North America Sports Analytics Market Forecast 2024-2032

Market Report | 2024-01-27 | 139 pages | Inkwood Research

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Report description:

KEY FINDINGS
The North America sports analytics market is projected to grow at a CAGR of 22.15% during the forecast years between 2024 and 2032. The increasing integration of sports analytics solutions by major league teams and the growing initiatives by sports clubs in an effort to increase the performance of the players, are the factors influencing the growth of the market.
MARKET INSIGHTS
The North America sports analytics market growth evaluation involves the market analysis of Canada and the United States. The North American region has the highest penetration of sports analytics solutions. In countries like Canada, the ability to execute data analytics for tracking an athlete's performance is instrumental and a deciding factor for the sports team to enhance their trading opportunities.
In the US, there has been increasing adoption of sports analytics solutions. San Antonia Spurs have been using analytics to get a competitive edge over its opponents. They were also one of the early adopters of SportVU. Further, the Chicago Blackhawks took the aid of an outside company for analytical assessments, which eventually helped them gain success in the NHL, and they ended up collecting three Stanley Cups in six seasons. The team has also been able to find the players undervalued by others but fitting their own style of play through the use of the analytics system.
COMPETITIVE INSIGHTS
Some of the key companies in the market are Oracle Corporation, SAS Institute Inc, International Business Machines Corporation, SAP SE, Stats Perform, etc.
Our report offerings include:
- Explore key findings of the overall market
- Strategic breakdown of market dynamics (Drivers, Restraints, Opportunities, Challenges)
- Market forecasts for a minimum of 9 years, along with 3 years of historical data for all segments, sub-segments, and regions
- Market Segmentation cater to a thorough assessment of key segments with their market estimations
- Geographical Analysis: Assessments of the mentioned regions and country-level segments with their market share
- Key analytics: Porter's Five Forces Analysis, Vendor Landscape, Opportunity Matrix, Key Buying Criteria, etc.
- Competitive landscape is the theoretical explanation of the key companies based on factors, market share, etc.
- Company profiling: A detailed company overview, product/services offered, SCOT analysis, and recent strategic developments

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