



What if sports analytics improved public health?

08

Game-Changing Link

Within Reach

Transitional

Visionary

UNCERTAINTIES

Systems, Technology

MEGATREND (Most significant)

Boundless Multidimensional Data

TRENDS

Big Data
Cross-Sectoral Partnerships
Longevity & Vitality
Open Data
Precision/Personalised Medicine

TECHNOLOGIES

Artificial Intelligence
Open Data
Real-Time Analytics

SECTORS IMPACTED

Consumer Goods, Services & Retail
Data Science, AI & Machine Learning
Health & Healthcare
Insurance & Reinsurance

KEYWORDS

Data Sharing Protocols
Healthcare Systems
Non-Communicable Diseases
Public Health Innovation
Sports Analytics

Sports analytics integrates with public health through a secure data sharing platform, revealing links between fitness trends, injuries, physical activity patterns and health outcomes, while enabling breakthroughs in public health policy and targeted health interventions.





WHY IT MATTERS TODAY

According to the most recent WHO data (2019, **non-communicable diseases** accounted for

74%

of all deaths globally



Healthcare systems are currently overwhelmed. Global life expectancy is projected to increase from 73.6 years in 2022 to 78.2 years by 2050,⁶⁰⁵ and this may be accompanied by a rise in disability-adjusted life years.⁶⁰⁶ While better public health data collection is an ongoing need,⁶⁰⁷ the World Health Organization projects a shortfall of 10 million health workers by 2030, with the majority of this gap affecting low- and lower-middle-income countries.⁶⁰⁸

According to the most recent WHO data (2019), non-communicable diseases (NCDs) account for 74% of all deaths globally.⁶⁰⁹ NCDs cause 41 million people each year, with cardiovascular diseases, cancer, chronic respiratory conditions and diabetes, making up 80% of premature NCD deaths.⁶¹⁰ The Sustainable Development Goals aim to reduce premature mortality from NCDs by one-third by 2030.⁶¹¹

Sports analytics and big data have transformed sports medicine. Biosensors, artificial intelligence (AI),⁶¹² and wearable technologies,⁶¹³ among others, are enhancing athlete monitoring and injury prevention.⁶¹⁴ The Podium Institute for Sports Medicine and Technology, a partnership between Podium Analytics and the Institute of Biomedical Engineering at the University of Oxford, focuses on evidence-based innovations for sports injuries suitable for practical adoption within five years.⁶¹⁵ The global sports analytics market is expected to reach a value of \$4.81 billion in 2024 and \$32.31 billion by 2032, with a compound annual growth rate of 26.9%.⁶¹⁶



THE OPPORTUNITY



BENEFITS

Better understanding of public health; health innovation breakthroughs; evidence-based policymaking.



RISKS

Misinterpretation of health data; data privacy and security concerns; increased health disparities due to unequal access.

Sports analytics platforms are connected to public health data through secure, standardised data sharing protocols, creating a shift in public health and health innovation. Advanced machine intelligence reveals correlations between fitness trends, injuries, physical activity patterns, and health outcomes, accelerating the development of targeted interventions and personalised medicine approaches, particularly for NCDs.

Advanced data exchange protocols, such as blockchain and quantum-secured systems, allow these platforms to share anonymised performance metrics, injury patterns, and recovery data with public health agencies while maintaining strict privacy controls. With multi-partner access, the use of integrated data unlocks unprecedented opportunities for medical breakthroughs and health innovation as researchers analyse patterns across sports performance, recovery, and long-term health outcomes, with findings leading to new insights into injury prevention, treatment protocols, and public health.



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