

Australia Player Tracking Market Size, Share Analysis and Forecast Report (2025-2034)

Market Report | 2025-10-25 | 105 pages | EMR Inc.

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Report description:

Based on end use, team sports have been driving the Australia player tracking market growth. As per the Australia player tracking market analysis, player tracking tools and systems help in team sports by providing valuable data and insights to improve performance, strategy, and decision-making. It captures real-time data about players' positioning, movements, speed, and other performance metrics to assess team performance. The market value is increasing amid the growing focus to monitor players' and athlete's workloads and fatigue levels to reduce potential injury risks. According to the AusPlay survey, the most popular team sports were soccer and basketball with 1.2 million and 999,000 participants in 2020-21. The increasing number of tournaments and events has been driving the Australia player tracking market growth which increases the demand for player tracking solutions. Professional sports teams adopt player tracking solutions so that they identify their player's injury risks, manage workloads, and implement training and recovery programs to reduce the possibility of injuries and optimize players' health and longevity. The upcoming championships, tournaments, and events such as the 2025 ICF Canoe Slalom World Championships, 2026 BMX World Championships, 2027 Netball World Cup, 2027 Rugby World Cup and others will be boosting the Australia player tracking market. "Australia Player Tracking Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments: Market by Component- Solutions??- Wearables??- Optical??- Application-Based- ServicesMarket by End Use- Individual Sports??- Tennis??- Golf??- Others- Team Sports??- Football??- Basketball??- Rugby??- OthersMarket Breakup by Region- New South Wales- Victoria- Queensland- Australian Capital Territory- Western Australia- OthersAustralia Player Tracking Market SharePlayer tracking solutions involve the hardware and software systems used to collect, analyse, and interpret data from athletes during training or competition. These solutions encompass technologies such as GPS trackers, wearable sensors, video analytics, and data management platforms. Services, on the other hand, complement these solutions by providing expertise in data analysis, performance monitoring, and strategic insights derived from the tracked data. Leading Companies in the Australia Player Tracking MarketThe growth of the player tracking market is fuelled by the increasing adoption of player tracking solutions in team sports and growing number of tournaments, championships, and events.- Catapult Group International Ltd.- Polar Electro Oy- Sports Performance Tracking Pty. Ltd.- STATSports Group Ltd.- Zebra Technologies Corp.- Others

Table of Contents:

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- 1 Preface
- 2 Report Coverage - Key Segmentation and Scope
- 3 Report Description
 - 3.1 Market Definition and Outlook
 - 3.2 Properties and Applications
 - 3.3 Market Analysis
 - 3.4 Key Players
- 4 Key Assumptions
- 5 Executive Summary
 - 5.1 Overview
 - 5.2 Key Drivers
 - 5.3 Key Developments
 - 5.4 Competitive Structure
 - 5.5 Key Industrial Trends
- 6 Market Snapshot
- 7 Opportunities and Challenges in the Market
- 8 Asia Pacific Player Tracking Market Overview
 - 8.1 Key Industry Highlights
 - 8.2 Asia Pacific Player Tracking Historical Market (2018-2024)
 - 8.3 Asia Pacific Player Tracking Market Forecast (2025-2034)
- 9 Australia Player Tracking Market Overview
 - 9.1 Key Industry Highlights
 - 9.2 Australia Player Tracking Historical Market (2018-2024)
 - 9.3 Australia Player Tracking Market Forecast (2025-2034)
- 10 Australia Player Tracking Market by Component
 - 10.1 Solutions
 - 10.1.1 Historical Trend (2018-2024)
 - 10.1.2 Forecast Trend (2025-2034)
 - 10.1.3 Breakup by Type
 - 10.1.3.1 Wearables
 - 10.1.3.2 Optical
 - 10.1.3.3 Application-Based
 - 10.2 Services
 - 10.2.1 Historical Trend (2018-2024)
 - 10.2.2 Forecast Trend (2025-2034)
- 11 Australia Player Tracking Market by End Use
 - 11.1 Individual Sports
 - 11.1.1 Historical Trend (2018-2024)
 - 11.1.2 Forecast Trend (2025-2034)
 - 11.1.3 Breakup by Type
 - 11.1.3.1 Tennis
 - 11.1.3.2 Golf
 - 11.1.3.3 Others
 - 11.2 Team Sports
 - 11.2.1 Historical Trend (2018-2024)
 - 11.2.2 Forecast Trend (2025-2034)
 - 11.2.3 Breakup by Type

- 11.2.3.1 Football
- 11.2.3.2 Basketball
- 11.2.3.3 Rugby
- 11.2.3.4 Others
- 12 Australia Player Tracking Market by Region
 - 12.1 New South Wales
 - 12.1.1 Historical Trend (2018-2024)
 - 12.1.2 Forecast Trend (2025-2034)
 - 12.2 Victoria
 - 12.2.1 Historical Trend (2018-2024)
 - 12.2.2 Forecast Trend (2025-2034)
 - 12.3 Queensland
 - 12.3.1 Historical Trend (2018-2024)
 - 12.3.2 Forecast Trend (2025-2034)
 - 12.4 Australian Capital Territory
 - 12.4.1 Historical Trend (2018-2024)
 - 12.4.2 Forecast Trend (2025-2034)
 - 12.5 Western Australia
 - 12.5.1 Historical Trend (2018-2024)
 - 12.5.2 Forecast Trend (2025-2034)
 - 12.6 Others
- 13 Market Dynamics
 - 13.1 SWOT Analysis
 - 13.1.1 Strengths
 - 13.1.2 Weaknesses
 - 13.1.3 Opportunities
 - 13.1.4 Threats
 - 13.2 Porter's Five Forces Analysis
 - 13.2.1 Supplier's Power
 - 13.2.2 Buyer's Power
 - 13.2.3 Threat of New Entrants
 - 13.2.4 Degree of Rivalry
 - 13.2.5 Threat of Substitutes
 - 13.3 Key Indicators for Demand
 - 13.4 Key Indicators for Price
- 14 Competitive Landscape
 - 14.1 Market Structure
 - 14.2 Company Profiles
 - 14.2.1 Catapult Group International Ltd.
 - 14.2.1.1 Company Overview
 - 14.2.1.2 Product Portfolio
 - 14.2.1.3 Demographic Reach and Achievements
 - 14.2.1.4 Certifications
 - 14.2.2 Polar Electro Oy
 - 14.2.2.1 Company Overview
 - 14.2.2.2 Product Portfolio
 - 14.2.2.3 Demographic Reach and Achievements

14.2.2.4 Certifications

14.2.3 Sports Performance Tracking Pty. Ltd.

14.2.3.1 Company Overview

14.2.3.2 Product Portfolio

14.2.3.3 Demographic Reach and Achievements

14.2.3.4 Certifications

14.2.4 STATSports Group Ltd.

14.2.4.1 Company Overview

14.2.4.2 Product Portfolio

14.2.4.3 Demographic Reach and Achievements

14.2.4.4 Certifications

14.2.5 Zebra Technologies Corp.

14.2.5.1 Company Overview

14.2.5.2 Product Portfolio

14.2.5.3 Demographic Reach and Achievements

14.2.5.4 Certifications

14.2.6 Others

15 Key Trends and Developments in the Market

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