

# AI In Sports Market 2026 Transforming Athlete Performance And Game Analytics

*The Business Research Company's AI In Sports Market Report 2026 – Market Size, Trends, And Global Forecast 2026-2035*

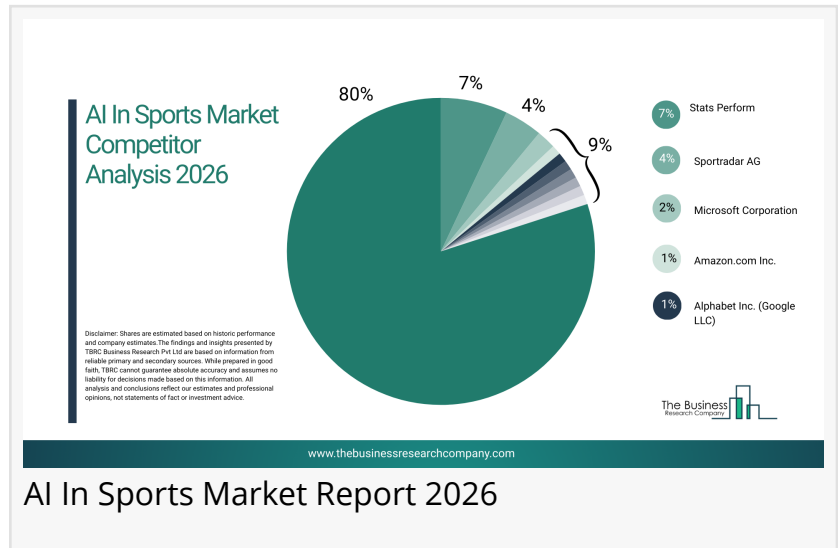
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/EINPresswire.com/ -- "The [AI In Sports market](#) is dominated by a mix of global technology providers, sports analytics firms, and emerging startups that specialize in performance optimization and fan engagement solutions.

Companies are focusing on real-time data analytics, AI-driven player performance monitoring, computer vision-based match analysis, and personalized digital fan experiences to strengthen their market presence and expand revenue streams. The integration of predictive analytics, automated officiating systems, and AI-powered broadcasting tools is enhancing operational efficiency and competitive advantage across leagues and clubs. Strategic partnerships between technology vendors and sports organizations are accelerating innovation and commercialization. Understanding the competitive landscape is essential for stakeholders aiming to identify investment prospects, technology collaborations, and long-term growth opportunities in the AI in sports market.

## Which Market Player Is Leading the AI In Sports Market?

According to our research, Stats Perform led global sales in 2024 with a 7% market share. The company is partially included in the AI in sports market, provides a range of services including the provision of reliable and fast sports data through Opta, in-play betting solutions for sportsbooks, Auto STATS automated content generation and AI analysis software for teams across media and technology, betting and team performance sectors. The company provides AI-powered sports analytics using proprietary algorithms applied to the richest sports data in the world, unlocking new insights and experiences for media and technology, betting operators and professional teams. Stats Perform's AI capabilities include machine learning for predictive analysis, computer vision for automated data collection and generative AI for content creation, with the company building eight domain-specific foundation models and more than 140 AI models across its 7.2 petabyte sports database.



## How Concentrated Is the AI In Sports Market?

The market is fragmented, with the top 10 players accounting for 21% of total market revenue in 2024. This level of fragmentation reflects the sector's high entry barriers driven by capital-intensive production facilities, advanced metallurgical expertise, stringent quality certifications, and long-term supply agreements with automotive, aerospace, and industrial OEMs. Despite the presence of established global manufacturers, a large number of regional and niche producers continue to operate, particularly in customized and application-specific grades. Price competition, fluctuating raw material costs, and evolving sustainability requirements further shape the competitive landscape, limiting the dominance of individual players while sustaining a diverse supplier base across geographies.

### •Leading companies include:

- oStats Perform (7%)
- oSportrader AG (4%)
- oMicrosoft Corporation (2%)
- oAmazon.Com Inc (1%)
- oAlphabet Inc. (Google LLC) (1%)
- oInternational Business Machines Corporation (IBM) (1%)
- oSAP SE (1%)
- oMeta Platforms (1%)
- oOracle Corporation (1%)
- oKINEXON Sports & Media GmbH (1%)

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## Which Companies Are Leading Across Different Regions?

- North America: Infinite Athlete, Inc, Play Sight Interactive Ltd, Second Spectrum, Inc, Hudl, Genius Sports Limited, Dimers.com, Synergy Sports Technology, LLC, Sportlogiq Inc, Sport Boost AI, Sports AI, Sportsense, Kinduct Technologies Inc, Zone7 Ltd, Iceberg Sports and Analytics and Game Strat, Inc are leading companies in this region.
- Asia Pacific: Zebra Technologies India Private Limited, International Business Machines Corporation, SAP India Private Limited, Microsoft Corporation, Catapult Sports Limited, Salesforce India Private Limited, Meta Platforms, Inc, Play Sight Interactive Ltd, NTT DATA Group Corporation, Alibaba Sports Group Limited, Sense Time Group Inc, Tencent Holdings Limited, Baidu, Inc, Pixellot Ltd, Lenovo Group Limited, Qxshootz Private Limited, Megvii Technology Limited, Cyber Agent, Inc, Data Stadium Inc, PIXELSCOPE Inc, Sporttotal AG, Hogak Co, Ltd, SK Telecom Co, Ltd, Crazy Sports Group Limited, Infosys Limited and Fujitsu Limited are leading companies in this region.
- Western Europe: SAP SE, Sportradar AG, International Business Machines Corporation, Amazon.com, Inc, Microsoft Corporation, Catapult Group International Ltd, Salesforce, Inc,

Kitman Labs Limited, Zone7 Ltd, KINEXON Sports & Media GmbH, Hawk-Eye Innovations Ltd, Stats Perform Group, Inc, Meta Platforms, Inc, Zebra Technologies Corporation, Habber Tec, S.L, ai.io Ltd, Social Protect Ltd and La Source SAS are leading companies in this region.

- Eastern Europe: ReSpo.Vision Sp. z o.o, Sportway Media Group AB, International Business Machines Corporation, Microsoft Corporation, Live sport Ltd, Ranketta Sports AB, SportIn Global Ltd and InMotion Sports Technologies Pvt. Ltd are leading companies in this region.

- South America: Microsoft Corporation, SAP SE, Oracle Corporation, Amazon Web Services, Inc, VIXON AI Ltd, Appito B.V, Chega Mais Platform Ltd and Olyseum Technologies AG are leading companies in this region.

What Are the Major Competitive Trends in the Market?

- Digitalization, Cloud, Big Data And Cybersecurity are transforming operations by enabling organizations to digitize processes and leverage cloud-based artificial intelligence (AI) platforms.

- Example: Premier League and Microsoft Corporation artificial intelligence (AI) and cloud technology (July 2025) to deliver personalized fan experiences, real-time insights, and modernized workflows.

- These innovation aims to enhance live match data, multilingual support, and Fantasy Premier League features, while migrating core operations to Microsoft Azure and modernizing internal workflows.

Which Strategies Are Companies Adopting to Stay Ahead?

- Deploying AI-powered performance analytics tools to improve athlete training, injury prediction, and tactical decision-making, strengthening competitive advantage

- Integrating computer vision and real-time data tracking systems to enhance officiating accuracy, fan engagement, and broadcast intelligence.

- Utilizing predictive analytics and machine learning models for ticket pricing optimization, audience behavior forecasting, and sponsorship value maximization

- Implementing AI-driven fan personalization platforms to deliver customized content, dynamic advertising, and immersive digital experiences across streaming and mobile apps

Access the detailed AI In Sports Market report here:

[https://www.thebusinessresearchcompany.com/report/ai-in-sports-global-market-report#:~:text=The%20AI%20in%20sports%20market%20size%20has%20grown%20exponential%20in,revenues%2C%20expansion%20of%20wearable%20devices.?utm\\_source=EINPresswire&utm\\_medium=Paid&utm\\_campaign=Mar\\_PR](https://www.thebusinessresearchcompany.com/report/ai-in-sports-global-market-report#:~:text=The%20AI%20in%20sports%20market%20size%20has%20grown%20exponential%20in,revenues%2C%20expansion%20of%20wearable%20devices.?utm_source=EINPresswire&utm_medium=Paid&utm_campaign=Mar_PR)

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