

Saudi Arabia emerges as global sports powerhouse with \$8.4 Billion market size projected to reach \$22.5 Billion by 2030

First-ever Saudi Arabia-focused report from SportsTechX reveals Kingdom's strategic transformation into sports innovation hub



Central Province, Saudi Arabia Jul 2, 2025 ([Issuewire.com](https://www.issuewire.com)) - [SportsTechX](https://www.sportstechx.com), the leading source of data and insights for sports technology, proudly announces the launch of the [Saudi Arabia Sports Business & Tech Report 2025](#). This comprehensive report delivers an in-depth analysis of the Kingdom's rapidly transforming sports landscape, driven by the ambitious Vision 2030 agenda and strategic positioning as a hub for innovation, talent, and next-generation fan experiences.

Key findings from the report include:

- Saudi Arabia's total sport market size reached \$8.4 billion in 2024, projected to grow to \$22.5 billion by 2030
- \$7 billion in investments by Saudi Arabian entities from 2020 to Q1 2025
- 30+ major international events hosted between 2020-2024
- 15 new smart stadiums are being built, including 11 new constructions and 4 major refurbishments
- \$7.4 million invested in Saudi-based Sports Tech startups from 2020-2024
- 71% of the population is under the age of 35, creating a dynamic demographic profile

"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," said **Rohn Malhotra**,

Managing Director of SportsTechX. *"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."

The comprehensive report examines 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.

The full report includes:

- **Understanding the Saudi Sports Business Ecosystem:** Comprehensive overview of the market's key activities and strategic initiatives
- **Investment Analysis:** Deep dive into capital flows and funding patterns across the sports sector
- **Technology Innovation:** Analysis of sports tech startups and emerging technological trends
- **Infrastructure Development:** Examination of smart stadium construction and facility modernization
- **Market Opportunities:** Insights into emerging sectors including gaming, esports, and digital fan engagement

"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," added **Basim K. Ibrahim, Sport Sector Investment Development Director, Ministry of Investment.**

The Saudi Arabia Sports Business & Tech Report 2025 is an essential resource for sports industry professionals, investors, and organizations looking to understand and participate in one of the world's most dynamic and rapidly growing sports markets. The report provides comprehensive data, strategic insights, and actionable intelligence for stakeholders seeking to engage with the Kingdom's transformative sports ecosystem.

For a complete analysis and to download your copy of the report, please visit: <https://sportstechx.com/reports/sasbtr25/>

About SportsTechX

Based in Berlin, SportsTechX is the #1 source for innovation & investment insights in sports. We help sports business leaders make smarter decisions and build future-focused strategies through our data-backed content, private research, and fundraising services. Since 2018, we've meticulously mapped the evolving Sports Tech ecosystem, delivering nuanced analysis of emerging startups, investment patterns, and market dynamics.

Media Contact

SportsTechX

*****@sportstechx.com

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