

Growing at 30.1% CAGR | AI in Sports Market Size Reach USD 29.7 Billion by 2032 Globally

WILMINGTON, DE, UNITED STATES, October 19, 2025 /EINPresswire.com/ -- According to the report, [Growing at 30.1% CAGR | AI in Sports Market Size](#) Reach USD 29.7 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.

AI in Sports industry generated \$2.2 billion in 2022, and is projected to reach at \$29.7 billion by 2032, witnessing a CAGR of 30.1% from 2023 to 2032.

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Artificial Intelligence in Sports" market refers to the industry involving the use of AI technologies, tools, and applications within the realm of sports. This market includes a wide range of AI-driven solutions designed to enhance various aspects of sports performance, training, coaching, fan engagement, and management.

Artificial intelligence in sports market analysis can be used to detect patterns and trends with the help of data analysis. Coaches are using these technologies to assess each player's fitness and create routines for training based on that evaluation due to their real-time monitoring and identifying features. In addition, AI algorithms analyze a player's motions, biomechanics, and muscular stress by analyzing data from smart devices, such as smartwatches and fitness tracker applications. Moreover, with the emergence of 5G, such experiences will get more interactive, thus revolutionizing the sports industry.

Prime Determinants of Growth

The key factors impacting the growth of the global AI in sports market include increase in demand for monitoring & tracking data of players and surge in demand for chatbots & virtual assistants to interact with followers. In addition, the increase in demand for real-time data analytics impacts the growth of the market. Moreover, the market growth is affected by a lack of trained & skilled professionals and high implementation and maintenance costs. Furthermore, the increase in demand of AI for making future predictions influences the market growth.

However, each of these factors is anticipated to have a definite impact on the growth of the global artificial intelligence in sports market during the forecast period.

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By application, the performance improvement segment held the highest market share in 2022, accounting for more than one-fourth of the AI in sports market revenue, and is estimated to maintain its leadership status throughout the forecast period. As improved performance of the players can also impact the game. However, the injury prevention segment is projected to manifest the highest CAGR of 36.7% from 2023 to 2032. The increasing demand for effective injury prevention solutions to protect players is further expected to propel global market growth.

By deployment model, the on-premise segment accounted for the largest share in 2022, contributing to nearly three-fifths of the AI in Sports market revenue, as on-premise deployment mode may provide an extra level of security to the organizations. These factors further drive the demand for this segment in the global market. However, the cloud segment is expected to portray the largest CAGR of 30.8% from 2023 to 2032 and is projected to maintain its lead position during the forecast period. The growth of the segment of cloud security is mainly driven by the increase in the adoption and susceptibility of wireless networks, as facilities increasingly rely on wireless networks for data transfer.

By technology, the machine learning segment held the highest market share in 2022, accounting for less than two-fifths of the AI in sports market revenue, and is estimated to maintain its leadership status throughout the forecast period. Machine learning in security continually learns by examining data to locate trends, enabling users to more effectively detect malware in encrypted communications and identify insider risks. However, the natural language processing segment is projected to manifest the highest CAGR of 34.2% from 2023 to 2032. The increasing demand for effective cloud-based solutions to protect player privacy is further expected to propel global market growth.

By region, the North America segment held the highest market share in terms of revenue in 2022, accounting for more than one-third of the AI in sports market revenue. The region's robust business sector, has been an early adopter of AI in sports that is anticipated to propel the growth of the market, which is further anticipated to propel the growth of the market in this region. However, Asia-Pacific is expected to witness the fastest CAGR of 34.3% from 2023 to 2032, and is likely to enhance the market growth during the forecast period. As the key players are investing heavily in automation and AI in sports to enhance productivity, improve efficiency, and address labor shortages are expected to provide lucrative growth opportunities for the market in this region, which is expected to provide lucrative growth opportunities for the market in this region.

Leading Market Players: -

- Catapult Group International Ltd.
- Facebook Inc.
- IBM Corporation
- Microsoft Corporation
- Salesforce.com Inc.
- SAP SE
- SAS Institute Inc.
- Sportradar AG
- Stats Perform
- Trumedia Networks

The report provides a detailed analysis of these key players in the AI in sports market. These players have adopted different strategies such as new product launches, collaborations, expansion, joint ventures, agreements, and others to increase their market share and maintain dominant shares in different countries. The report is valuable in highlighting business performance, operating segments, product portfolio, and strategic moves of market players to showcase the competitive scenario.

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Some key areas where AI is making an impact in sports:

1. Athlete Performance Analysis: AI is used to analyze player movements, technique, and fitness levels to optimize performance. This includes tracking metrics such as speed, agility, endurance, and more.
2. Injury Prevention and Management: AI tools can predict and prevent injuries by analyzing player data, identifying patterns that might lead to injury, and suggesting training or rest strategies.
3. Game Strategy and Performance Optimization: Coaches use AI algorithms to analyze opponents, devise game strategies, and make real-time decisions during matches based on data analytics.
4. Fan Engagement and Experience: AI is used to personalize fan experiences through content recommendations, interactive applications, and virtual reality experiences.
5. Sports Broadcasting and Media: AI enhances sports broadcasting with real-time data analysis, virtual graphics, and automated camera systems that follow the action.
6. Ticketing and Venue Management: AI is utilized to optimize ticket pricing, seating arrangements, and crowd management for events.
7. Equipment Design and Testing: Companies use AI to design and test sports equipment, from running shoes to golf clubs, for optimal performance.

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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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