

SAUDI ARABIA SPORT BUSINESS & TECH REPORT

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About This Report

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

Saudi Arabia is emerging as one of the world's most pivotal and rapidly transforming sports markets. Driven by the ambitious Vision 2030 agenda, the Kingdom is not only investing billions into sports infrastructure and global partnerships but also strategically positioning itself as a hub for innovation, talent, and next-generation fan experiences.

What makes Saudi Arabia particularly compelling is the convergence of ambitious leadership, abundant capital, and a dynamic demographic profile: 71% of the population is under the age of 35. This young, digitally savvy audience is fueling demand for a wide range of experiences, from reshaping traditional sports such as football and golf to fueling the growth of gaming and esports, which are seeing exponential growth in popularity and institutional support.

We examine the Kingdom's sports ecosystem through the lens of business, investment, and technology—highlighting key policy developments, capital flows, startup activity, and key tech trends shaping the market.



Rohn Malhotra

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Supported By

MISA [Ministry of Investment Saudi Arabia] has developed the National Sport Investment Plan to put Saudi sport investment at the heart of the Kingdom's investment strategy; attracting and regulating new local and international sport investors to support the Kingdom's targets for the sector.



Basim K. Ibrahim

SPORT SECTOR INVESTMENT DEVELOPMENT DIRECTOR
MINISTRY OF INVESTMENT



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:

Full range of B2B content that includes- In-depth Reports, weekly Newsletters, Podcast, and thought- leadership Articles



Research & Database:

SportsTech Database, Published Research as Whitepapers or Reports + Private Research for organisations



Learning:

Private or Group Classes + Certificate Courses in Sports Innovation and Technology



REPORTS



NEWSLETTER



DATABASE



ECOSYSTEM MAP



EVENTS



PODCAST



VIDEOS



ARTICLES

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](#).

Executive Summary

\$8.4 B

Total Saudi Sport Market Size (2024)
Projected to be \$22.5 B by 2030



\$7 B

In Investments by Saudi Arabian Entities
(2020- Q1 2025)



30+

Major International Events Hosted
(2020 - 2024)



15

New Smart Stadiums being built
including 11 new constructions and 4 major
refurbishments



\$7.4 M

Invested in Saudi based Sports Tech Startups
(2020-2024)
Largest round: Grintafy \$2.1M (2022)



Chapter 1

Understanding the Saudi Sports Business Ecosystem

This chapter presents the Saudi sports business landscape, offering an overarching view of the market's key activities and stakeholders.

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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. The scale and ambition of this transformation highlight Saudi Arabia's intent to play a defining role in the future of global sports, sparking widespread interest and dialogue around its evolving strategy.

\$8.4 B

Total Saudi Sport Market Size (2024)

SAR 32 B



18%

CAGR per year

expected until 2030, projected size of \$22.50B



1.6%

Contribution to non-oil GDP

3% expected by 2030



136,000

New jobs expected by 2030

driven by sport investments

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

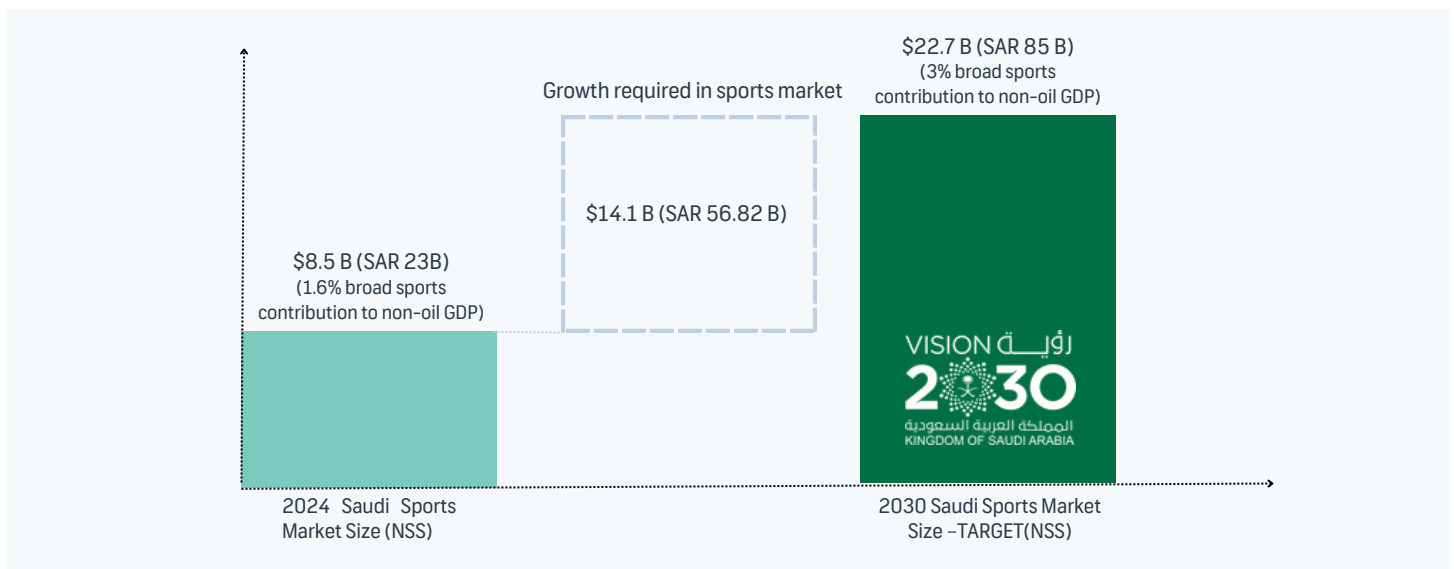
Vision 2030 is Saudi Arabia's ambitious national transformation plan aimed at diversifying the economy, reducing oil dependence, and fostering innovation across sectors. It focuses on sustainability, tourism, education, and private sector growth. Sports is a key strategic pillar within Vision 2030, driving 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 to not just 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

Sports Sector Ecosystem

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.

Regulators



Ministry of Sport: Governmental body overseeing the development and regulation of sports in Saudi Arabia, including Sports Clubs Investment and Privatization Projects.



Ministry of Investment: Governmental body overseeing foreign investment in the country by issuing licenses to foreign investors.

Investors



The Public Investment Fund (PIF), Saudi Arabia's \$925B Sovereign Wealth Fund, acts as the core of their sports investment strategy.



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



Subsidiary of PIF, specializes in event management and promotion. Key in organizing high-profile sports events.



PIF-backed, focused on growing Saudi's gaming and esports industry through investments, acquisitions and publishing.



PIF-owned developer, title sponsor of the Saudi Pro League, backing domestic football and community-focused sports initiatives.



Giga-project under PIF, aims to become Saudi Arabia's capital of entertainment, sports, and culture, located near Riyadh.



\$500B PIF-funded mega-city project integrating sustainability, technology, and innovation across industries, including sport, tourism, and livability.



The Kingdom's state-owned oil giant, one of the world's most valuable companies, funding various national initiatives, including sports sponsorships.

Other Notable Investors

Local



Global



Key Enablers



Governing body for football in Saudi Arabia, overseeing leagues, national teams, and development programs to grow the sport locally and internationally.



الاتحاد السعودي للسيارات والدراجات النارية
Saudi Automobile & Motorcycle Federation

Regulates and promotes motorsport in Saudi Arabia, organizing events such as Formula 1, Formula E and Dakar Rally.



Government-backed institute focused on developing leadership talent across sectors, including sports, to support Vision 2030 goals.



Vision 2030 initiative enhancing lifestyle through increased access to sports, entertainment, and cultural activities across Saudi Arabia.

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 Investments & Acquisitions by Saudi Arabian Entities (2020- Q1 2025)

	Acquisition				
	#	Asset	Investor	Amount (\$m)	Year
	1	LIV Golf	Public Investment Fund (PIF)	5000.0	2021
	2	Scopely	Savvy Games Group	4900.0	2023
	3	ESL Gaming	Savvy Games Group	1050.0	2022
	4	FACEIT	Savvy Games Group	500.0	2022
	5	Newcastle United FC	Public Investment Fund (PIF)	380.0	2021

	Investment				
	#	Asset	Investor	Amount (\$m)	Year
	1	Activision Blizzard	Public Investment Fund (PIF)	1390.0	2021
	2	Electronic Arts	Public Investment Fund (PIF)	1000.0	2021
	3	Dazn	SURJ Sports Investment	1000.0	2025
	4	Take-Two	Public Investment Fund (PIF)	825.5	2021
	5	McLaren Group **	Public Investment Fund (PIF)	758.0	2021
	6	Global T20 League *	To be confirmed	500.0	2025
	7	Capcom	Savvy Games Group	332.0	2022
	8	One Cycling*	To be confirmed	327.0	2025
	9	VSPD	Savvy Games Group	265.0	2023
	10	Professional Fighters League	SURJ Sports Investment	100.0	2023
	11	Aston Martin	Public Investment Fund (PIF)	98.3	2022

*Reported **Divested

	Partnership / Sponsorship					
	#	Investment	Investor	Amount (\$m) / year	# of Years	Year
	1	FIFA	Saudi Aramco	100.0	5	2023
	2	Formula 1	Saudi Aramco	46.5	10	2020
	3	Atletico Madrid	Riyadh Air	34.5	9	2024
	4	Newcastle FC	Sela	27.5	Undisclosed	2023
	5	Serie A Italian Super Cup	Ministry of Sports	26.0	4	2023
	6	La Liga	Visit Saudi	21.7	6	2023

Chapter 2

Building Blocks of the Sports Sector

This chapter explores the key drivers of Saudi Arabia's sporting ecosystem. From highlighting the various sectors, to addressing three major forces fueling the market's expansion: privatisation of clubs, hosting of international events, and rise of local and grassroots development.

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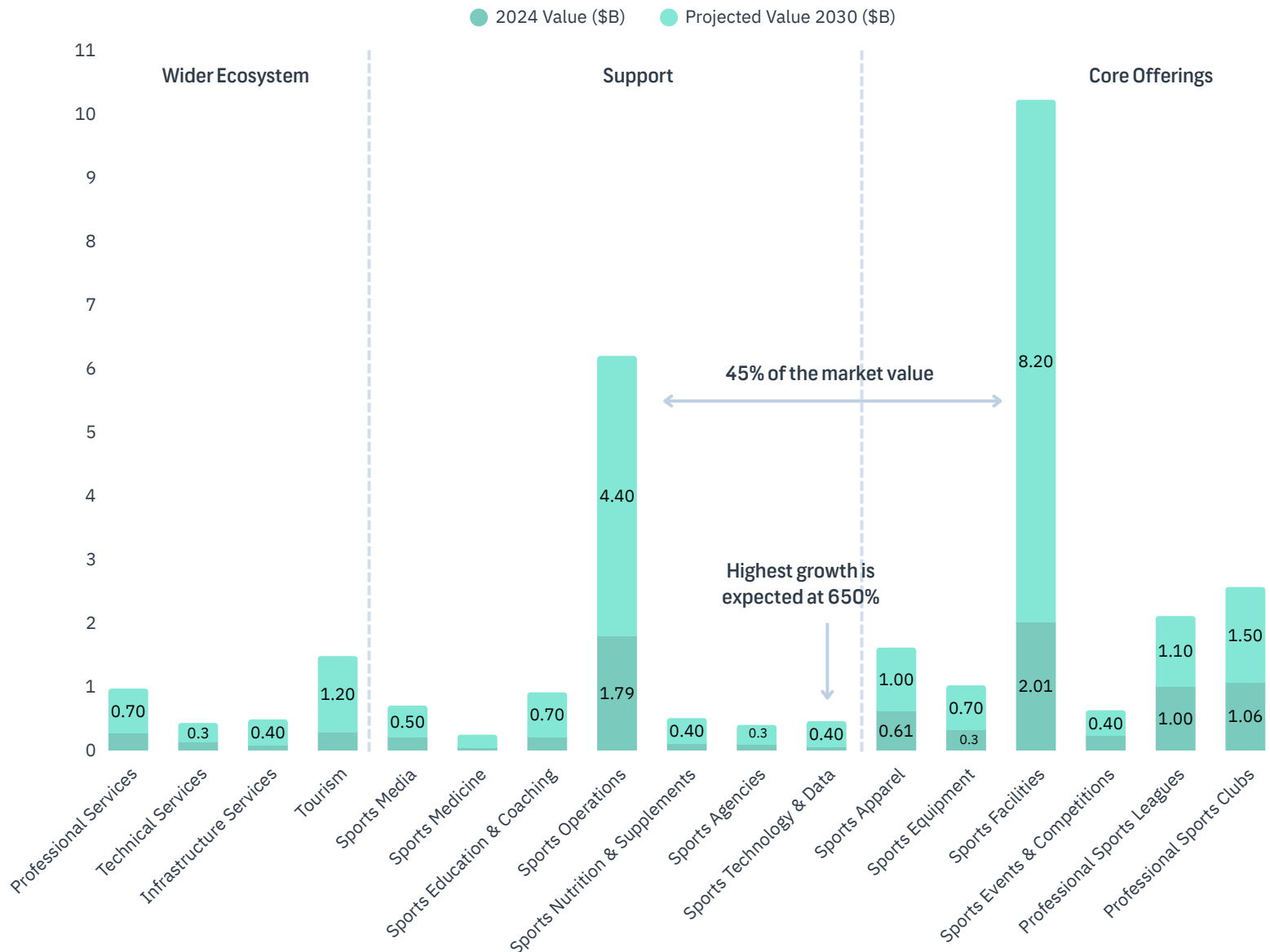
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Sector Breakdown

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






Sub-Sector by Market Size



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

Teams Under Private Ownership

	Club	Investing Entity	Year	Stake Acquired	League
	Al-Hilal	Public Investment Fund (PIF)	2023	75%	Saudi Pro League
	Al-Nassr			75%	
	Al-Ittihad			75%	
	Al-Ahli			75%	
	Neom SC (formerly Al-Suqoor)	NEOM		100%	Saudi First Division
	Al-Qadsiah	Saudi Aramco		100%	
	Al-Diraiyah FC	Diriyah Gate Development Authority		100%	
	Al-Ula FC	Royal Commission for Al-Ula		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.

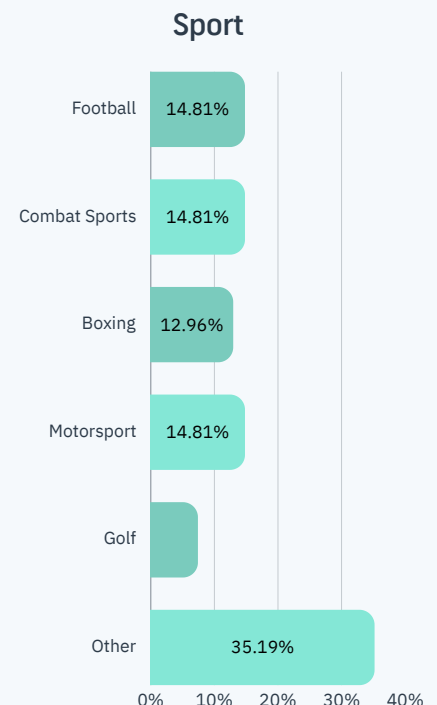
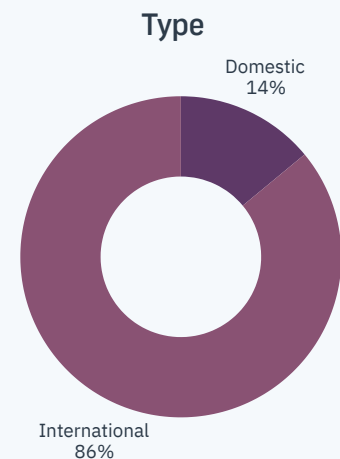
Top International Events (2022 onwards)

#	Name	Sport	Year ↑
	1 Anthony Joshua vs. Oleksandr Usyk II**	Boxing	2022
	2 Jake Paul vs. Tommy Fury**	Boxing	2023
	3 Tyson Fury vs. Francis Ngannou**	Boxing	2023
	4 FIFA Club World Cup	Football	2023
	5 WWE Crown Jewel	Wrestling	2023
	6 Esports World Cup	Esports	2024
	7 Extreme Rally	Motorsport	2024
	8 Formula 1 Grand Prix	Motorsport	2024*
	9 Italian Super Cup	Football	2025*
	10 Spanish Super Cup	Football	2025*
	11 Dakar Rally	Motorsport	2025*
	12 Eboat Series	Motorsport	2025*
	13 Formula E	Motorsport	2025*
Upcoming			
	14 FIBA Asia Cup	Basketball	2025
	15 WTA Finals	Tennis	2025
	16 Saudi Cup	Equestrian	2026
	17 AFC Asian Cup	Football	2027
	18 Esports Olympics	Esports	2027
	19 Asian Winter Games	Multisport	2029
	20 FIFA World Cup	Football	2034

* Most recent edition of annual events

** Headliners of major boxing cards, total of 12 boxing events hosted since 2022

Distribution



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 academy facilities. The second is academy operations, which focuses on managing the day-to-day activities of an academy, such as running training sessions, managing athletes etc.

Market Overview



23%

Population Aged 5–19 years



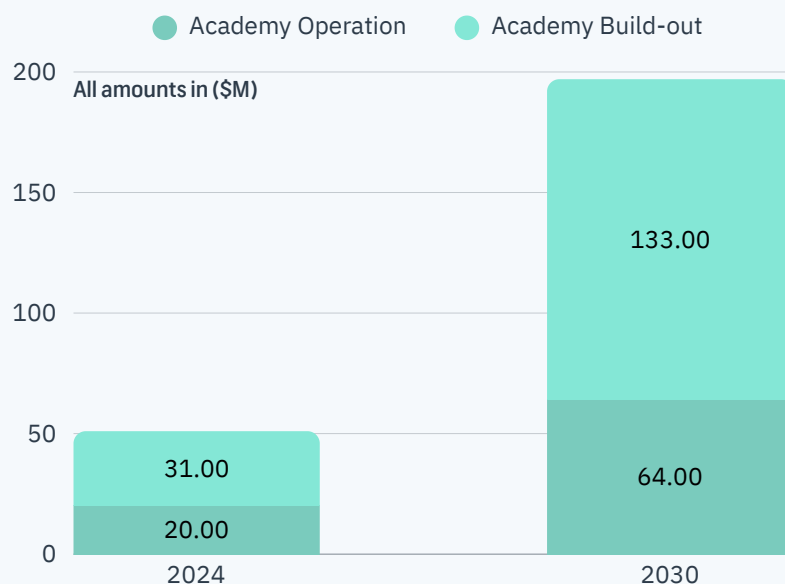
18%

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 are driving growth: 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 B Billion in Global Dealflow (2020 - 24)
\$9.6 Billion in 2024



Global
Funding



\$2.6 B

In Global Funding 2024



\$6.6 B

In Global M&A 2024



Top
Companies



\$3.0 B

Biggest Round For Infinite
Reality (Jan 2025)



12

New Unicorns
38 In Total



Top
Trends



\$7.6 B

Towards New Leagues,
Competitive
Socialisation and APAC



22+

New Investors &
Initiatives

Top 5 Most Funded Companies (All time)

#		Amount (\$B)		City
1	Fanatics	5.2		Jacksonville
2	Infinite Reality	3.4		Washington D.C.
3	DAZN	1.8		London
4	Dream 11	1.6		Mumbai
5	Douyu TV	1.1		Wuhan

Top 5 Most Funded Countries (All time)

#		Amount (\$B)	Rank in 2024
1	USA	32.4	1
2	China	5.9	10
3	UK	3.8	3
4	India	3.7	5
5	Germany	1.9	4

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
(Highest- Jeddah)



\$0.5 B

Market value by 2030
\$20 M as of 2023 ^[1]



1,910%

Market growth expected
from 2023 to 2030 ^[1]



\$2.1 M

Largest Funding
Round by Grintafy
(2022)

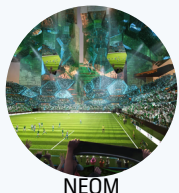
Top 5 Startups (Based on Funding)

	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

Trend 1

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.

NEOM



King Salman Stadium

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

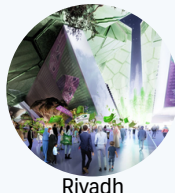
Riyadh



Jeddah Downtown

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

Jeddah



Roshn Stadium

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

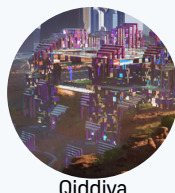
Riyadh



Aramco Stadium

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

Khobar



Prince Mohammad bin Salman Stadium

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

Qiddiya

Notable Companies Involved

Name	Headquarters	Project(s)	Description
Populous	Kansas City, USA	Aramco Stadium, Prince Mohammed bin Salman Stadium ^[28]	USA based infrastructure design firm contributing its expertise across architecture, interior design, wayfinding, brand activation, landscape architecture, and audiovisual consultancy
SIS Pitches	Maryport, UK	Aramco Stadium ^[30]	Football ground construction company undertaking the Aramco Stadium project 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
FCC Group	Barcelona, Spain	MBS Qiddiya	Spanish construction and engineering company contributing to the MBS Qiddiya entertainment and sports complex. Brings expertise in large-scale infrastructure, focusing on civil works and sustainable urban development.
Besix	Brussels, Belgium	Aramco Stadium	Belgian construction firm involved in the Aramco Stadium. Responsible for delivering advanced engineering and structural works, leveraging its experience in stadium and large-scale public venue construction across the Middle East.
WeBuild Group	Milan, Italy	NEOM	Italian infrastructure and civil engineering group working on NEOM, the futuristic mega-city. Handling complex construction elements such as transport systems and large-scale civil works, aligning with NEOM's sustainability and innovation goals.

Gaming & Esports

Trend 2

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 & esports.


\$37.8 B

Commitment to the Sector
by Savvy Games Group,
owned by PIF


39,000

New jobs
in the Esports Value Chain


\$13.3 B

Contribution to the GDP
estimated by 2030


67%

Population Identify as
gamers


\$60 M

EWC Prize Pool
Largest in Esports History


500 M

EWC Global Viewership
3.5 million peak
viewership

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 ^[42]	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 ^[43]	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

Fan Engagement

Trend 3

Fan engagement in Saudi Arabia is entering a new era, driven by the country's youthful demographic, over 71% of the population is under the age of 35, and one of the highest smartphone penetration rates in the world at over 97%) This creates fertile ground for innovative digital experiences in sport.

Top Tech Used

 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. ^[37]
 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.
 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 ^[35] . The Saudi Pro League also named TikTok its official Digital Partner for the 2024–25 season ^[36] . 96.2% of the population in Saudi Arabia uses social media.

Notable Companies Involved

Name	Headquarters	Project(s)	Description
CUE	Tennessee, USA	Al-Ittihad FC ^[32]	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 ^[33]
SaudiQick	Dubai, UAE	Undisclosed	Platform connecting football fans with teams, tapping into the growing passion for football in Saudi Arabia
Koora break	Riyadh, Saudi Arabia	Undisclosed	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+ ^[34]	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

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.



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



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



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



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



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.

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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