

# **THE GROWTH OF WOMEN'S SPORTS IN MENA REGION**

Women's sports have experienced notable growth in the MENA region in recent years, driven by increased investments, progressive policies, and a surge in local and international events. Countries such as Saudi Arabia, the UAE, Qatar, and Egypt are leading this movement, ushering in a new era of female athletic participation and recognition.

# KEY MILESTONES

2012

Saudi Arabia and Qatar send female athletes to the Olympics for the first time.

2013

First sports center for girls opened in Jeddah, Saudi Arabia

2017

Saudi Ministry of Education allows physical education for girls in schools

2023

Saudi Women's Premier League partners with DAZN to stream matches globally

2022

Saudi women's football team debuts, defeating Seychelles 2-0

2019

First official women's cricket match in Saudi Arabia

2024

FIFA President attends Saudi Women's Premier League match

2024

NEOM partners with AFC for Women's Champions League

2025

TotalEnergies Women's Tennis Championship held in Qatar

# KEY IMPACT

## OVERALL ENGAGEMENT



# 12,000+

## TICKETS SOLD

FOR THE WAFF WOMEN'S  
CHAMPIONSHIP 2024  
IN SAUDI ARABIA

SETTING A RECORD FOR THE HIGHEST  
ATTENDANCE IN ITS HISTORY

# 55%

OF FEMALE SPORTS  
ENTHUSIASTS IN MENA  
FOLLOWED WOMEN'S  
COMPETITIONS  
IN THE LAST 5 YEARS

## VIEWERSHIP GROWTH

2018 - 2023



WOMEN'S  
FOOTBALL

# 65% GROWTH

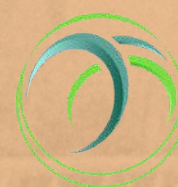


WOMEN'S  
BASKETBALL

# 40% INCREASE

(1.2M TOTAL VIEWERS IN 2023 ARAB  
WOMENS BASKETBALL CHAMPIONSHIP)

## ECONOMIC IMPACT



WOMEN'S  
PREMIER LEAGUE  
الدوري الممتاز للسيدات



THIS PARTNERSHIP INCREASED  
SPONSORSHIP OPPORTUNITIES  
AND GLOBAL VIEWERSHIP



**TOP 5 MOST POPULAR**

**FEMALE ATHLETES**





NO.1

# Imane Khelif

ALGERIAN BOXER

@ 1.9M Followers

NO.2



# Ons Jabeur

TUNISIAN TENNIS PLAYER

@ 1.3M Followers



NO.3

# Farah Jefry

SAUDI FOOTBALL PLAYER

@ 511k Followers

NO. 4



# Lulwa Al-Marri

QATARI TRIATHLETE

@ 362k Followers

LULWA AL-MARRI



NO. 5

# Ghizlane Chebbak

MOROCCAN FOOTBALL PLAYER

@ 122k Followers

GHIZLANE CHEBBAK



The rise of women's sports in the MENA region reflects a strategic push for inclusivity, professional development, and infrastructure expansion. Nations like Saudi Arabia and the UAE have invested heavily in creating opportunities for female athletes, ensuring long-term sustainability. To maintain this momentum, continued investment, grassroots programs, and media engagement are essential, with partnerships with broadcasters like DAZN playing a pivotal role in expanding the audience base.

A large, diverse crowd of people, including men and women, is shown at a sports event. Many are wearing traditional Middle Eastern attire, such as thobes and hijabs. Some individuals are holding a large flag with Arabic calligraphy. The overall atmosphere is one of excitement and support.

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