



# GROWTH OF **SQUASH** IN THE **MIDDLE EAST**

# TIMELINE OF GROWTH

**2003**

Amr Shabana wins his first World Championship title, marking the beginning of the region's modern rise in squash.

**2010**

Saudi Arabia hosts the Men's World Open Championship for the first time.

**2016**

Nour El Sherbini becomes the youngest women's World Champion in history.

**2018**

- El Gouna International became a major PSA Platinum event with rapidly growing Arab viewership.
- Dubai also hosts three PSA World Tour Finals (2016–2018) for both men and women.

**2020**

Qatar hosted the Men's World Open Championship for the fourth time.

**2021-  
2023**

Arabic sports networks (Egypt, UAE, Gulf) begin airing squash highlights and match recaps.

**MAR  
2025**

ONTime Sports, a leading Egyptian sports channel, secures broadcast rights for all PSA Squash tournaments across Arabic media.

**APR  
2025**

Fully Egyptian finals at El Gouna International 2025 significantly boost regional visibility.

**MAY  
2025**

## Egypt

Palm Hills International Squash Open for Men launches in Egypt.

- Egyptian men have won 15 of 22 championships since 2003.
- Egyptian women have won 10 of 10 titles since 2015, including nine consecutive all-Egyptian finals (2016–2025).

## UAE

UAE Open Squash Championship announced and broadcast locally.

**AUG-  
OCT  
2025**

PSA confirms multiple Middle East tournaments on the 2025–2026 calendar.

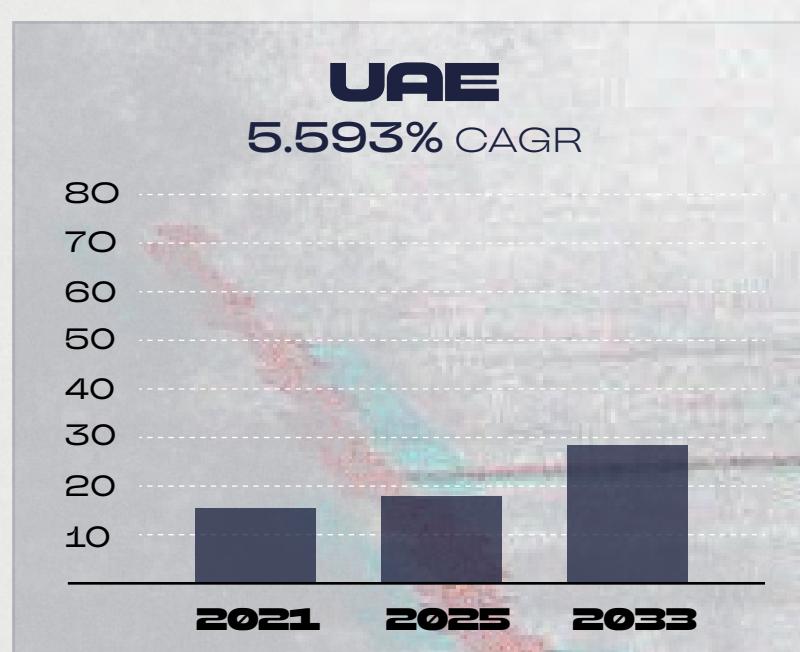
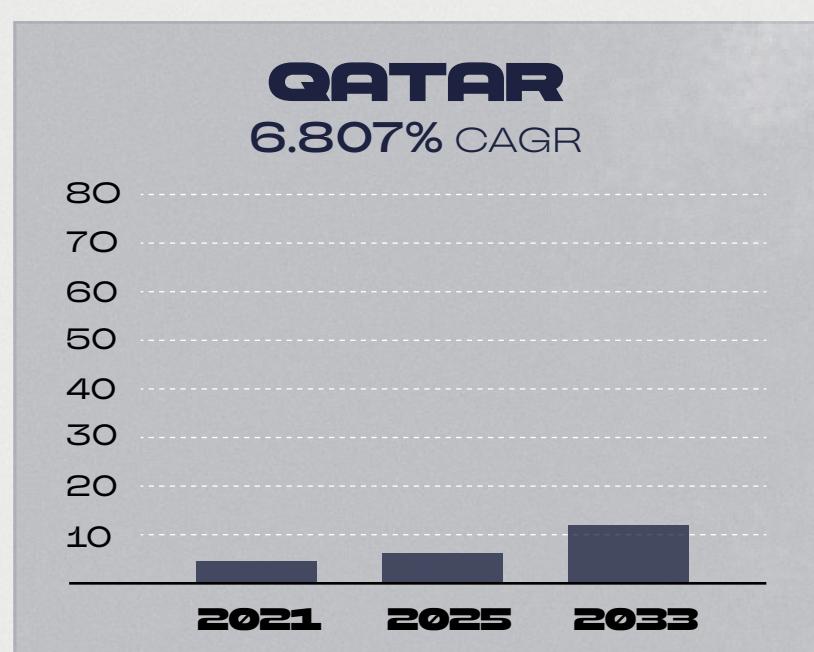
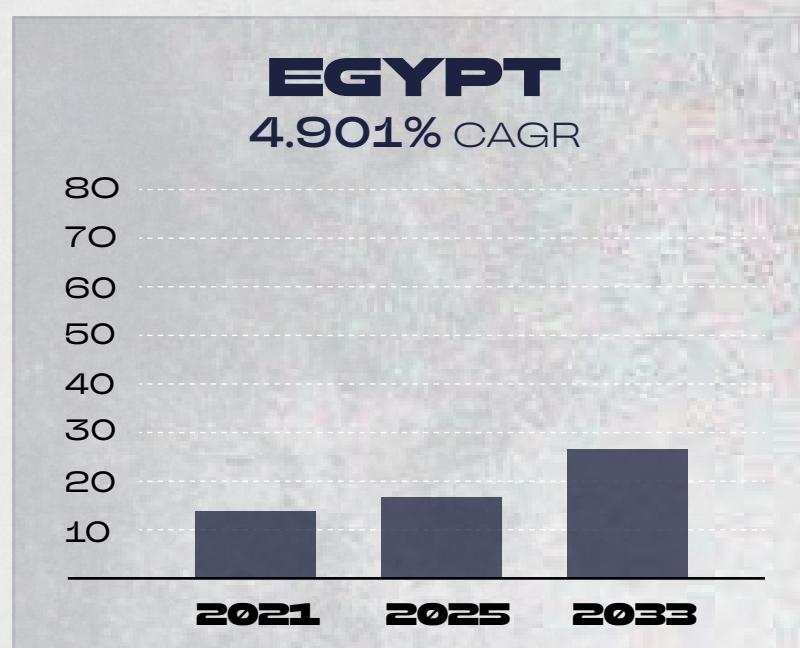
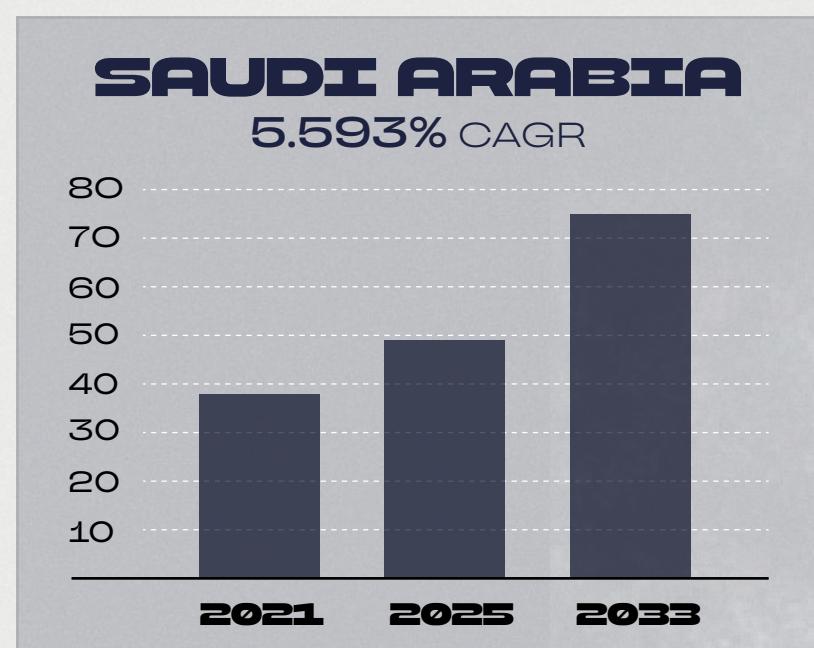
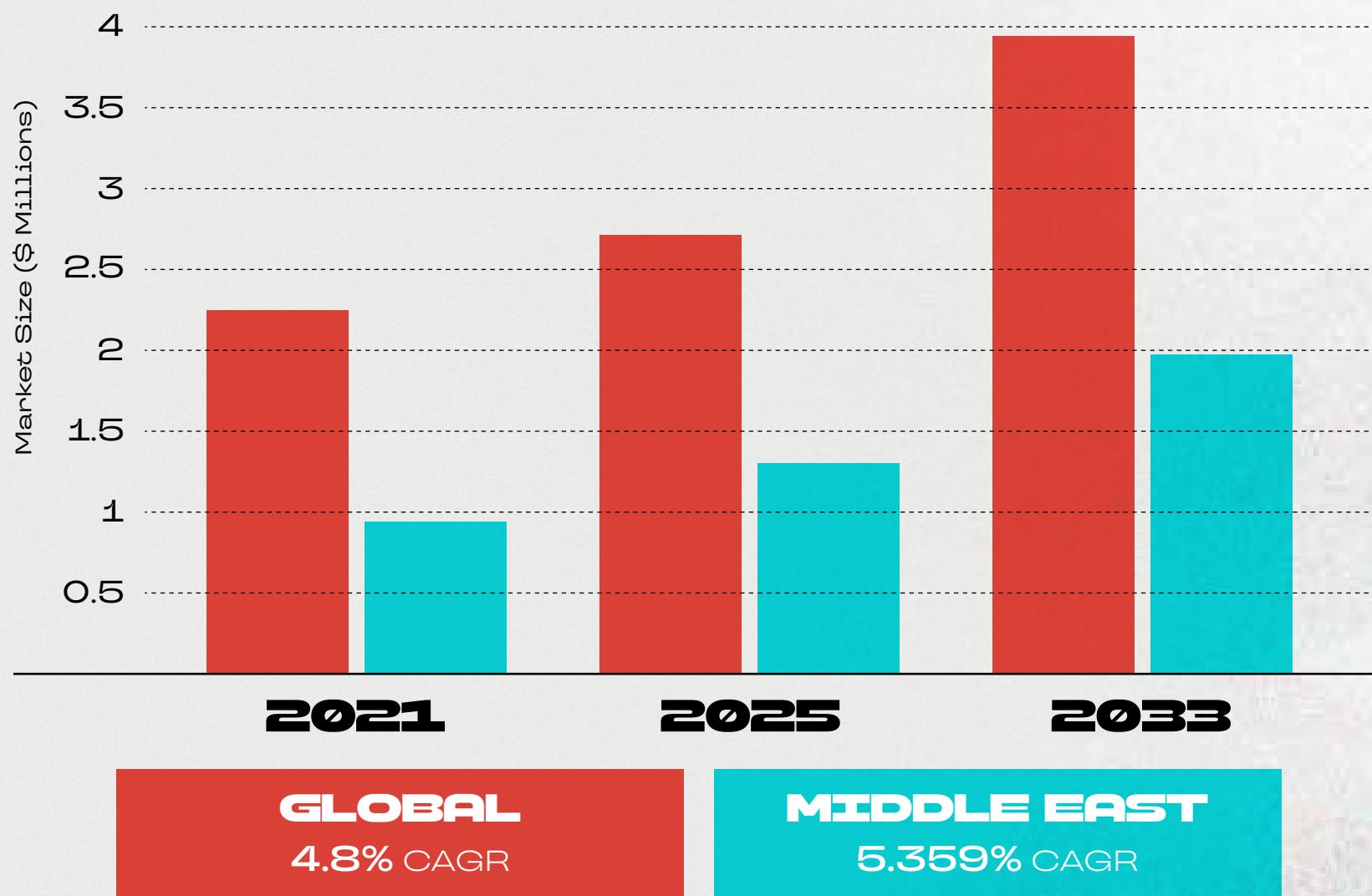
**OCT  
2025**

World Squash signs an MoU with ANOC to distribute squash content to 60+ million sports fans worldwide – a major visibility boost ahead of the sport's LA28 Olympic debut.

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# MARKET GROWTH

2021 » 2025 » 2033



# PSA WORLD TOUR TOURNAMENTS

## PSA WORLD CHAMPIONSHIPS

The most prestigious event in professional squash

Top Egyptian Men's Champion

**ALI FARAG**  
4 GOLD MEDALS

Top Egyptian Women's Champion

**NOUR EL SHERBINY**  
8 GOLD MEDALS

### EGYPT HOLDS:

1st place in total Men's World Championship medals

2nd place in total Women's medals

## PSA WORLD TOUR FINALS

Season-ending event for the top 8 players

Most Men's Titles

**MOSTAFA ASAL**  
3 GOLD MEDALS

Most Women's Titles

**NOURAN GOHAR**  
4 GOLD MEDALS

## PSA PLATINUM EVENTS

Highest World Tour tier

### KEY EVENTS:

El Gouna International (Egypt)  
British Open  
Windy City Open  
Qatar Classic (QTerminals)

## PSA GOLD, SILVER & BRONZE EVENTS

**GOLD:**  
High-ranking impact,  
strong draws

**SILVER:**  
Mid-tier events

**BRONZE:**  
Entry tier for  
emerging players

## PSA CHALLENGER TOUR

Development circuit  
(Challenger 5, 10, 20, 30)  
Strong presence in  
Egypt, Qatar, Saudi Arabia

# SIGNALS OF GROWTH

## ATHLETE DOMINANCE

Arab athletes (especially Egyptians) consistently dominate global men's & women's rankings.

## EXPANSION OF HOSTING COUNTRIES

Major PSA events increasingly hosted in Egypt, UAE, Saudi Arabia, Qatar.

## DIGITAL GROWTH

Strong rise in squash consumption across regional digital and social platforms.

## GLOBAL EXPOSURE BOOST

The 2025 ANOC partnership unlocks access to a 60M+ global audience, ahead of squash's Olympic debut (LA28).



## BROADCAST BREAKTHROUGH

Arabic sports networks begin featuring squash content from 2021 onward.

Full PSA broadcast rights acquired by an Arabic network in 2025 (ONTIME Sports).

