

Global Player Tracking - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Global Player Tracking Market is expected to register a CAGR of 24.9% during the forecast period.

Key Highlights

- In June 2021, Zebra Technologies entered its eighth season of partnership with the NFL. The data that ultimately makes the league's Next Gen Stats comes from the tags in the football, individual player shoulder pads, first-down markers, and the towers.
- Further, the International Cricket Council (ICC) introduced bat-tracking technology during T20 World Cup 2021. It may enable the fans to witness tracking off the bat, which is likely to be provided by Hawk-Eye in select matches, in addition to their ball tracking and edge detection services.
- However, new techniques for player tracking are also expected, which could affect the market dynamics. For instance, in October 2021, NHL deployed analytics-powered graphics for puck/player tracking in the live broadcast.
- Both ESPN and Turner Sports have expressed a desire to improve the use of the maturing NHL EDGE puck- and player-tracking system that is equipped with Instant graphics showing shot speeds, shift times, and IDs of players on the ice to use tracking data to easily automate the integration of crucial storytelling elements into the display.
- Zebra Technologies uses RFID Technology, whereas its competitors use GPS positioning. One of the challenges associated with GPS is its limited functionality when used indoors. Thus, Zebra Technologies is gradually becoming a pioneer in offering RFID technology for indoor games.
- The pandemic has positively impacted the market due to increased concerns over contact tracing and containment measures over lockdown and changing government regulations across the globe. Moreover, the pandemic triggered the increasing demand for player tracking technologies such as body temperature and heart-rate monitoring to keep their health in check.

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Player Tracking Market Trends

Wearable Devices Offers Potential Growth

- Owing to the increasing demand for monitoring and tracking data of players, the number of wearable devices in the sports market is increasing. Consequently, a significant quantity of data related to the players and team is generated, primarily used to gain insights into player performance and fitness variables, such as heartbeats, speed, and acceleration. By incorporating these wearable technologies, player performance during matches, events, practice, and training sessions can be improved, and the team's strategies and performance statistics can be gathered.
- Therefore, the data collected through wearables devices, such as shoes and wristbands, help coaches plan and observe training, thereby locating potential development areas. For instance, in September 2019, OrsaSport partnered with the Xampion, which was likely to help coaches at OrsaSport improve players' kick techniques in football.
- Moreover, wearables help in injury prevention. For instance, in January 2019, Impression Healthcare Ltd partnered with Force Impact Technologies Inc. to distribute Force's clinically-validated smart mouthguard, FiTGuard, which helps detect athlete head impact in sports.
- Additionally, the increasing number of sports leagues, such as the Indian Premier League or Hockey League, is attracting global players and fans to the region. Furthermore, Japan was hosting Olympics in 2020. Thus, to gain a competitive advantage, wearable player tracking technology among the team may provide a huge opportunity for the market during the forecast period.
- Therefore, the factors mentioned above have a positive impact on the market, helping in market growth worldwide.

North America is Expected to Occupy Significant Market Share

- North America is home to numerous sports, such as soccer, rugby, hockey, basketball, baseball, and various sports leagues. American football is one of the most popular sports in the United States. This sport attracts millions of people from across American society, whether it's high school football, college sports, or professional football. Additionally, basketball is one of the most popular sports in the United States, after football and baseball.
- The United States is expected to lead market growth in the region, owing to the growing adoption of player-tracking solutions and services by the country's sports industry.
- Prominent vendors, such as Zebra Technologies Corporation, ChyronHego Corporation, and STATS Perform, are headquartered in the country, contributing to the market's growth. The associations, such as National Football League (NFL), National Basketball League (NBL), and National Hockey League (NHL), are spending heavily on a robust player tracking systems to analyze and track player performance and health. These associations partner with vendors in the market studied for player monitoring solutions and services, thereby driving market growth. Additionally, it helps associations and team management track fraudulent activities during the game.
- AutoSTATS provides comprehensive player-tracking data directly from video through patented AI and computer vision technology. This new technology gives Magic exclusive access to the college tracking data currently unavailable at this scale, owing to the limited use of in-venue tracking systems. Orlando Magic is one of the first NBA teams to leverage AutoSTATS and AI-powered player-tracking technology for scalable applications.

Player Tracking Industry Overview

The Global Player Tracking Market is competitive, and competition among the players is increasing as many sports organizations realize the importance of the player tracking market. Some of the significant players in the market are Zebra Technologies,

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Catapult Sports, Stats Perform, and ChyronHego. Product launches, high expenses on R&D, partnerships, and acquisitions are the prime growth strategies adopted by these companies to sustain the intense competition.

- October 2021 - Stats Perform partnered with K-Sport and announced a long-term partnership with K-Sport. The company's partnership provides wearable player solutions to more than 200 professional football and rugby teams. The K-AI wearable tech and dynamic software combination allow fitness coaches to monitor player load during training sessions and matches, facilitating interventions when required.
- May 2021 - Fifa collaborated with Kinexon and announced the first-of-the-kind collaboration in Live Player Tracking. Fifa utilized Kinexon's tracking innovation expertise to advance how clubs and players can receive insights on health and development and how the sport is presented to fans worldwide. The company(Kinexon) has worked with more than 400 clubs, events, and leagues globally to improve player and team performance and reduce injuries.

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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