

FIBO

ARABIA

29 SEPT - 1 OCT 2026

Riyadh Front Exhibitions & Conferences Center



WELCOME TO FIBO ARABIA – 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 2026** – a forward-thinking event designed to inspire and transform. Following the remarkable success of the 2025 launch edition, this next chapter takes place from 29th September to 1st October 2026 at the Riyadh Front Exhibition & Conference Center, further aligning with the Kingdom's Vision 2030 and showcasing a thriving future for health and wellness.

The Saudi government's ambitious Vision 2030 has set in motion a dynamic expansion in the health & fitness sector, driven by growing investment, rising participation, and national wellbeing initiatives. This growth reflects the increasing health consciousness and the demand for modern fitness solutions that cater to the evolving needs of the population.

FIBO Arabia continues to be a catalyst for innovation and collaboration. It offers an exceptional platform for fitness professionals, sports industry experts, investors, and wellness enthusiasts to network, exchange ideas, and explore new commercial and partnership opportunities.

From the latest fitness equipment and performance-focused nutrition solutions to emerging wellness concepts, digital health, and sports 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**.

12,399
Visitors from
40+ countries



2.87M USD
PR Value

FIBO ARABIA 2025

“ The first edition of the Health & Wellness Show exceeded our expectations. We met industry leaders, health professionals, and potential partners all under one roof. The networking opportunities were outstanding, and it gave our brand the perfect platform to showcase our solutions to the Saudi market.

Naif Aljohani
Executive Manager of Fitness Lines

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“ As this was our first time exhibiting in Saudi Arabia, we were impressed by the quality of visitors and the exposure we received. The show helped us understand the market better and build connections that will support our long-term presence in the Kingdom.

Ahmed Asal
Marketing Manager of Alhayat Investment CO.

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8,123
Digital leads generated



19m
Social media
impressions

80
Exhibitors
from 25+
nations



70+
Lectures, panel discussions
and join-in exercises



550+
Social media
content pieces



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

Saudi Arabia, strategically located on the Arabian Peninsula, is the largest country in the Middle East and serves as a critical economic and logistics hub. With a population of approximately 35 million, the Kingdom combines cultural legacy with national transformation under Vision 2030. The reform program focuses on improving quality of life, strengthening public sector efficiency, and fostering a vibrant, health-conscious society. Alongside major investments in healthcare, infrastructure, and leisure assets, the country is rapidly advancing toward a modern, active population.

The fitness and wellness sector in Saudi Arabia is undergoing accelerated development, positioning the Kingdom as one of the most promising growth markets globally. Insights from the Ministry of Sport and CAA Portas highlight strong participation momentum driven by rising demand for gyms, boutique concepts, coaching, digital fitness, and women-focused offerings — all supported by regulatory reform and new lifestyle behaviors.

JOIN THE MOVEMENT

As Saudi Arabia's fitness market continues to expand, FIBO Arabia offers a strategic platform for brands, investors, and operators seeking to engage, scale, and access qualified customers across the fitness, wellness, and active lifestyle ecosystem. The event aligns with the Kingdom's ambition to increase sport and physical activity participation and accelerate private-sector investment in health and wellness experiences.

MARKET RESEARCH

KEY MARKET DRIVERS



Government-backed transformation

Saudi Arabia is committed to improving community health, supported by Vision 2030 initiatives aimed at increasing physical activity participation to more than 40% by 2030. Regulatory reforms, licensing platforms like NAFES, and city-wide wellbeing developments are reshaping the sector.



Expanding addressable market

The Kingdom's fitness economy is evolving beyond traditional gyms, with strong demand for low-cost, premium, recovery-focused, hybrid, digital, and wellness-led offerings — creating scalable opportunities across multiple operating models.



Rapidly growing participation

With a population of 35 million and one of the youngest demographics globally, the Kingdom is experiencing notable increases in gym membership, boutique studio enrolment, and active lifestyle adoption — driven particularly by women and first-time fitness users.



Rising private-sector and brand investment

The Kingdom is attracting regional and global operators, equipment manufacturers, digital platforms, and wellness brands. Over 30 organized fitness chains are currently active, supported by tourism, hospitality, healthcare, and residential partnerships.



UNLOCK NEW OPPORTUNITIES AT FIBO ARABIA

EXPAND YOUR NETWORK AND MAKE IMPACTFUL CONNECTIONS.

FIBO Arabia 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 Arabia 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 Arabia 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:

RIYADH FRONT EXHIBITION & CONFERENCE CENTER

Prime location, unlimited possibilities:

- Strategically located near Riyadh's King Khalid International Airport
- Seamless connectivity to key transportation hubs
- 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.

RX "MEGA SHOW"

FIBO Arabia 2026 is co-located with **WTM Spotlight** and **Inter Aviation**, creating one major destination event. Together, we unlock new partnerships, new markets, and unmatched regional impact.

FIBO
ARABIA



inter
aviation
arabia

A graphic element consisting of three thick, curved, overlapping bands in yellow, red, and blue, forming a stylized 'X' or infinity-like shape.

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CONTACT

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JOIN US AT FIBO ARABIA 2026

FIBO Arabia 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!

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