

Saudi Arabia Entertainment And Amusement - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

Market Report | 2026-01-16 | 120 pages | Mordor Intelligence

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Report description:

Saudi Arabia Entertainment And Amusement Market Analysis

Saudi Arabia Entertainment And Amusement market size in 2026 is estimated at USD 2.98 billion, growing from 2025 value of USD 2.65 billion with 2031 projections showing USD 5.36 billion, growing at 12.4% CAGR over 2026-2031.

The acceleration reflects higher public-sector capital expenditures, a visible pivot toward leisure components inside mixed-use real-estate projects, and a steady normalization of family-oriented out-of-home leisure spending. Intensified PIF-backed funding into giga-projects, rapid rollout of mall-anchored family entertainment centers, and relaxed social norms that broaden mixed-gender visitation continue to push ticket volumes and per-capita spend upward. Domestic tourism campaigns under the "Saudi Summer" banner have lengthened the average stay of local travelers and have redirected weekend footfall toward purpose-built leisure hubs. Meanwhile, international pilgrims increasingly combine cultural excursions with heritage attractions, further lifting seasonal revenues during shoulder months. Competitive pricing by new-generation operators and bundled dining-plus-activity passes are also reshaping revenue mixes toward higher-margin premium experiences.

Saudi Arabia Entertainment And Amusement Market Trends and Insights

Intensified Vision 2030 CAPEX

Government entities channeled more than SAR 50 billion (USD 13.33 billion) into leisure infrastructure between 2024 and 2025,

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anchoring 21 Saudi Entertainment Ventures (SEVEN) destinations, the Qiddiya mega-theme-park cluster, and mixed-reality zones inside NEOM. The steady funding pipeline reduces developer risk perceptions, shortens payback periods, and attracts global IP partners to license ride technologies. Higher-quality supply, in turn, elevates domestic staycation retention and curbs outbound leisure leakage. The clear policy alignment with Vision 2030 tourism metrics has also accelerated municipal permit approvals in priority corridors. As phased openings ramp up, ticketing systems integrate dynamic pricing, ultimately widening both weekday utilization and off-peak yield.

Growing Domestic Tourism Under "Saudi Summer" Campaigns

The Ministry of Tourism reported a 17% year-on-year rise in intra-kingdom leisure trips in the 2025 summer window, propelled by bundled packages that pair hotel vouchers with attraction passes. Partnerships with regional airlines and ride-hailing platforms have trimmed average transport costs, making weekend getaways feasible for middle-income households. Event calendars now include co-branded concerts and culinary festivals that prolong visitor dwell times. During campaign periods, retail landlords witness an 11% increase in foot traffic, underscoring the harmonious relationship between entertainment anchors and discretionary shopping. Incremental demand stabilizes cash flows for operators that historically relied on peak religious seasons.

High Seasonality During Hajj & Umrah Peaks

Visitor traffic surges sharply during pilgrimage seasons but drops in the intensely hot midsummer weeks. While cultural attractions near mosque precincts run at near-full capacity in Dhul-Hijjah, coastal water parks in Jeddah report utilization dips below 35% occupancy in the same window. Operators have begun to stagger new-ride debuts to coincide with lull periods and to introduce discounted shoulder-season combo passes. Even so, fixed operating costs for climate-controlled venues weigh on profit margins outside peak quarters. The seasonality issue reinforces the importance of dynamic staffing and energy-management systems.

Other drivers and restraints analyzed in the detailed report include:

Mall-Anchored FEC Roll-outs by Local Conglomerates
Relaxed Social Norms Spurring Female & Family Visitation
Fragmented Licensing Across Municipalities

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

Family entertainment centers account for 36.02% of the Saudi Arabia entertainment and amusement market size in 2025, cementing their role as the default anchor inside new-generation malls. The packaged mix of mid-intensity rides, redemption arcades, and birthday-party rooms attracts multi-age groups and delivers predictable weekday school-trip demand. Ticket bundles commonly start at SAR 89 (USD 23.7) for two-hour passes, and operators upsell branded food combos that lift basket value. Competitive space is tightening as SEVEN alone lines up 21 branded destinations across tier-one and tier-two cities, often with long-term operating guarantees that ease landlord fears over vacancy risk.

Mixed reality and VR arcades, while currently below 5% share, showcase the fastest trajectory with a projected 18.5% CAGR through 2031. High-definition headsets, motion platforms, and esports clusters resonate with a digitally native youth cohort whose average disposable gaming budget has risen 14% year on year. Content localization-such as Arabic language storylines and regionally themed zombie shooters-enables deeper engagement. Premium private-pod rentals priced at SAR 150 (USD 40) per hour further elevate yield without expanding the physical footprint. The format's modularity suits pop-up activations inside seasonal "Boulevard" events in Riyadh, ensuring national exposure before fixed-site rollouts.

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The Saudi Arabia Entertainment and Amusement Market Report is Segmented by Venue Type (Theme Parks, Amusement Parks, Family Entertainment Centers, Water Parks, and More), Revenue Stream (Ticket Sales, Food & Beverage, Merchandise & Retail, and More), Visitor Demographic (Families, Youth & Teenagers, and More), and Geography (Riyadh, Makkah, and More). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

Saudi Entertainment Ventures (SEVEN) Qiddiya Investment Company Abdul Mohsen Al Hokair Group Al Othaim Leisure & Tourism Sela Fakieh Leisure & Entertainment Tarfeeh Fakieh Al Hokair Funland Majid Al Futtaim Entertainment (KSA operations) Al-Tayer Group Entertainment (KSA operations) Vox Cinemas (KSA) AMC Cinemas KSA Muvi Cinemas Snow City Riyadh Jeddah Season Committee Riyadh Season Committee Saraya Aqaba Waterpark (KSA JV) Six Flags Qiddiya (future) Merlin Entertainments (LEGOLAND KSA) NEOM Entertainment & Culture division

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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