliver advanced data analysis, including graphic visualizations and live action insights, as well as predictive models.

Thanks for reading this article, you can also get an individual chapter-wise section or region-wise report versions like North America, Europe, or Asia.

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Lastly, this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into market dynamics and will enable strategic decision-making for existing market players as well as those willing to enter the market.

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Pawan Kumar, the CEO of Allied Market Research, is leading the organization toward providing high-quality data and insights. We are in professional corporate relations with various companies. This helps us dig out market data that helps us generate accurate research data tables and confirm utmost accuracy in our market forecasting. Every data company in the domain is concerned. Our secondary data procurement methodology includes deep presented in the reports published by us is extracted through primary interviews with top officials from leading online and offline research and discussion with knowledgeable professionals and analysts in the industry.

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