

# FIBO

## ARABIA

1-3 OCT 25

Riyadh Front Exhibitions & Conferences Center



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## WELCOME TO FIBO SAUDI – UNVEILING NEW HORIZONS IN HEALTH & FITNESS

In the rapidly evolving landscape of Saudi Arabia's sports and fitness industry, RX is proud to present **FIBO Arabia** – a groundbreaking event designed to inspire and transform. Scheduled from 1st to 3rd October 2025 at the Riyadh Front Exhibition & Conference Center, this event embodies the Kingdom's Vision 2030, showcasing a vibrant future for health and wellness.

The Saudi government's ambitious Vision 2030 has set in motion a dynamic expansion in the health & fitness sector, with investments reaching over US\$7.1 billion in 2023. This growth is a testament to the increasing health consciousness and the demand for fitness solutions that cater to the evolving needs of the population.

**FIBO Arabia** promises to be a catalyst for innovation and collaboration. It offers an exceptional platform for fitness professionals, sports industry experts, and health enthusiasts to network, exchange ideas, and explore new market opportunities.

From the latest fitness equipment and cutting-edge nutrition solutions to pioneering wellness technologies, FIBO Arabia is your gateway to the future of fitness.

Join us in this transformational experience and be part of a community striving for a healthier, stronger society.

Together, let's drive advancements in health and wellness.





## FIBO HISTORY



founded in  
**1985**

FIBO envisions a strong and healthy society and plays a pivotal role in promoting long, fulfilling lives. Serving as a global network, it unites the **health, fitness and wellness** sectors at its annual FIBO Show.

This event is the epicentre for innovation, investment, and trends, driving an active lifestyle forward. Over three days, FIBO offers top-tier business opportunities, networking, and education, alongside thrilling live experiences.

# health **fitness** wellness

FIBO has played an instrumental role in shaping the global fitness landscape. By providing a platform for innovation and collaboration, it has driven significant advancements in product development and industry standards. The event has not only highlighted emerging trends but also set the stage for future developments in health and wellness.

As FIBO continues to grow, the event aims to embrace all aspects of the fitness journey, ensuring that its impact resonates across different cultures and communities.



# UNLOCKING THE POTENTIAL OF THE KSA FITNESS MARKET

## MARKET RESEARCH

Saudi Arabia, strategically located on the Arabian Peninsula, is the **largest country in the Middle East**. Bordered by Jordan, Iraq, Kuwait, Bahrain, Qatar, the United Arab Emirates, Oman, and Yemen, it serves as a vital geographical and economic hub. With a population of approximately 35 million, Saudi Arabia is a dynamic nation that blends rich cultural heritage with modern development. **Vision 30** is a cornerstone of Saudi Arabia's future, focusing on improving quality of life, increasing public sector efficiency,



and creating a vibrant society. This initiative is not only transforming the economic landscape but also enhancing social infrastructure, with significant investments in education, healthcare, and housing.

The fitness and wellness sector in Saudi Arabia is on the rise, presenting one of the largest untapped markets in the region. With a healthconscious population and increasing disposable incomes, the demand for fitness services is booming, from traditional gyms to digital fitness offerings.



## KEY MARKET DRIVERS



### Government initiatives:

Saudi Arabia is committed to promoting healthier lifestyles through initiatives like Vision 2030, which aims to increase physically active individuals **from 13% to 40% by 2030**, fostering a culture of fitness and wellness.



### Growing interest:

With a population of 35 million and only a 3% penetration rate in the fitness industry, there is a significant opportunity for growth. **As health consciousness rises**, more individuals are prioritizing exercise and wellness, paving the way for new fitness brands.

## MARKET RESEARCH



### Expanding market:

The total addressable market for fitness services is growing, driven by advancements **in the property and hospitality sector**, where luxury residential and hotel properties are integrating fitness centers into their offerings.



### Government initiatives:

attracting prominent regional and global fitness chains, such as Gymnation, Gold's Gym, and Fitness First, to establish a presence in Saudi Arabia. The Kingdom now **boasts over 30 organized fitness center companies**, along with various unstructured fitness facilities.



## JOIN THE MOVEMENT

As local, regional, and international businesses recognize the potential in the KSA fitness market, the FIBO Arabia event presents a unique opportunity to connect with potential clients, partners, and distributors. This platform aligns with the government's mission to enhance community well-being through sport and fitness participation.

The Saudi Arabia fitness and wellness market size is estimated at USD 3.06 billion in 2024, and is expected to reach USD 3.87 billion by 2029, growing at a


**CAGR OF**  
 **5,98 %**

## MARKET RESEARCH

 **10.000**  
Estimated visitors

**35 M**  **3%**  
Population penetration rate

specific target of increasing the physically active individuals in the Kingdom from:

**13%**  **40%**  
by 2030 (+27%)





## UNLOCK NEW OPPORTUNITIES AT FIBO SAUDI

## EXPAND YOUR NETWORK AND MAKE IMPACTFUL CONNECTIONS.

FIBO Saudi is your gateway to **connecting with decisive, wellfunded target groups**. These are the key players who drive change and influence trends in the industry. Engage with a diverse array of **decision-makers, investors, and innovators** ready to discover and invest in the latest fitness and wellness innovations.

## TARGET GROUPS

### WHO WILL YOU MEET?

- Club Owners
- Trainers
- Physio therapists
- Operators in health segments
- Sports Medical Centers
- Hotel, Wellness & Spa Operators
- Investors
- Property developers
- Military & Police
- Dealers & Distributors
- Fitness enthusiasts
- Health oriented athletes





## PRIME LOCATION, UNLIMITED POSSIBILITIES:

From cutting-edge equipment and game-changing FitTech solutions to the latest developments in nutrition, wellness, and lifestyle, **FIBO Saudi offers unmatched opportunities** to connect, showcase and engage in all fields of the health, fitness and wellness industries. Whether you're pioneering breakthroughs in Pilates, redefining fitness fashion, or enhancing beauty in motion, **FIBO Saudi provides the stage to inspire and impress – and to shape the future of the health & fitness industry** in the KSA market.

## TOPICS

### WHAT TO EXPECT?

- Equipment
- FitTech
- Supplements & Nutrition
- Wellness & Spa
- Pilates
- Fashion
- Beauty
- Distribution
- Group Fitness





## VENUE

### PRIME LOCATION, UNLIMITED POSSIBILITIES:

**3718,8793 - King Khalid International Airport  
Unit No.1 Riyadh 13413 3718, Saudi Arabia**

### Prime location, unlimited possibilities:

- Strategically located near Riyadh's King Khalid International Airport
- Seamless connectivity to key transportation hubs
- Supplements & Nutrition
- Just minutes away from the city's top hotels and vibrant malls

### About Riyadh

Riyadh combines ancient history with modern dynamism, offering a glimpse into Arabia's past and future. Explore the city's rich heritage through souqs, museums, and historical architecture, and experience its modern side with high-rises and a thriving art scene, highlighted by the Riyadh Art initiative that turns the city into an open-air gallery. Don't miss Riyadh Season, featuring themed zones like Boulevard City and the Riyadh Zoo, open year-round.





**CONTACT**

# FIBO

## ARABIA

## JOIN US AT FIBO ARABIA 2025

FIBO Saudi is more than just an event. It's a movement towards a healthier and more active society. Be a part of this exceptional gathering and experience the best in health, fitness, and wellness. Don't miss out on this landmark event in Riyadh.

**Contact us to learn more about  
FIBO Arabia 2025**

With RX's expertise and a globally recognized brand in the fitness and wellness sector, we are poised to support your expansion into the Saudi Arabian market. Don't miss out on the chance to be part of this exciting growth journey!

**[fibo.saudi@rxglobal.com](mailto:fibo.saudi@rxglobal.com)**

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