



STUDY OF TRENDS IN THE SPORTS SECTOR

SECTION: CLUBS AND ACADEMIES

Professional Clubs • Amateur Clubs • Professional Academies

Sports Directors • Coaching Staff • Youth Academy Coordinators • Performance Managers

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THE IMPORTANCE OF MEASUREMENT IN THE CLUB SETTING

Sports clubs—whether professional, amateur or training academies—are undergoing a profound transformation driven by the convergence of data analytics, computer vision and artificial intelligence. This study presents a comprehensive analysis of the current trends that are reshaping the paradigm of sports performance management, player development and strategic decision-making.

MARKET METRICS	2025	FORECAST 2030	GROWTH
Global Sports Technology	34.250 M\$	68.700 M\$	14,9% CAGR
Analytics in Professional Clubs	4.120 M\$	18.340 M\$	21,5% CAGR
AI in Performance Management	1.450 M\$	—	17,3% CAGR

This exponential growth reflects the growing importance of quantifying sporting performance and the need for tools that enable both the ongoing development of players and data-driven decision-making at both the technical and managerial levels. Data modelling is emerging as the cornerstone for developing predictive systems that enhance performance and talent identification at all levels of football and team sports.

METRIC TRENDS AND MODELLING

The framework for sports analytics within modern clubs rests upon the systematic capture of quantitative indicators, facilitating a rigorous appraisal of athletic proficiency, collective dynamics, and tactical efficiency. This structural modeling serves as the catalyst for identifying the following essential performance benchmarks:

Individual Performance Metrics

- Total distance covered and by intensity zones
- Maximum and average speed, and accelerations/decelerations
- Weekly and cumulative workload (ACWR)
- Involvement in key actions: passes, tackles, shots, ball recoveries

Team Performance Metrics

- Team heat maps and pressure zones
- Spacing between lines and defensive compactness
- Effective possession time and recovery zones
- Quantified attacking and defensive transitions

Youth Development and Academy Statistics

- Individual technical progression by age group
- Physical development and biological maturation indices
- Comparison of performance profiles with elite benchmarks
- Well-being indicators and perceived exertion (RPE)

THE HISTORICAL DEVELOPMENT OF TRACKING IN CLUBS

AÑO	TECNOLOGY	APLICACION
2010	GPS y wearables (Catapult, STATSports)	Load monitoring in elite clubs
2015-2018	Sistemas ópticos de tracking (TRACAB, ChyronHego)	Player tracking in professional stadiums
2019-2022	Videoanalysis platforms (Wyscout, InStat)	Scouting and tactical analysis in amateur clubs
2023	IA y Computer Vision (StatsPerform, Hudl)	Automation of real-time analysis
2024-2025	Expansion into football academies and grassroots football	The application of analytics in training categories
2026-2030	Projection	Widespread adoption without wearables at all levels

IMPACT ON SPORTS MANAGEMENT

Technological advances have enabled a shift from retrospective analysis using manual video reviews to real-time tracking systems that provide objective metrics on physical, tactical and technical performance. This transformation has brought about a paradigm shift in club management: decisions regarding team line-ups, transfers, training loads and season planning are increasingly based on objective data and predictive models.

VIDEO ANALYSIS: A REVOLUTION WITHOUT WEARABLES

One of the most significant trends in club analysis is the shift from wearable-based systems towards computer vision solutions that do not require additional equipment for players or coaching staff. This democratizes access to high-quality data, particularly for amateur clubs and academies with limited budgets.

Computer Vision Calibration Technology

- Automatic detection:
- Pose tracking:
- Spatial reconstruction:
- Kinematic analysis:

Practical Applications for Clubs and Academies

- Real-time assessment of physical and tactical performance during matches and training sessions
- Post-match analysis of team patterns and individual zones of influence
- Load metrics correlated with injury risk and fatigue management
- Simulation of tactical scenarios for the ongoing training of players and coaches
- Automated scouting with statistical comparisons against reference profiles

ARTIFICIAL INTELLIGENCE: DATA COLLECTION, PROCESSING AND PREDICTION

The integration of AI into club management is evolving from description towards prediction and prescription, enabling clubs not only to track performance but also to anticipate scenarios — such as injuries, drops in form and transfer profiles — and to generate automated recommendations for coaching staff and scouting departments.

PHASE	AI FEATURES	BENEFIT
CAPTURE	Automatic event detection Severity classification Automatic report generation	Reduced analysis time Objective categorisation
TREATMENT	Real-time processing Database comparison Pattern recognition	Support for immediate decision-making Continuous improvement based on data
FORECAST	Arbitration risk models Scenario simulation Automated recommendations	Prevention of excessive fatigue: Evidence-based training

KEY IMPACT METRICS

- Up to a 40% reduction in muscle injuries through early detection of overuse
- A 35% improvement in scouting efficiency using automated analysis platforms
- A 50% reduction in tactical preparation time using AI-assisted analysis systems

ANALYSIS BY SEGMENT: PROFESSIONAL CLUBS, AMATEUR CLUBS AND ACADEMIES

Professional Clubs

Professional clubs are the major early adopters of sports analytics technology. With dedicated budgets for innovation and specialist performance departments, they are leading the way in the application of advanced analytics in competition, international scouting and squad management.

- Data science departments integrated into the sporting structure
- Unified tactical and physical analysis platforms (STATSports, Catapult, Hudl)
- Predictive models for market valuation and transfer decision-making
- Integration of medical, physical and technical data into comprehensive player management platforms

Amateur clubs

The democratisation of technology is opening up access to analytical tools for clubs with limited resources. The rise of video-based computer vision solutions and low-cost SaaS platforms is narrowing the technological gap with professional football.

- Low-cost cameras with integrated tracking software (Veo, Pixellot, Hudl Focus)
- Mobile apps for recording player workload and well-being metrics
- Subscription-based video analysis platforms (Wyscout, InStat)
- Automated performance reports without the need for specialist analysts

Vocational Colleges

Training academies represent the segment with the greatest growth potential in the adoption of analytics technology. Longitudinal monitoring of player development, early talent identification and personalised training load planning are the key drivers of value.

- Long-term athlete development (LTAD) models based on biometric and performance data
- Biological maturity profiles to personalise training loads for each player
- Comparisons with elite benchmarks to identify and accelerate young talent
- Real-time feedback systems for technical and tactical learning at formative ages

CONCLUSIONS

- Modelling as a foundation:
- Computer vision vs. wearables:
- Predictive AI:
- Technological democratisation:
- Continuous learning:

SOURCES CONSULTED

- Grand View Research - Sports Analytics Market Report 2025
- Strategic Market Research - AI in Sports Management Report 2024
- Global Market Insights - Club Performance Technologies Market 2024
- Future Market Insights - Sports Analytics Trends 2025-2035
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- MDPI - Artificial Intelligence in Sports Analytics: A Systematic Review
- Hudl / Wyscout - Club Analytics Platform Reports 2023-2024
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