

Youth Sports Software Market Research

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Abstract:

Youth sports software market has been a fast-growing market. In this paper, we explore the market definition, current market size and future growth rate, and further examine its core target customers, software platforms and competitive landscape. Looking forward, we analyze the driving forces for this market growth and highlight the major market trends in the youth software market.

Keywords: Youth Sports Software, Market Analysis, Team Management Platforms, Mobile-First Design, AI in Sports Technology

Introduction

As an enthusiastic water polo athlete, I have been playing water polo at my high school as well as different professional clubs. I noticed that each club chooses its own sports software for event communication and management, and youth sports software market is highly fragmented. For example, North Irvine Water Polo Club (NIWPC) uses GroupMe and SportsEngine, while Foothill Water Polo Club chooses Active and GameChanger. With interest in analyzing sports software market, I interned with Athlete One, a start-up that manages a platform integrating league and event operations, club management, and player health and recruitment for youth sports. All the experiences facilitated me to perform more research on youth sports software market.

I. Youth Sports

Youth sports offer children valuable life experiences and fostering physical and emotional development. According to the National Council of Youth Sports (NCYS), within approximately 74 million children in U.S., over 80% or around 60 million children are registered youth sports participants across the country. The opportunity for youth to play and compete in various sports is a privilege that helps shape the

future of young athletes and contributes to the rich sporting tradition of the U.S..

While youth athletes grow in sports from recreational level to competitive level, athletes, parents, and fans are surrounded by increasingly complex and professional organizations, such as teams, clubs, tournaments, and leagues. When youth athletes attend high schools, the most committed athletes are further applying for college sports spots, making college recruiting an additional critical part in the overall youth sports ecosystem.

II. Market Definition

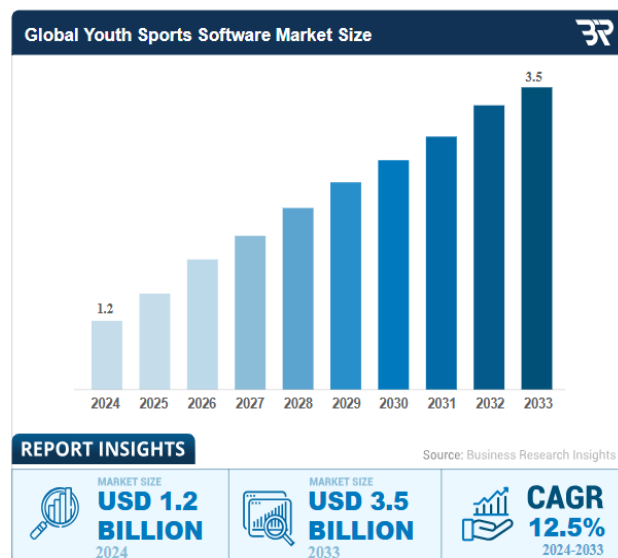
Youth sports software is a program or mobile app that helps clubs and organizations manage team operations. These platforms act as a central hub where athletes, parents, coaches, and support staff can communicate, find information and perform team-related tasks. Coaches and admin staff can use team management software for event scheduling, player management, attendance tracking, and more. Athletes and parents, meanwhile, can view information about upcoming games and training, track individual and team stats, and communicate with coaches and other team members.

III. Market Size and Growth

Due to the growing emphasis on youth development and the growing need for digital solutions to manage sports teams, leagues, and events, the youth sports software market has grown significantly in recent years.

According to Business Research (BR) Insights, the global youth sports software market stood at USD 1.2 billion in 2024 and is projected to reach USD 1.36 billion in 2025, growing further to USD 3.5 billion by 2033 at an estimated CAGR of about 12.5%.

Riding with technology innovation and smartphone expansion, youth sports have witnessed rising youth participation, tech-savvy parents, and the professionalization of youth leagues.



All of these dynamic factors have contributed to the increasing demand for enhanced operational efficiency and better customer experience in youth sports. As a result, the youth sports software market has been emerging and experiencing explosive growth.

IV. Target Customers

After analyzing the tools and functionalities of multiple software, we can segment youth sports software by targeted customers into the following four market segmentations: athlete performance, club administration, event operations and college recruiting. An illustration of detailed market segmentation with core functionalities is as follows:



Youth sports software includes a wide range of tools such as player management systems, scheduling software, performance tracking tools, and communication platforms, all designed to streamline the organization of sports leagues, clubs, and tournaments for young athletes.

V. Software Platforms

Youth sports apps are running through two platform types: mobile and web. They offer distinct advantages and functionalities. Web-based platforms provide a centralized hub for all communications, scheduling, and event management, making them ideal for organizations with a large number of participants and complex schedules. They often include features like online registration, payment processing, and automated reminders, which can save time and reduce administrative burdens.

Apps, on the other hand, are more user-friendly and can be accessed on mobile devices, making them convenient for coaches, players, and parents who may not have access to a computer. They often include features like group messaging, direct messaging, and event reminders, which can streamline communication and keep everyone in the loop.

The choice between web-based and app-based youth sports software depends on the specific needs of the organization.

VI. Competitive Landscape

Youth sports software market is fragmented with numerous players offering specialized solutions for different sports and organizational needs. While there are leading software, no single software dominates the entire market. This opens space for niche platforms and startups to thrive.

U.S. companies play a vital and dominating role in global youth sports software development. In U.S., five platforms currently lead the youth sports management landscape for team sports: SportsEngine, StackSports, LeagueApps, PlayMetrics and TeamSnap. While there are similarities in offerings, each platform seeks to stand out through a

combination of target segment focus and feature breadth. SportsEngine and TeamSnap are excellent for youth and larger organizations. LeagueApps focuses on multi-location and high-end clubs, while StackSports serves grassroots and mid-market clubs. PlayMetrics instead targets youth soccer and has developed customized tools like field planners and practice design modules for top soccer clubs.

Beyond the market leaders, a number of smaller vendors are gaining traction by targeting specific customer segments and underserved needs. For example, Dash is a software to unleash the potential of sports facility. Goal-line serves youth sport organizations with scheduling, registration, membership, and stats. Spond, a new platform, puts coaches first. SportsRecruits and AthleteOne (the company I interned with) unifies college recruiting process to help student-athletes play the sport they love at their best-fit colleges.

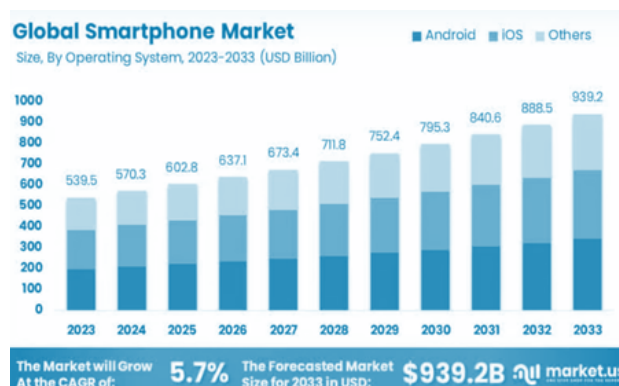
VII. Market Trend

The increasing digitization of sports management, coupled with the growing trend towards data-driven decision-making in youth sports, are driving and shaping up the future trend for this market.

A. Mobile-first Design

With exponential penetration of smart phones, mobile-first design which offers real-time communication and on-the-go access has become standard.

The apps initially focused on foundational features such as scheduling, messaging, and registration. Gradually, more and more advanced features were introduced



B. Personalization

Advancements in artificial intelligence (AI) and machine learning (ML) are rapidly reshaping the landscape of

youth sports software. AI-driven analytics can not only provide hindsight and insights but also develop predictive foresights into player performance. AI and ML technologies offer opportunities for enhanced coaching and player development that were previously unimaginable at this level:

- **Personalized Player Development:** AI enables the analysis of individual player data, allowing coaches to tailor training to each player's needs.

- **Strategic Game Planning:** With AI, coaches can analyze team performance, including tactics and formations, leading to more informed strategic decisions.

We have witnessed software developers taking advantage of advanced technology to offer personalized value-added services. Ollie is at the forefront of integrating AI into youth sports, particularly soccer. GameChanger is using AI to analyze video footage and track fast-paced sports action, which helps coaches and parents capture and review games with minimal manual input. The incorporation of AI will continue to propel new avenues for player development and team performance.

C. All-in-One Solutions

More and more software developers adopt a comprehensive approach to youth sports, delivering value to all relevant stakeholders—coaches, fans, clubs, leagues, and governing bodies. They aim to provide one-stop shops for special users, focusing on improving the customer experiences lifetime.

Besides organic growth, tech developers are actively adopting partnership and acquisition strategies for inorganic growth. In recent years, Sport:80 announced the partnership with etrainu, promising to make innovative online learning solutions more accessible and functional for the sports organizations. TeamSnap announced the launch of its all-in-one multi-program management system for youth sports organizations. Acquisitions like Stack Sports acquiring PlayMetrics signal industry consolidation.

All the collaborations between tech developers, media companies and sports organizations will facilitate more sophisticated and comprehensive software solutions to meet customer needs and wants. For example, some advanced mobile features like AR stadium tours and voice assistants are under development, which will transform sports apps from simple scoreboards into all-in-one digital fan companions reshaping how we engage with sports.

D. Customized Solutions by Sport

Though most people are remarkably familiar to some top sports like football, soccer, hockey, tennis and volleyball, there are 8,000 known indigenous sports and sporting games, according to the *World Sports Encyclopaedia*.

dia (2003). Each sport has its own rules of play, as well as its own events, leagues and even college recruiting processes. We have witnessed the increasing demand towards customization and specialization by sport, with examples shown by a table below.

Software and apps like PlayMetrics (soccer), Crossbar (ice hockey), and LeagueApps (multi-sport clubs) are tailoring features to specific sports. Athlete One, the company I interned with during the summer, has built comprehensive

and customized tools for managing US Club Soccer's organization members. For example, US Club Soccer can set mandatory roles or annual certifications for affiliated clubs. The platform will automatically check and ensure these prerequisites are met—such as verifying that required club staff positions are filled—before organizations can complete important tasks like registering teams or players.

Sports	App	Description
Soccer	OneFootball	Live scores, news, and transfer updates for global football
	FotMob	Detailed match stats, commentary, and notifications
	BeSoccer	Covers leagues worldwide with player stats and match previews
Basketball	NBA App	Official app for live games, highlights, and player stats
	Bleacher Report	Great for NBA news, memes, and fan-driven content
Cricket	Cricbuzz	Live scores, commentary, and news for all major cricket events
	ESPNcricinfo	Deep analysis, stats, and historical data
American Football	NFL App	Live games, fantasy football, and team-specific updates
	CBS Sports	Covers NFL with scores, news, and fantasy tools
Baseball	MLB App	Live games, stats, and ticketing for Major League Baseball
	GameChanger	Ideal for youth and amateur baseball scorekeeping
MMA & Boxing	UFC App	Fight schedules, live results, and fighter profiles
	DAZN	Streaming service for boxing and other combat sports
Motorsports	F1 TV	Live races, onboard cameras, and exclusive interviews
	MotoGP App	Real-time tracking and race highlights
Golf	18Birdies	GPS rangefinder, score tracking, and tee time booking
	Golfshot	Advanced analytics and course maps

VIII. Conclusion

The youth sports software market is a massive and evolving ecosystem. The market has been evolving towards more sophisticated features and functions, targeting a diversified portfolio of consumers, including athletes, coaches, and administrators.

Looking out, technology advancement and digitization of solutions are reshaping the youth software market. While maintaining its fast-growing speed, the market will witness the tools and services will go more mobile and personalized, trending towards All-in-One solutions with more tailor, customized content by sport.

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