

# Ireland's Sports Tech Landscape

A report powered by PitchBook data







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# Introduction

The global sports industry has entered a transformative era, driven by rapid technological innovation.

The sports tech sector is on a powerful growth trajectory, with a market size of approximately €29.6 billion in 2025 that is projected to nearly double to €59.3 billion by 2030.<sup>1</sup> Long-established leagues and teams are now leveraging cutting-edge tools to enhance performance, fan engagement and monetisation.

Insights from data analytics enable real-time decision-making and strategic optimisation, while wearables and advanced motion tracking provide unprecedented insights into athlete health and biomechanics. Simultaneously, the rise of innovations such as blockchain technology in sports operations is revolutionising the industry by ensuring full security, transparency, and accountability. From ticket sales to athlete contracts and player data management, blockchain can eliminate fraud and foster trust among all stakeholders.

Together, these innovations are not only modernising traditional sports but also creating scalable investment opportunities, making sports tech an increasingly attractive sector for venture capital.

Ireland is well positioned for sports tech innovation, blending its diverse sporting landscape with a tech-enabled ecosystem.

Ireland's sports landscape reflects a dynamic mix of cultural heritage and growing economic activity across a wide range of disciplines. Participation in sports continues to rise both domestically and internationally, driving increased global demand for tools and solutions being created in Ireland.<sup>2</sup> The growth of Irish sports tech innovation is supported not just by this global trend but by a confluence of enabling factors at home: a robust STEM talent pool with at least 20 sports science and related degree programmes available, a supportive funding ecosystem, strong academic-industry partnerships, and national expertise in data analytics and regulatory compliance.

While Irish innovations are adopted locally, they are primed for international market expansion, positioning the country as a key contributor to the global sports tech landscape. These factors also contribute to the demand for sports-related third-level programmes, as institutions respond to the need for skilled professionals in sports science, analytics, and management to support this burgeoning industry.

While the Gaelic Athletic Association (GAA) remains a major economic force in Ireland, generating €132 million in revenue in 2024,

other sports — including rugby, football, athletics, and cycling — are also experiencing strong growth.<sup>3</sup> Enterprise Ireland's partnership with the Irish Rugby Football Union (IRFU), established in 2024, provides additional testing opportunities for technologies that may be applied to rugby and beyond.

Ireland's robust domestic sports tech sector is responding to this momentum. The country is now home to 93 VC-backed sports tech companies, including global innovators like Kitman Labs, Orreco, and Xtremepush. With an engaged population and a highly integrated and competitive tech ecosystem, Ireland offers opportunities for global investors seeking to back the next wave of sports tech breakthroughs.

Government collaboration supports industry development.

Ireland's sports tech ecosystem is actively driven by robust government support and strategic collaboration with national sports bodies, educational institutions, and private enterprises. Initiatives such as the Government of Ireland's National Sports Policy 2018-2027 outline a long-term vision for sport, prioritising international success for Irish athletes, improved quality of life through increased participation and engagement in sport, and building strategies for hosting major international sporting events in Ireland.<sup>4</sup>

Enterprise Ireland, the Irish government's trade and innovation agency and the most active venture capitalist in Europe by deal count,<sup>5</sup> has been a critical force in scaling the sports tech sector. The agency has participated in more than half of all sports tech VC deals in the country since 2014, backing over 40 homegrown innovators to scale globally and reinforcing Ireland's position as a hub of athletic technology development.

Sport Ireland, the national authority overseeing sport development, provides grant funding for a wide range of initiatives, from research and coaching to governance. These efforts align with both public and private funding streams, forming a well-rounded support structure that enables sustained sports tech innovation across Ireland.

Insight SFI Research Centre for Data Analytics also plays a pivotal role in advancing sports tech in Ireland through its application of AI and data analytics research to critical areas of sports, including performance analysis, injury prediction, and athlete health monitoring. The Centre maintains active collaborations with leading sports tech companies, including Orreco and Kitman Labs, as well as major sports organisations such as the GAA, Arsenal FC, and Connacht Rugby. It is a cornerstone of Ireland's sports tech ecosystem, driving innovation through academic-industry partnerships and contributing to a robust pipeline of commercially relevant research.



On a per-capita basis, Ireland ranks **first in Europe** for the number of sports tech VC deals.



Since 2014, Irish sports tech start-ups have collectively raised over **€224 million in VC** funding across 181 transactions.



Ireland is home to **93 VC-backed sports tech companies**, including global innovators like Kitman Labs, Orreco, and Xtremepush.



In 2024, Ireland's sports tech deal count grew an **additional 47.1%**, while broader European deal count declined again by 15.5%.



Enterprise Ireland is the leading European investor in sports tech with **19 sports tech investments** since 2024 — more than triple the number recorded by the next most active firms.



Across Enterprise Ireland's portfolio of sports tech companies, there are **89 active or pending patents** covering wearable devices, augmented reality, diagnostic and exercise equipment and equine health.

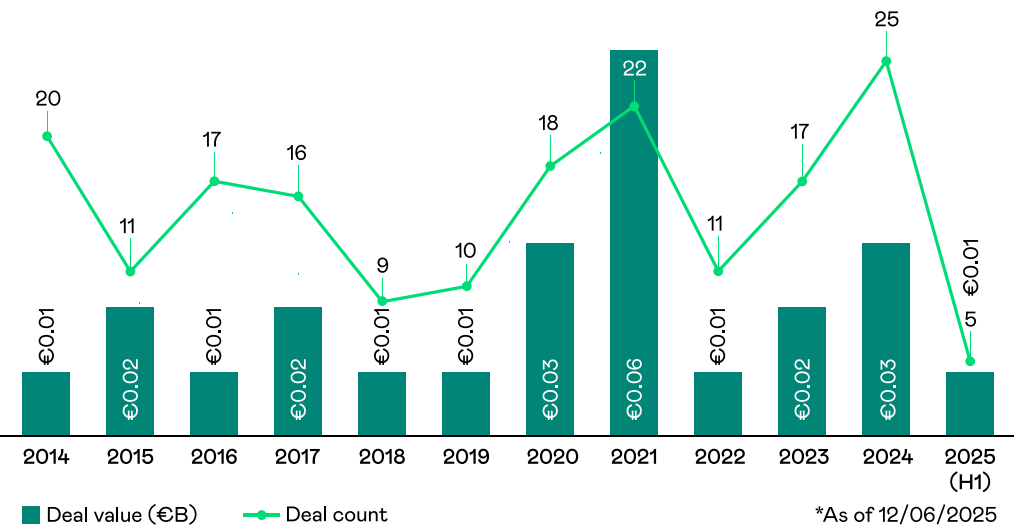
# Market Snapshot

## Sports tech in Ireland defies VC slowdown.

Since 2014, Irish sports tech start-ups have collectively raised over €224 million in VC funding across 181 transactions. In the first half of 2025, cumulative deal value reached €6.8 million across five deals. While sports tech is still a nascent space that is evolving in tandem with the broader digital transformation of the global economy, it has been gaining momentum since the early 2000s with cyclical waves of VC investment over the past decade.

Ireland's sports tech ecosystem has notably defied the recent downward trend in VC activity seen in other areas since 2022. Irish sports tech VC deal count grew by more than 50% in 2023, compared with a drop of more than 30% for Europe overall in the same period. In 2024, Ireland's deal count grew an additional 47.1%, while broader European deal count declined again by 15.5%. This performance highlights the sector's relative strength in adapting to tighter funding conditions and shifting macroeconomic headwinds.

### Ireland sports tech VC deal activity



Output Sports provides a single wearable sensor platform that tests, tracks, and analyses athletic performance metrics like strength, power, and mobility to support velocity-based training and rehabilitation for coaches and professionals

## Ireland claimed the top position in Europe for per-capita sports tech investment.

YTD 2025 data shows the country ranked seventh in Europe for total sports tech VC deal count, despite its relatively small population. On a per-capita basis, this ranking rises to first, and Ireland has maintained a top-four ranking nearly every year over the past decade. The country's high per-capita investment levels are underpinned by a combination of technical expertise, government initiatives, and international investor interest, reinforcing Ireland's role as a steady contributor to sports tech deal flow in Europe. Ireland's sustained performance points to its ability to maintain strong deal activity relative to its scale, supported by an active start-up and innovation ecosystem and ongoing investor engagement. The broader trend suggests a stable environment for innovation with a focus on capital efficiency.

### Top five countries in Europe by sports tech VC deal count per capita

2024	2023	2022	2021	2020
Ireland	Estonia	Estonia	Estonia	Finland
Switzerland	Ireland	Finland	Denmark	Estonia
Finland	Finland	Denmark	Finland	Ireland
United Kingdom	Switzerland	Sweden	Ireland	Denmark
Sweden	Denmark	Switzerland	Sweden	Norway
2019	2018	2017	2016	2015
Finland	Finland	Finland	Ireland	Finland
Denmark	Denmark	Ireland	Finland	Ireland
United Kingdom	Sweden	Sweden	Sweden	Sweden
Ireland	United Kingdom	Denmark	Denmark	United Kingdom
Switzerland	Switzerland	United Kingdom	Switzerland	Denmark



Enterprise Ireland backs a variety of sports innovations.

Enterprise Ireland has emerged as a central force in shaping the sports tech investment landscape, not only in Ireland but across Europe. Since 2024, it has led the region in deal activity with 19 sports tech investments — more than triple the number recorded by the next most active firms, CDP Venture Capital (Italy) and SFC Capital (UK), which tied at six deals each.

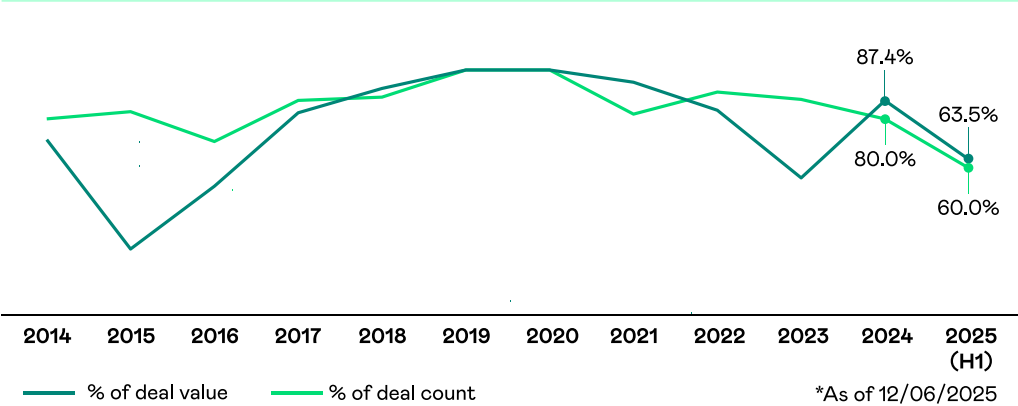
The agency’s investment strategy has supported a diverse and innovation-driven portfolio that includes high-growth, well-capitalised companies such as Kitman Labs (€71.1 million raised) and Xtremepush (€18.6 million).

Beyond capital investment, Enterprise Ireland-backed companies reflect the depth of innovation emerging across Ireland’s sports tech sector with these companies collectively holding 89 active or pending patents across areas such as wearable devices, augmented reality, diagnostic and exercise equipment, and even equine health. These patents reflect not only sector variety but also a growing focus on intellectual property (IP) as a foundation for long-term value creation.

By actively supporting early-stage ventures and encouraging research and development (R&D), Enterprise Ireland plays a key role in helping sports tech start-ups build world-class, defensible technologies and scale globally, positioning Ireland as a meaningful contributor to sports-related innovation.

Irish Rugby has emerged as an innovation hub through Enterprise Ireland’s partnership with the IRFU, which has positioned the sport as a test bed for cutting-edge sports tech. The partnership has also resulted in commercial deals for a number of programme graduates, including Output Sports, which raised €4.5 million in VC funding in January 2025; MoveAhead, which secured a deal with global confectionary giant Kinder in 2023.<sup>6</sup>

Irish sports tech VC deals with Enterprise Ireland investment



Top global investors in European sports tech companies

Investor Name	Deal Count	Investor Type	Investor HQ Country
Enterprise Ireland	19	Venture Capital	Ireland
CDP Venture Capital	6	Venture Capital	Italy
SFC Capital	6	Venture Capital	United Kingdom
Kima Ventures	5	Venture Capital	France
Innovationsstarter	5	Corp. Venture Capital	Germany
High-Tech Gründerfonds	5	Venture Capital	Germany
Creative Capital Ventures	4	Venture Capital	United Kingdom
FOV Ventures	4	Venture Capital	Finland
The FSE Group	4	Venture Capital	United Kingdom
Mercia Ventures	4	Venture Capital	United Kingdom
Redrice Ventures	3	Venture Capital	United Kingdom
Bettor Capital	3	Venture Capital	United States
Lumo Labs	3	Venture Capital	Netherlands
Speedinvest	3	Venture Capital	Austria
Fundalogy	3	Venture Capital	Spain
European Innovation Council	3	Venture Capital	Belgium
Pembroke Venture Capital Trust	3	Venture Capital	United Kingdom
Apex Capital (Portugal)	3	Venture Capital	Portugal

\*Based on CV deal count since 2024, 2025 data as of 12th June

Ireland attracts global VCs seeking sports tech breakthroughs.

While Enterprise Ireland remains the dominant European investor, global VCs are beginning to take notice. The sector is increasingly drawing interest from international investors, complementing strong domestic backing. Since 2019, Apex Capital (Portugal), Partech (France), and Octopus Ventures (UK) have each participated in two Irish sports tech deals, providing an early signal of growing cross-border engagement. Start-ups are building globally relevant solutions in a variety of focus areas, offering scalable opportunities for foreign investors. Additionally, the country’s proximity to other key European markets makes it a natural entry point for global capital. As the ecosystem continues to produce IP-rich, export-ready companies, more international VCs are expected to explore the space through direct deals or syndicates, expanding Irish firms’ access to capital, expertise, and global networks.

# Outlook

Ireland's sports tech sector stands out in the broader European VC landscape for its resilience and momentum, even as global venture activity has slowed in recent years.

While many markets saw declining deal volumes, Ireland's sports tech deal flow grew every year from 2022 through 2024. This steady pace points to a strong foundation driven by homegrown start-ups, skilled talent pools, and continued interest from both local and international investors.

A key differentiator for Ireland is its concentration of deal activity relative to population size. The country has consistently ranked among the top four in Europe for sports tech deal count on a per-capita basis over the past decade and held the top spot most recently. This metric highlights the density and resilience of its innovation pipeline, particularly in areas like wearables, motion tracking, and strategic analytics. Notable deals in companies such as Kitman Labs, Glofox, and Xtremepush further illustrate the diversity and international appeal of Irish sports tech offerings.

Enterprise Ireland has been a major force behind this growth, participating in more than half of the country's sports tech VC deals since 2014. Private capital, combined with public support, has helped de-risk early-stage ventures and high-growth companies, while reinforcing Ireland's reputation as a productive and capital-efficient innovation hub.

Looking forward, Ireland is likely to remain a reliable source of sports tech investment opportunities. With ongoing momentum in digital health, smart training tools, and next-generation fan platforms, the sector is set to continue evolving. For investors, Ireland offers a track record of consistent deal activity, strong institutional backing, and a growing base of start-ups operating at the intersection of sports, tech, and media.

Danu creates smart sports equipment, including sensor-equipped gloves and footwear, to provide real-time biomechanical data for athletes, coaches, and clinicians to enhance performance and recovery.





# A Message from Enterprise Ireland

In sport, where milliseconds can define victory, sports tech is a game-changer. Ireland has emerged as a global leader, driving innovation in athlete performance, recovery, and fan engagement, capturing the attention of major leagues like the NFL, NBA, Premier League, PGA golfers, Olympians, and F1 drivers.

Enterprise Ireland, Europe's leading VC investor in sports tech, fosters collaboration between academia, industry, and sports organisations. With 42 global offices and 20 sports tech advisors, it supports Irish firms scaling internationally, and works with global sports organisations to source the latest Irish sports tech innovation.

As the PitchBook report points to, since 2014, Irish sports tech firms have secured €224 million across 181 VC deals, with deal counts rising 50% in 2023 and 47.1% in 2024, defying a 15.5% European decline. Ranking first in Europe for per-capita sports tech investment, Ireland's capital-efficient ecosystem attracts global VCs like Apex Capital and Partech, drawn by IP-rich, export-ready solutions.

Irish companies lead in performance optimisation, using AI and analytics to transform athlete training and recovery. Kitman Labs (€71.1 million raised) empowers over 700 elite teams across the NFL, NHL, and NCAA with AI-driven performance intelligence. Orreco (\$5.6 million raised) optimises athlete health with machine learning for clients like the US women's national soccer team, while Output Sports (€4.5 million raised in 2025) delivers lab-quality data via a single wearable sensor, trusted by NFL draft picks and Premier League clubs. Innovators like RYPT, Pod1um, and Danu reinforce Ireland's cutting-edge reputation.

PitchBook ranks Ireland as a **global sports tech leader**, with over **93 venture capital (VC)-backed companies** excelling in wearables, analytics, and fan engagement.

In motion tracking, Irish firms redefine precision. STATSports, a global leader, equips teams like Manchester United with GPS tracking, while MoveAhead, partnered with Kinder, delivers motion analytics through Enterprise Ireland's collaboration with the IRFU. Start-ups like Precision Sports Technology and KineMo provide real-time biomechanical insights, solidifying Ireland's role as a motion tech hub.

Ireland's AR/VR sector creates immersive experiences. Imvizar and Volograms develop virtual environments for training and fan engagement, while Golfgraffix enhances golf simulations. These innovations leverage Ireland's STEM talent pool, nurtured by over 20 sports science degree programmes.

Irish back office tech streamlines sports management. Clubforce, SportLoMo, and LegitFit offer platforms for grassroots clubs, automating scheduling, payments, and communication. Overcast HQ provides innovative media management, showcasing Ireland's scalable solutions.

Fan engagement is a cornerstone of Ireland's ecosystem. Wiistream, partnered with US Youth Soccer, revolutionises live streaming, while Xtremepush (€18.6 million raised) delivers personalised fan experiences. Access Earth and Field of Vision ensure sports accessibility, amplifying Ireland's global impact.

Ireland's eSports sector thrives with WYLDE and Nativz leading in gaming platforms and analytics, blending sports passion with technology to engage digital audiences.

In ticketing, TixServe transforms digital tickets into fan engagement opportunities, while TicketSolve and Future Ticketing streamline venue operations.

Excelling in sports nutrition, Hexis utilises AI to deliver personalised, real-time fuelling plans that optimise athletes' performance and recovery based on their workouts, lifestyle, and goals. They partner with elite teams like Southampton FC, Valenciennes FC, Göztepe

Hexis delivers an AI-powered nutrition app that generates personalised, adaptive fuelling plans based on athletes' workouts, lifestyles, and goals to enhance performance and recovery across various sports.

SK, the Elite Trail Team, UCI World Tour cycling squads, and NCAA programmes, whilst also supporting Formula 1 teams and individual athletes.

Rooted in Ireland's equestrian heritage, EquiRatings, EquiTrace, and Equimetrix deliver data-driven solutions for horse racing, showcasing Ireland's versatility.

Building on the high calibre of Ireland's sports tech cluster, the sector is poised for growth, driven by innovation, consistent deal activity, and a skilled talent pipeline. Enterprise Ireland supports this momentum through investments, and strategic partnerships such as the IRFU and Enterprise Ireland sports innovation partnership, which gives Irish sports tech companies the opportunity to test their products in a professional sporting environment. With €6.8 million in VC funding raised in H1 2025, Ireland remains a proven leader, offering opportunities for investors and partners to back the next wave of breakthroughs.

**Keith Brock**  
Senior Client Advisor,  
Enterprise Solutions,  
Enterprise Ireland



# Enterprise Ireland Global Sports Tech Team

Helping you source Irish sports tech to address your sports organisation's needs, Enterprise Ireland has a team of over 20 specialist sports tech advisors across our global network of 42 international offices.



Ireland delivers a diverse range of sports tech innovation

Performance optimisation					
					
					
Motion tracking					
					
AR/VR					
Back Office Tech					
					
Fan engagement & accessibility					
					
eSports & Gaming					
Ticketing and Venue Tech					
Equine Tech					



# Connect with Irish Innovation

Enterprise Ireland supports and funds the most ambitious Irish companies, helping them bring Irish innovation to a global audience. Our industry advisors are here to connect you with the power of Irish innovation.

Discover Irish companies that can solve your business needs  
[directory.enterprise-ireland.com](https://directory.enterprise-ireland.com)



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4. National Sports Policy 2018 – 2027, Government of Ireland, n.d., accessed 18 June 2025
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## Report Methodology

Reports are prepared in accordance with PitchBook's methodology, which is described in detail on the PitchBook report methodologies page.

Sports tech is defined in this report and datasets based on a custom list of select companies and keywords with manual exclusions made based on analyst review. Companies included are related to athlete performance and health, fan engagement, event and venue management, club operations, and sports broadcasting.

Population data for per-capita rankings was sourced from Macrotrends and Countrymeters. Per-capita data rankings are based on countries in Europe with at least five deals in sports tech companies for the year.





Enterprise Ireland is the government organisation responsible for the development and growth of Irish enterprises in world markets. We work in partnership with Irish enterprises to help them start, grow, innovate, and win export sales in global markets. In this way, we support sustainable economic growth, regional development and secure employment.

For more information visit [www.enterprise-ireland.com](http://www.enterprise-ireland.com)

Enterprise Ireland  
The Plaza, East Point Business Park, Dublin 3, D03 E5R6  
Tel: (01) 727 2000