



THE RISE OF WWE IN SAUDI ARABIA



WWE (World Wrestling Entertainment) is the largest professional wrestling organisation in the world, combining athletic competition with storytelling under the concept of “sports entertainment.”

In recent years, WWE has focused heavily on international expansion, particularly in the Middle East, through long-term partnerships with Saudi Arabia. These events align with the Saudi Vision 2030 strategy, which aims to position the Kingdom as a global destination for major sports and entertainment events.



WWE EVENTS IN SAUDI ARABIA

WWE has maintained a consistent presence in Saudi Arabia, hosting a number of major premium live events as part of its long-term regional expansion strategy.

2014 SMACKDOWN

2015 SMACKDOWN

2016 SMACKDOWN

2018 GREATEST ROYAL RUMBLE

2018 CROWN JEWEL

2019 SUPER SHOWDOWN

2019 CROWN JEWEL

2020 SUPER SHOWDOWN

2021 CROWN JEWEL

2022 ELIMINATION CHAMBER

2022 CROWN JEWEL

2023 NIGHT OF CHAMPIONS

2023 CROWN JEWEL

2024 KING & QUEEN OF THE RING

2024 CROWN JEWEL

2025 NIGHT OF CHAMPIONS

2026 ROYAL RUMBLE



Saudi
Welcome
to Arabia

الأحد ٣ نوفمبر
محمد عبده أرينا

الرياض، السعودية
التذاكر متاحة الآن عبر موقع
Webook.com

السبت 2 نوفمبر
بوليفارد سيتي الرياض

RIYADH
SEASON
Powered by Ghazal



VIEWERSHIP GROWTH IN SAUDI ARABIA

WWE continues to strengthen its presence in the Kingdom. The company recently announced that Saudi Arabia will host *WrestleMania 43*, WWE's largest and most iconic event. This historic move reflects the growing importance of the Saudi market on the global sports and entertainment stage.

As WWE's presence in the region grows, it will be interesting to see whether upcoming events continue to break viewership records, as recent shows have already reached levels that fans in the region could hardly have imagined a decade ago.



ECONOMIC IMPACT:

Although WWE does not publicly release detailed revenue figures for the Middle East, its long-term partnership with Saudi Arabia forms part of the Kingdom's broader strategy to attract global events and expand its tourism and entertainment sectors.

These events have contributed to increased visitor numbers during Riyadh Season, driving higher hotel occupancy, restaurant bookings, and wider economic activity during event periods.

BROADCAST EXPANSION:

Since January 2025, WWE programming, including Raw and SmackDown have been available in Saudi Arabia on Netflix, following the global WWE Netflix partnership.

This distribution has made professional wrestling more accessible to audiences in the region, allowing fans to watch events and weekly shows more easily and consistently. As a result, WWE's popularity has continued to grow across Saudi Arabia and the wider Middle East and North Africa (MENA) region.

ATTENDANCE STATS:

Recent WWE events in Saudi Arabia have attracted increasingly strong live attendance figures:

EVENT	YEAR	LOCATION	ATTENDANCE
NIGHT OF CHAMPIONS	2023	JEDDAH SUPERDOME	20,000 (SOLD OUT)
CROWN JEWEL	2023	RIYADH	18,000 +
KING & QUEEN OF THE RING	2024	JEDDAH	20,000
CROWN JEWEL	2024	RIYADH	20,000 (SOLD OUT)
NIGHT OF CHAMPIONS	2025	RIYADH	25,000

THIS SHOWS
CLEAR GROWTH
IN LIVE AUDIENCE
NUMBERS:

2023 - 13,000 spectators
2024 - around 20,000 spectators
2025 - around 25,000 spectators

This represents almost a doubling of live attendance in just two years, highlighting WWE's rapid growth in popularity within the Saudi market.

