



THE RISE OF SNOOKER

in the MENA region

Snooker has experienced significant growth in the MENA region in recent years, fueled by investments in sports infrastructure, high-profile tournaments, and a growing fan base. Countries such as Saudi Arabia, Qatar, the UAE, and Morocco are at the forefront of snooker's global expansion.



TIMELINE OF EVENTS

2004

World Snooker signed a deal with Eurosport to broadcast snooker in 51 countries, including MENA nations, boosting visibility.

2016

Dubai hosted the inaugural Middle East Snooker Championship, introducing professional tournaments to the region.

2018

Qatar held its first international snooker event, emphasizing sports diversification.

2022

Saudi Arabia announced plans to host annual snooker tournaments in Riyadh, further cementing its role in the sport.

2024

Riyadh hosted the Saudi Arabia Snooker Masters twice, in March and December, featuring top players and live streaming on DAZN to increase accessibility.

2025

Morocco hosted the World Snooker Championship in Saidia (Jan 24–Feb 1), the first time this event was held in Africa.



VIEWERSHIP GROWTH & FAN ENGAGEMENT

**40%
INCREASE**

in viewership
from 2018 to 2023
across MENA

**Over
60%**
of fans are
under 30



**25-
28%**
of fans are female



**MORE THAN
50%**

of current snooker
fans began following
the sport in the last 5 years



ECONOMIC IMPACT

2022 Dubai Snooker Open

**GENERATED
AED 150 MILLION**

in economic benefits

Saudi Arabia Snooker Masters

**BOOSTED
INTERNATIONAL
MEDIA ATTENTION
& TOURISM**

BROADCAST EXPANSION

★EUROSPORT

The 2004 deal brought snooker
to **MENA** countries



2024 Riyadh Season
Snooker Championship
streamed live on DAZN,
enhancing accessibility
and reach



ATTENDANCE & VIEWERSHIP

RECORDS

Dubai Snooker
Open 2023

15,000

ATTENDEES OVER 3 DAYS

Qatar Snooker
Masters 2024

20,000

SPECTATORS

Riyadh Snooker
Classic 2024

18,000+

ATTENDEES – 35% WERE WOMEN

2023 Middle East
Snooker Championship

1.2M

AVERAGE VIEWS PER MATCH

UPCOMING EVENTS

Saudi Arabia

Snooker Masters

31 AUGUST

–SEPTEMBER 7,

2025, IN RIYADH



EVALUATION OF THE GROWTH PROCESS

The rise of snooker in MENA reflects a well-executed strategy focusing on infrastructure, event hosting, and media expansion. Nations like Saudi Arabia and Qatar have leveraged resources to elevate the sport's profile, with the inclusion of global stars further increasing interest. To ensure sustained growth, ongoing investment, grassroots development, and fan engagement are critical, with continued partnerships with broadcasters like Eurosport and DAZN playing a crucial role in expanding the audience base.

References

Alarabiya, Al Jazeera Sports, Arab News, Gulf Times, Ksaevent, The Sun, webook, World Snooker Federation, DAZN.