

# SAUDI ARABIA SPORTS BUSINESS & TECH REPORT

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# About This Report

Welcome to our first-ever Saudi Arabia Sports & Business Tech Report.

Welcome to the inaugural edition of the Saudi Arabia Sports Business & Tech Report by SportsTechX. This report is the first deep-dive into the Kingdom's rapidly evolving sports ecosystem through the lens of business, investment, and technology.

With Vision 2030 as a guiding force, Saudi Arabia has embarked on an unprecedented journey to transform its sports landscape—from massive infrastructure investments to high-profile international partnerships. We've curated this report to provide stakeholders with comprehensive insights, from strategic policy shifts and capital flows to emerging tech sectors and startup activity.

Whether you're an investor, innovator, or sports professional, this report aims to equip you with the knowledge to navigate and contribute to this dynamic ecosystem.



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# SportsTechX

## The Essential Source For Tech, Innovation & Investment Insights In Sports

Based in Berlin, SportsTechX provides content and services to Sports Tech startups, investors and the wider sports tech community. Our mission is to accelerate the growth of the global Sports Tech ecosystem. We deliver in-depth analysis and insights with a focus on emerging startups, investment trends, and market dynamics. SportsTechX empowers sports business leaders to make informed decisions and drive forward-thinking strategies.



### Content

Industry leading content providing market insights to a B2B audience on all things related to sports and innovation across content formats: text, video and audio.



### Consult

Bespoke projects ranging from workshops on specific topics, co-published research or strategy development to establish a stronger presence within the SportsTech Ecosystem.



### Connect

Provide resources and network connections to help startups meet fundraising goals and investors find active dealflow.



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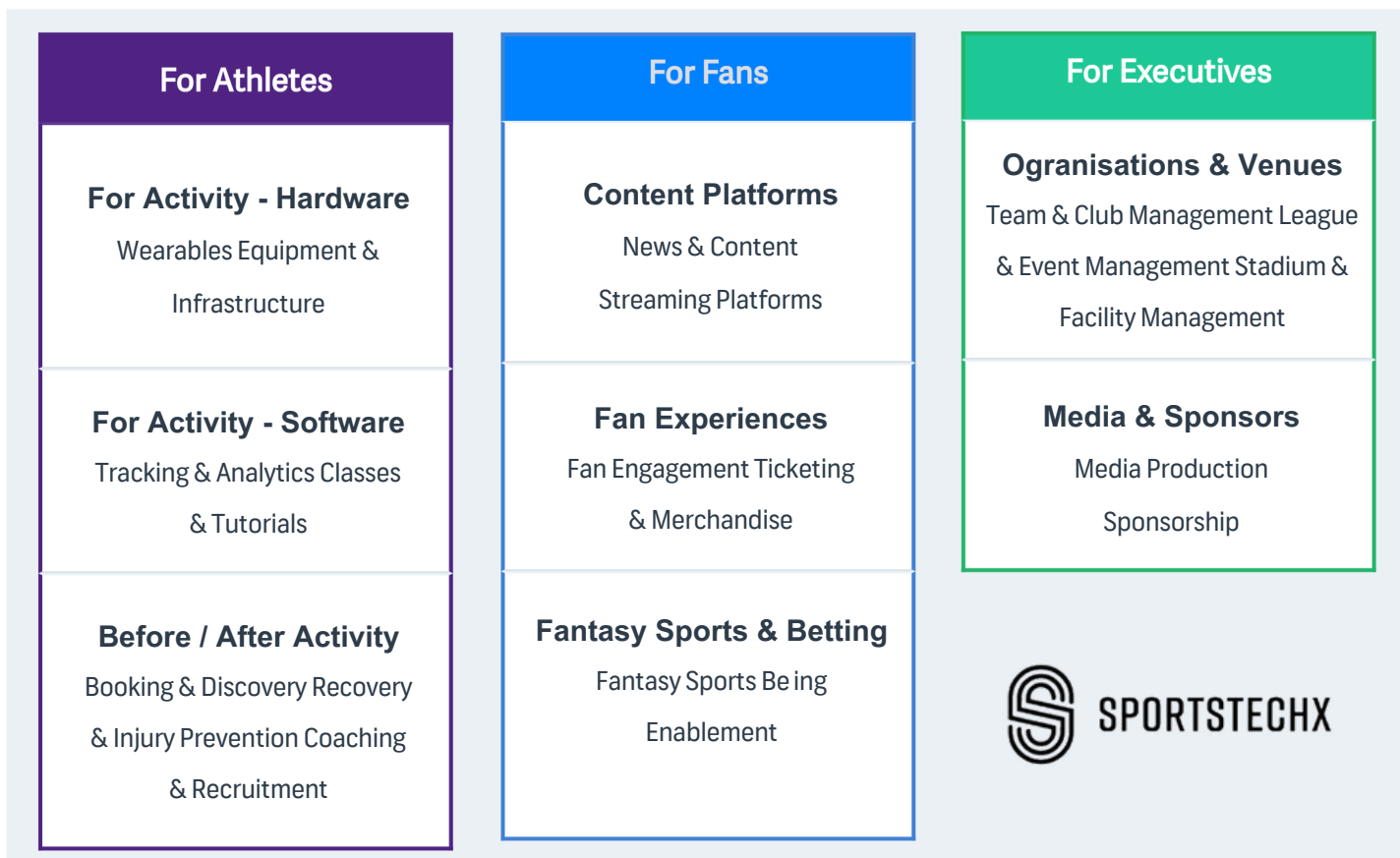
### ARTICLES



# SPORTSTECHX

# The Sports Tech Framework

## Decoding The Sports Tech Landscape



### About the Framework

We introduced the framework in 2017 in order to provide a common understanding and structure for the SportsTech ecosystem. Since then we have constantly enhanced it, to ensure that it's an up-to-date tool to identify, compare and assess all things SportsTech at a global level.

Solutions are divided into 3 main sectors, based on the audience they serve: The Athlete, The Fan and The Sports Executive. In addition there are sub sectors and sub-sub sectors - which provide additional levels of detail and a deeper understanding. This framework forms the core of all our intelligence.

For a detailed explanation of the framework, [read the full article.](#)

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# Chapter 1

## Understanding the Saudi Sports Business Ecosystem

This chapter introduces the reader to the Saudi sports business landscape, offering an overarching view of the market's key activities and players.

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# Sports Ecosystem Overview

Saudi Arabia is rapidly redefining its sports landscape through significant investments across multiple sectors as part of Vision 2030. These investments—spanning sports IP acquisitions, major event hosting, esports, infrastructure development, and sports tourism—aim to diversify the economy while establishing the Kingdom as a global sports hub. Beyond economic goals, this strategy serves as a vehicle for social transformation, youth development, and international reputation-building. While the pace and scale suggest ambitions for long-term global influence, the approach has sparked debate about the underlying motivations driving this aggressive expansion.

## \$7.16 B

### Total Saudi Sports Market Size (2023)

SAR 26.52 B



## 17%

#### Market Growth

expected until 2030, projected size of \$22.50B



## 63%

#### Population is under 30

with more than 50% under 20 years old<sup>[2]</sup>



## 100,000

#### New jobs expected by 2030

due to sports investments<sup>[3]</sup>

## Significant Development

These gains in participation and performance demonstrate the tangible outcomes of strategic investments and policy reforms. As access expands and infrastructure develops, the government is increasingly focusing on creating inclusive opportunities for youth, women, and underserved communities.



### Mass Participation

Nearly 50% of the population now engaging in weekly physical activity, a significant increase from 13% in 2015, and female participation has seen a 149% growth since 2015.



### Sports Governance

Allocated budget of SAR 2.6 Bn to the development of Saudi sporting federations under the vision 2030 scheme.



### Elite Sporting Success

Medaled at 2020 Tokyo Olympics and won the 2022 U23 AFC Asian Cup.



### Sports Events

Hosted marquee and tier 1 sports events e.g., Formula 1, Spanish & Italian Super Cups, Esports world cup and now a hub for Esports globally.

# Vision 2030

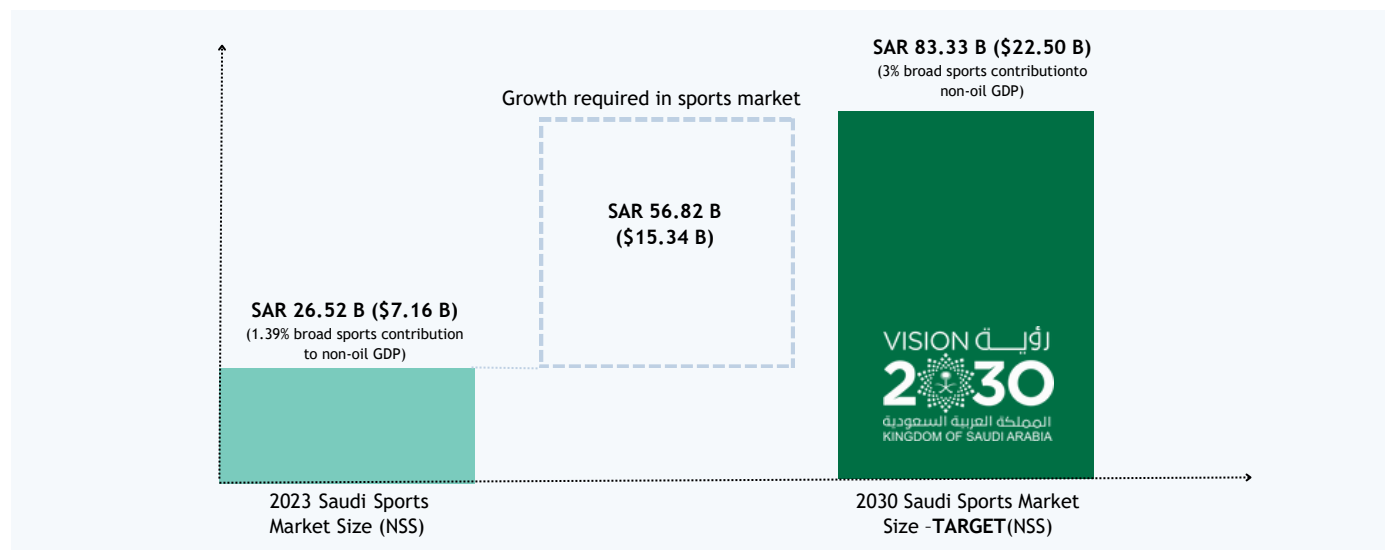
Vision 2030 is Saudi Arabia's ambitious national transformation plan aimed at diversifying the economy, reducing oil dependence, and fostering innovation across sectors. It focuses on sustainability, tourism, education, and private sector growth. Sports is a strategic pillar within Vision 2030, driving community engagement, economic development, and international recognition.

# 5

Vision 2030 objectives directly linked to the Saudi sports market

- Increase public participation in sports and athletic activities
- Reach regional and global excellence in selected professional sports
- Develop & diversify entertainment opportunities to meet population's needs
- Unlock state-owned assets for the Private Sector
- Enhance effectiveness of financial planning & efficiency of government spending

## KSA Sports Sector Market Size and Targetted Growth



By integrating sports as a fundamental pillar of national development, Vision 2030 aims not just to build world-class athletes and events, but to foster a healthier, more engaged society. The government's multi-pronged approach is aligned with fostering wellness, creating jobs, and positioning Saudi Arabia as a leader in global sports diplomacy.

# Government Strategy

As part of Saudi Arabia's push to elevate its sports sector in line with Vision 2030, two major government-led initiatives have been established. The Ministry of Investment spearheads the National Investment Strategy (NIS), while the Ministry of Sport drives progress through the National Sports Strategy (NSS), both aimed at long-term growth and impact.

## National Sports Strategy (NSS)

The Ministry of Sport launched the National Sports Strategy in 2022. The vision behind the strategy is to develop an effective sports sector that builds an active society and achieves international recognition.

3 key pillars of the NSS:

- Mass participation in sport & physical activity
- Talent development pathways
- Elite performance

The Kingdom has set six ambitious targets for 2030 as part of the NSS:

- Expand the sports sector's contribution to non-oil GDP to 3%
- Create 100,000 job opportunities within the sports sector
- Achieve a 40% physical activity rate among the population aged 5 and above
- Rank in the top 5 for medal wins at the 2030 Asian Games
- Rank in the top 25 for medal wins at the 2032 Olympic Games
- Increase private sector contribution to the sports sector to 30%

## National Investment Strategy (NIS)

Saudi Arabia's National Investment Strategy was launched by MISA in 2021. The NIS aims to increase the magnitude and quality of investments in order to drive economic development in line with Vision 2030.

4 overall strategic objectives of the NIS:

- Develop strong and diverse investment opportunities
- Grow the contribution of various investors in the investment landscape
- Remove financial barriers to investment
- Create an attractive and competitive investment environment for investors globally and domestically

The Kingdom has already made great strides towards NIS objectives, including:

- ↑ 264% Increase in the number of active foreign investment licences from 2015 to 2021
- ↑ 5pp Increase in the credit to the private sector from 2015 to 2021



# Investing Entities

Multiple public and private entities are strategically transforming Saudi Arabia's sports ecosystem, catalyzing the Kingdom's vision to become a global sports powerhouse. These coordinated investments aim to diversify the economy, enhance international standing, and create social development opportunities while establishing Saudi Arabia as a dominant force in global sports.



The Ministry of Sport is a governmental body oversees the development and regulation of sports in Saudi Arabia.

Notable initiatives: Sports Clubs Investment, Privatization Project



The Public Investment Fund (PIF), Saudi Arabia's \$925B sovereign wealth fund, sits at the core of the Kingdom's sports investment strategy.

Notable investments: LIV Golf, Newcastle United FC



Established by PIF in 2023, SURJ focuses on accelerating the growth of the sports industry within Saudi Arabia and the MENA region.

Notable investments: DAZN, Professional Fighters League



A subsidiary of PIF, Sela specializes in event management and promotion. It has been instrumental in organizing high-profile sporting events.

Notable partnerships: TKO Group, Adidas



The Saudi Esports Federation (SEF), established in 2017, serves as the official governing body for esports in Saudi Arabia.

Notable initiatives: Esports World Cup, Gamers8 Festival



















## Other Entities:



# Investment Overview

The investments made by Saudi entities reflect a calculated strategy to acquire influence across the global sports value chain. From high-profile sports IP acquisitions to equity stakes in digital platforms and leagues, these moves are reshaping competitive dynamics and paving the way for Saudi Arabia's emergence as a global sports powerhouse.

## Top 20 Investments by Saudi Arabian Entities (2020-2025)

	#	Investment	Investor	Amount (\$m)	Year
	1	LIV Golf	Public Investment Fund (PIF)	5000.0	2021 <sup>[4]</sup>
	2	Scopely	Savvy Games Group	4900.0	2023 <sup>[5]</sup>
	3	Activision Blizzard	Public Investment Fund (PIF)	1390.0	2021 <sup>[6]</sup>
	4	ESL Gaming	Savvy Games Group	1050.0	2022 <sup>[7]</sup>
	5	Electronic Arts	Public Investment Fund (PIF)	1000.0	2021 <sup>[6]</sup>
	6	Dazn	SURJ Sports Investment	1000.0	2025 <sup>[8]</sup>
	7	Take-Two	Public Investment Fund (PIF)	825.5	2021 <sup>[6]</sup>
	8	McLaren Group **	Public Investment Fund (PIF)	758.0	2021 <sup>[10]</sup>
	9	Global T20 League *	SURJ Sports Investment	500	2025 <sup>[9]</sup>
	10	Formula 1	Saudi Aramco	500.0	2020 <sup>[11]</sup>
	11	FACEIT	Savvy Games Group	500.0	2022 <sup>[12]</sup>
	12	FIFA	Saudi Aramco	400.0	2024 <sup>[13]</sup>
	13	Newcastle United FC	Public Investment Fund (PIF)	380.0	2021 <sup>[14]</sup>
	14	Capcom	Savvy Games Group	332.0	2022 <sup>[15]</sup>
	15	One Cycling	SURJ Sports Investment	327.0	2025 <sup>[16]</sup>
	16	VSPD	Savvy Games Group	265.0	2023 <sup>[17]</sup>
	17	Professional Fighters League	SURJ Sports Investment	100.0	2023 <sup>[18]</sup>
	18	Aston Martin	Public Investment Fund (PIF)	98.3	2022 <sup>[19]</sup>
	19	Serie A Italian Super Cup	Ministry of Sports	24.5	2023 <sup>[20]</sup>
	20	LaLiga	Visit Saudi	21.8	2023 <sup>[21]</sup>

☐ Acquisition
 ☐ Investment
 ☐ Partnership/Sponsorship

\*Announcement \*\*Divested

# Chapter 2

## Building Blocks of the Sports Sector

This chapter explores the key drivers of Saudi Arabia's sporting ecosystem. It begins by highlighting the various sectors, their current size, and projected growth. It then delves into three major forces fueling the market's expansion: the privatisation of clubs, the hosting of international events, and the rise of local and grassroots development.

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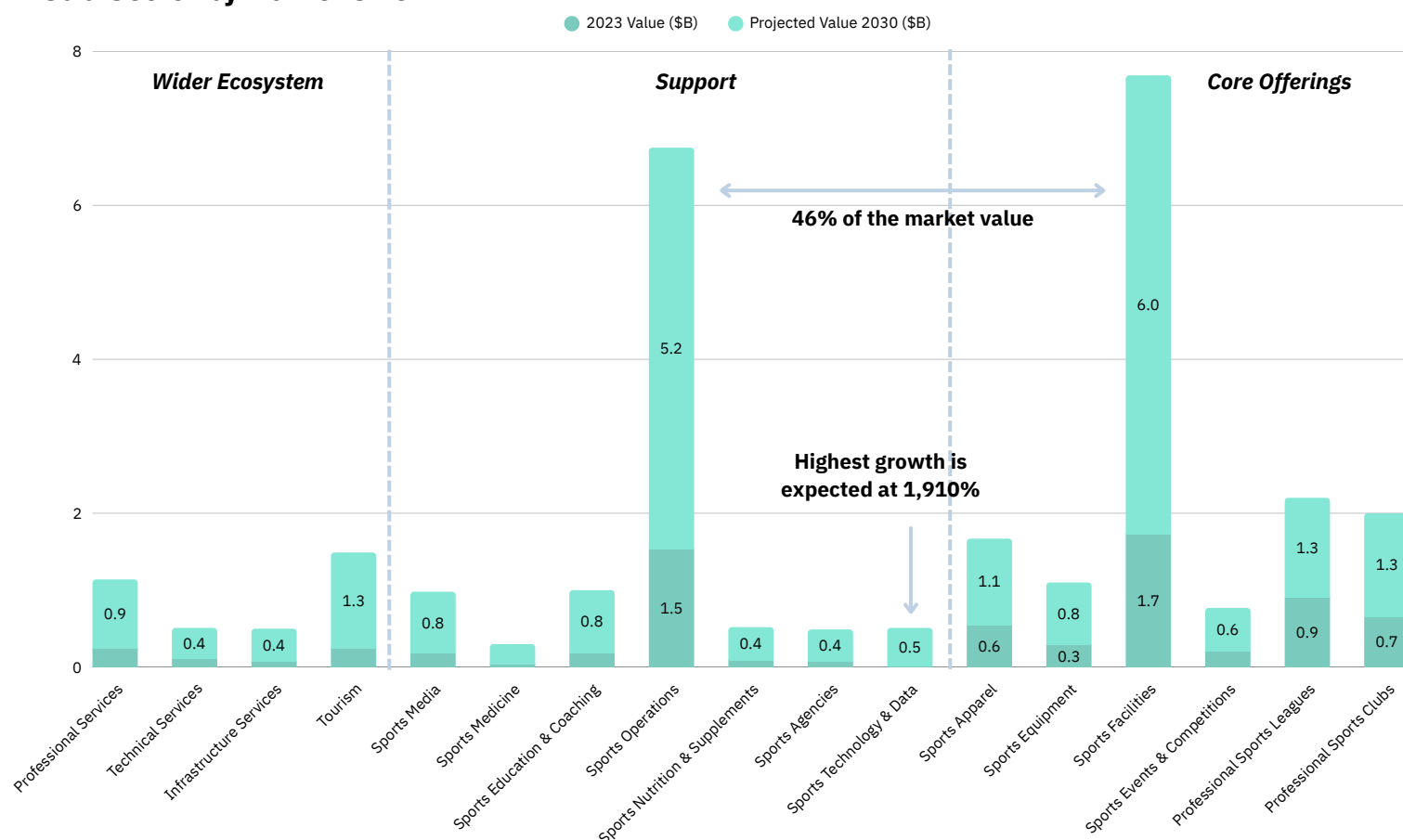
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# Sector Breakdown

Sub-Sector by Market Size



This chart reveals the diverse and rapidly scaling sectors within Saudi Arabia's sports economy. While professional clubs and leagues dominate the value, adjacent areas like sports medicine, operations, and technology are poised for exponential growth—creating ample room for innovation and new market entrants.

# Private Clubs, Public Goals






Football dominates Saudi Arabia's sporting landscape, with the Saudi Pro League leading the charge. In recent years, the Kingdom has ramped up privatization efforts, with clubs like Al Hilal, Al Nassr, Al Ittihad, and Al Ahli now majority-owned by the Public Investment Fund (PIF). Others, like Al-Qadsiah and Neom SC, have been acquired by major entities such as Aramco and NEOM. This shift toward private ownership is fueling competitiveness, commercial growth, and international visibility. Meanwhile, many other sports remain under government federations, limiting their pace of development. The move aligns with Vision 2030's push to drive private investment and reshape the Kingdom's sporting future.

## Top 5 Domestic Leagues



	Name	Sport	Value (\$m)
	Saudi Pro League (Roshn Saudi League)	Football	1,105.5
	King's Cup		1,170.0
	Saudi Super Cup		601.3
	Saudi First Division League		100.2
	Saudi Women's Premier League		Undisclosed

\*value represents the cumulative estimated transfer values of all players participating in each competition.

## Other Leagues

		
Saudi Basketball League	Saudi Arabian Men's Volleyball League	Saudi Handball League
		
Saudi Futsal Premier League	Saudi Beach Soccer Premier League	

## Teams Under Private Ownership

Club	Investing Entity	Year	Stake Acquired	League
	Public Investment Fund (PIF)	2023	75%	Saudi Pro League
			75%	Saudi Pro League
			75%	Saudi Pro League
			75%	Saudi Pro League
	Saudi Aramco		100%	Saudi First Division
	Diriyah Gate Development Authority		100%	Saudi First Division
	NEOM		100%	Saudi Second Division

# Global Sporting Hub

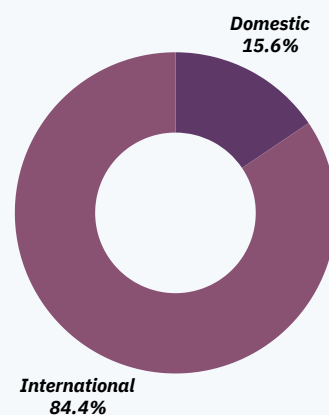
Saudi Arabia's growing footprint as a host of world-class events underscores its ambition to become a premier destination for global sports. By leveraging its economic resources and strategic positioning, the Kingdom is curating a year-round calendar of elite competitions to drive tourism, visibility, & soft power.

## Top International Events (2020 -2025)

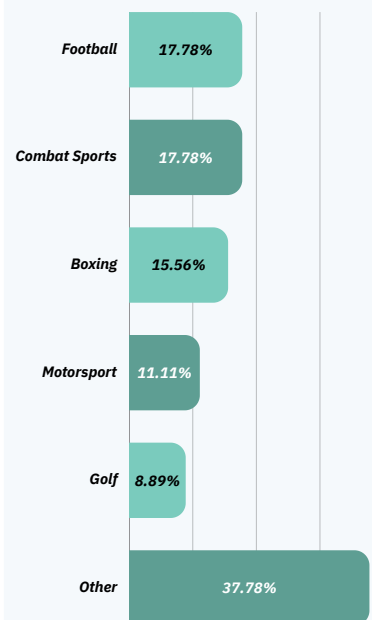
	#	Name	Sport	Year
	1	Italian Super Cup	Football	2025
	2	Dakar Rally	Motorsport	2025
	3	Spanish Super Cup	Football	2025
	4	Esports World Cup	Esports	2024
	5	Formula 1 Grand Prix	Motorsport	2024
	6	FIFA Club World Cup	Football	2023
	7	Jake Paul vs. Tommy Fury	Boxing	2023
	8	Tyson Fury vs. Francis Ngannou	Boxing	2023
	9	WWE Crown Jewel	Wrestling	2023
	10	Anthony Joshua vs. Oleksandr Usyk II	Boxing	2022
Upcoming				
	11	FIBA Asia Cup	Basketball	2025
	12	WTA Finals	Tennis	2025
	13	FIFA World Cup	Football	2034
	14	AFC Asian Cup	Football	2027
	15	Asian Winter Games	Multisport	2029

## Distribution

### Type



### Sport

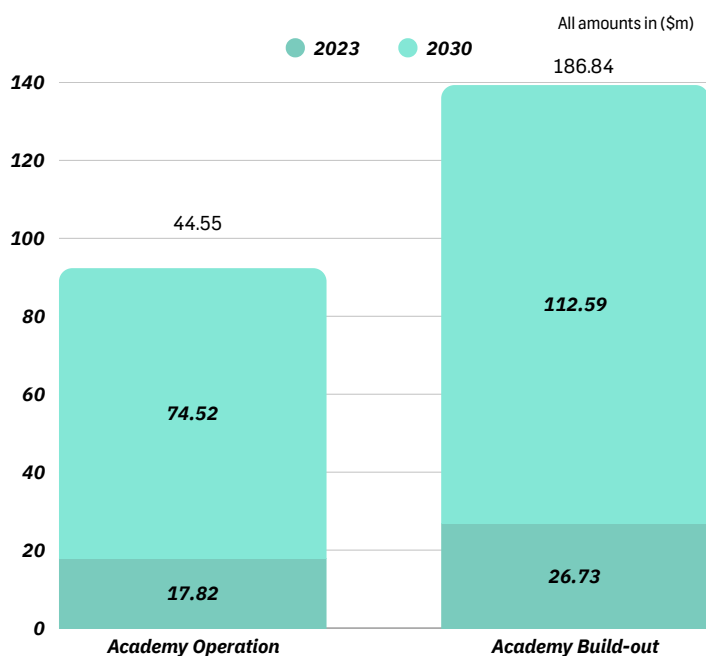


# Academies and Grassroot Development

With a youthful population and a sharp rise in physical activity levels, the focus on grassroots and academy development is both timely and essential. These initiatives are creating the talent pipelines needed to feed elite performance programs and professional leagues in the years to come.

There are two main types of investment opportunities within the sports academy space. The first is academy build-out, which involves the construction and development of sports academy facilities. The second is academy operations, which focuses on managing the day-to-day activities of a sports academy, such as running training sessions and registering players.

## Market Overview



23%

Population Aged 5–19 years



18%

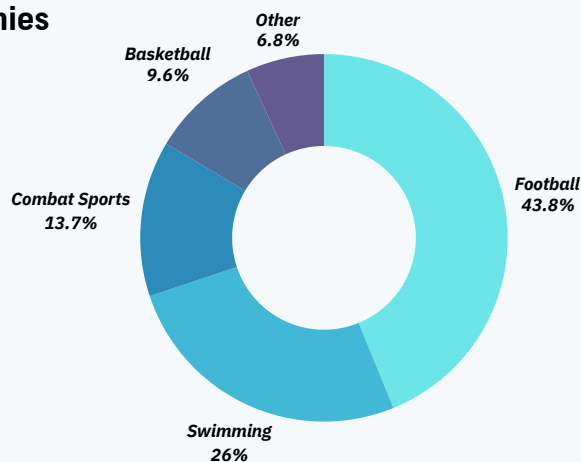
Active Youth



100+

Licensed academies

## Licensed Academies





# Chapter 3

## Mapping the Saudi SportsTech Landscape

This chapter explores the evolving SportsTech landscape in Saudi Arabia, highlighting three core pillars that define the market: smart venues, fan engagement, and gaming & esports. Each pillar reflects the Kingdom's growing investment in sports innovation and its ambition to become a global leader in the sector.

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# Global SportsTech Overview

The SportsTech landscape is experiencing a surge of global activity, with Saudi Arabia beginning to assert its influence. Strategic investments in fan-centric platforms, data analytics, and immersive experiences signal the Kingdom's intent to play a leading role in the digital transformation of sports.

**\$58.4** Billion in Global Dealflow (2020 - 24)  
\$9.6 Billion in 2024



Global  
Funding

---



**\$2.6 B**  
In Global Funding

---



**\$6.7 B**  
In Global M&A



Top  
Companies

---



**\$350 M**  
Biggest Round For  
Infinite Reality

---



**11**  
New Unicorns  
37 In Total



Top  
Trends

---



**\$37.0 B**  
In Sports M&A

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**65%**  
Of Total Funding Into  
Solutions For Fans

## Top 5 Most Funded Companies (2020-24)



SPORTSTECHX

Amount (\$b)

Country

1	Fanatics	3.5	USA
2	Dream 11	1.5	India
3	Animoca	0.8	China
4	Sorare	0.7	France
5	Dapper Labs	0.6	Canada

## Top 5 Most Funded Countries (2020-24)



SPORTSTECHX

Amount (\$b)

Rank in 2024

1	USA	16.7	1
2	India	3.1	5
3	China	2.2	10
4	Germany	1.6	4
5	UK	1.3	3

# KSA SportsTech Overview

Though still in its early stages, the Saudi SportsTech startup ecosystem shows strong potential. With targeted funding and support from both public and private entities, this emerging sector is on track to become a significant contributor to the national sports economy.

## \$7.4 M

### Total Startup Dealflow (2020 - 24)



## 11

SportsTech Startups



## #47

Startup Rank  
out of 81 funded countries



## 2

Funded Cities

Jeddah is the highest funded



## \$0.5 B

Market value by 2030  
\$20 M as of 2023 <sup>[1]</sup>



## 1,910%

Market growth expected  
from 2023 to 2030 <sup>[1]</sup>



## \$2.1 M

Largest funding round  
by Grintafy in 2022

## Top 5 Startups (Based on Funding)

	Name	Description	City	Total Funding (\$m)
	Grintafy	Talent discovery platform for amateur footballers	Jeddah	3.4
	GetMuv	Sports activity booking platform	Jeddah	2.0
	Rumbl	Helps people find the best healthy restaurants, gyms and fitness studios, and personal trainers	Riyadh	1.1
	Pala De 7	Padel community platform for booking and connecting players	Jeddah	1.0
	Koora Break	Sports news site	Riyadh	Undisclosed

# Smart Infrastructure

Big on sustainability, and renewable energy. + The digital stadium sector in Saudi Arabia is projected to grow by 20.6% annually between 2025 and 2037, reaching a market value of \$191.7 billion, driven by the demand for enhanced fan experiences and efficient stadium operations.



## NEOM Stadium

Elevated stadium powered by renewables, with digital entry and 4K Ultra HD broadcasting.



## Roshn Stadium

Solar panels and aerodynamic roof design optimize natural light and reduce energy consumption.



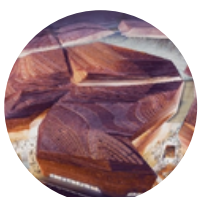
## Qiddiya Coast Stadium

Holographic displays and real-time data systems that offer immersive, tech-driven fan experiences.



## Aramco Stadium

Smart energy systems with passive cooling and demand response for sustainable stadium operations.



## New Murabba Stadium

Mixed-reality tech and interactive displays create deeply personalized fan environments.



## Prince Mohammad bin Salman Stadium

HoloBox technology allows real-time, lifelike virtual interactions with celebrities and athletes.

## Notable Companies Involved

Name	Headquarters	Project(s)	Description
Populous	Kansas City, USA	Aramco Stadium, Prince Mohammed bin Salman Stadium <sup>[28]</sup>	A USA based infrastructure design firm contributing its expertise to Saudi Arabia's stadium development across architecture, interior design, wayfinding, brand activation, landscape architecture, and audiovisual consultancy
SIS Pitches	Maryport, UK	Aramco Stadium <sup>[30]</sup>	A football ground construction company undertaking the Aramco Stadium project in Saudi Arabia to design and build a hybrid grass stadium pitch featuring an SIS Air Classic vacuum and ventilation system, along with two natural grass training pitches
Top Golf	Dallas, USA	Golf Saudi <sup>[29]</sup>	A golf sportainment venue set to launch in Saudi Arabia, with three upcoming state-of-the-art facilities in Riyadh, Jeddah, and the Eastern Province
Ticketmaster	Beverly Hills, USA	Undisclosed	Ticketmaster is a global ticketing company specializing in the sale and distribution of tickets for concerts, sports, and live events
ASB Glassfloor	Stein an der Traun, Germany	Undisclosed	Provider of LED glass flooring solutions designed to enhance visual experience and interactivity in modern sports venues
Uniqfeed	Zurich, Switzerland	Undisclosed	uniqFEED is a Zurich-based AI sports tech company offering non-intrusive virtual advertising solutions for live sports broadcasts

# Fan Engagement

Fan engagement in Saudi Arabia is entering a new era, driven by the country's youthful demographic—over 89% of the population is under 35, and one of the highest smartphone penetration rates in the world (over 97%). This creates fertile ground for innovative digital experiences in sport

## Top Tech Used



### Social Media

Saudi Pro League clubs saw Instagram followers surge from 11.46M to 32M by August 2023, contributing to over 60M total followers across sports and platforms<sup>[35]</sup>. The Saudi Pro League also named TikTok its official Digital Partner for the 2024–25 season<sup>[36]</sup>. 96.2% of the population in Saudi Arabia uses social media.



### Digitalisation

A survey indicated that 77% of sports fans are willing to spend more on tickets for digital stadium experiences, and 88% believe technology enhances their viewing experience.<sup>[37]</sup>



### Extended Reality

During the World Cup, AR filters let fans virtually wear team jerseys and face paint, boosting engagement on social media. ARway.ai partnered with a Saudi agency to provide AR navigation in venues. The 'House of the Most Precious Cup' fan zone at the King's Cup final combined virtual and real-life football experiences. Al Nasr Leisureland in Dubai offers 360° VR tours for immersive fan access.

## Notable Companies Involved

Name	Headquarters	Project(s)	Description
CUE	Tennessee, USA	Al-Ittihad FC <sup>[32]</sup>	Introduced Saudi Arabia's first CUE light show to enhance match-day experiences.
Fanera	Abu Dhabi, UAE	Undisclosed	Leveraging Web 3.0 technologies to revolutionize football fan engagement in Saudi Arabia <sup>[33]</sup>
SaudiQuick	Dubai, UAE	Undisclosed	A platform connecting football fans with teams, tapping into the growing passion for football in Saudi Arabia
Koora break	Riyadh, Saudi Arabia	Undisclosed	A Saudi-based digital content platform designed to enhance fan engagement across sports
Footballco	London, UK	Undisclosed	Established its Middle East headquarters in Riyadh to engage over half of Saudi Arabia's adult population monthly through leading sports brands such as Goal and Kooora
Saudi Arabian Football Federation (SAFF)	Riyadh, Saudi Arabia	SAFF+ <sup>[34]</sup>	An initiative by SAFF to launch an AI-powered chatbot on social media platforms, enhancing fan engagement through real-time match updates, interactive polls, and instant responses to queries

# Gaming & Esports

Esports and gaming represent one of Saudi Arabia's most strategic plays in the global sports-tech landscape. The government has set its sights on becoming a world leader in this space by 2030. Major deals like the \$4.9 billion acquisition of Scopely and the creation of the Esports World Cup reflect this ambition. Looking ahead, Saudi aims to generate over 39,000 jobs and produce 30+ globally competitive games from local studios. With the inaugural Olympic Esports Games set to take place in Riyadh in 2027, the kingdom is not just participating, it's shaping the future of competitive gaming.



## \$37.8 B

### Commitment to the Sector

by Savvy Games Group, owned by PIF <sup>[38]</sup>



## 39,000

### New jobs

in the Esports Value Chain <sup>[39]</sup>



## \$13.3 B

### Contribution to the GDP

estimated by 2030



## 67%

### Population Identify as gamers



## \$60 M

### EWC Prize Pool

Largest in Esports History <sup>[40]</sup>



## 500 M

### EWC Global Viewership

3.5 million peak viewership <sup>[41]</sup>

## Notable Companies Involved

Name	Headquarters	Project(s)	Description
Savvy Games Group	Riyadh, Saudi Arabia	Undisclosed	A global gaming group driving long-term growth and innovation in esports and the wider games industry
Scopely	California, USA	Undisclosed	Scopely is a global interactive entertainment and mobile-first video game company
ESL FACEIT Group (EFG)	Cologne, Germany	Undisclosed	Facilitates and manages international esports tournaments and leagues; acquired by Saudi Arabia's Savvy Games Group in 2022
Kafu Games	Riyadh, Saudi Arabia	Undisclosed	Organizes and runs multiple esports tournaments, providing a platform for gamers to compete and win prizes.
Qiddiya Gaming & Esports District <sup>[42]</sup>	Riyadh, Saudi Arabia	District within Qiddiya City dedicated to gaming and esports	A dedicated district focused on the development of world-class venues and stadiums to host premier events and deliver immersive, technology-driven experiences
NEOM Gaming Hub <sup>[43]</sup>	Riyadh, Saudi Arabia	Regional hub being developed within NEOM	A hub envisioned for the development of a fully integrated campus, leveraging advanced technologies to foster creativity and catalyze business innovation in the gaming industry

# Key Takeaways

As Saudi Arabia continues its transformative journey to become a global sports powerhouse, a few clear themes have emerged. These takeaways distill the most important insights from this report, offering a snapshot of the forces driving growth, the sectors gaining momentum, and the opportunities unfolding across the Kingdom's sports business and tech landscape.



## Key Takeaway

Saudi Arabia is rapidly positioning itself as a global leader in sports investment, infrastructure, and innovation.



## Key Takeaway

Vision 2030 is not just a policy framework—it's a catalyst for social change, economic diversification, and global influence through sports.



## Key Takeaway

The Kingdom's coordinated investment strategy across clubs, events, and technology is driving unprecedented growth.



## Key Takeaway

SportsTech is an emerging frontier for Saudi Arabia, offering immense opportunities for startups, investors, and partners.



## Key Takeaway

Youth engagement, digital experiences, and infrastructure sustainability will be critical to the long-term success of the Saudi sports vision.

Saudi Arabia's sports sector is no longer just a domestic story—it's a global one. With Vision 2030 as a north star and billions in strategic investment flowing across borders, the Kingdom is rewriting the future of sports. For stakeholders ready to engage, now is the time to move from observation to action.



THAT'S A WRAP

# Methodology

The data from this report was obtained by reviewing over 6,000 startups and nearly 5,000 funding deals in Global SportsTech. Here are some key things to know about how this analysis was approached.

While we always want to be as inclusive as possible, we have applied certain criteria to ensure that all data is representative of current trends. All companies founded before the year 2000 have been excluded unless otherwise stated, such as Fanatics. Only deals announced during the period of January 1, 2020 - December 31, 2024 were considered. Deals completed in that period for companies that are not currently active have also been included.

As far as possible, we source public domain information for all the deals included, using funding announcements made across a variety of media channels.

All deals are reported in USD. For deals not in USD, the average conversion rate for the deal currency to USD in the deal year was utilized.

One last thing: As always, our team spends countless hours poring over interviews and data around startups and funding rounds, but the nature of the beast that we try to tackle is that some will inadvertently get missed, especially from the last year. Nonetheless, we are confident that the data presented paints an accurate picture of the state of the sports industry, allowing us to draw strong inferences about where the sector is headed.

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# Thank You!

We would like to thank our fantastic team for the work that's gone into this report. Without their initiative, innovation and hard work this wouldn't have been possible. A great team is greater than the sum of its parts. These are the people that make us a great team.



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## Content Note

The content in this report is for general information purposes only and can change at any time. SportsTechX can not guarantee the ultimate accuracy or completeness of the data.

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