



Saudi Arabia & the World Cup in Numbers

From the 2026 World Cup to hosting 2034

7

World Cup appearances

15

stadiums in the 2034 plan

48

teams on Saudi soil, 2034

Executive Summary

In a single summer, Saudi sport brings together two milestones that capture its transformation: the Green Falcons kick off their seventh FIFA World Cup campaign at the 2026 tournament starting today, while the Kingdom prepares to write an unprecedented chapter by hosting the 2034 World Cup, awarded with the highest technical evaluation FIFA has ever given a hosting bid. This report reads the moment through official numbers: the national team's journey, a hosting plan of 15 stadiums across 5 cities, a grassroots transformation that lifted adult physical activity to 58.5%, and the opportunities every football season opens for small and medium businesses in every Saudi neighborhood.

7

Saudi World Cup appearances through 2026

48

teams at the 2026 World Cup, a first in history

15

stadiums in the Kingdom's 2034 hosting plan

58.5%

of adults practice weekly physical activity (2024)

Key findings

- The Green Falcons at the 2026 World Cup: a seventh appearance, third in a row, in a group with Spain, Uruguay, and Cape Verde.
- 2026 is the first 48-team edition: 104 matches across 16 stadiums in 3 countries.
- Saudi Arabia won the 2034 hosting rights with a 419.8/500 bid score, FIFA's highest ever.
- The 2034 plan: 15 stadiums in 5 cities, led by the 92,000-seat King Salman Stadium.
- 58.5% of adults practice weekly physical activity; Saudi women's sport participation jumped from 7.3% to 46%.

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The 2026 World Cup at a glance (Source: FIFA)



Saudi Arabia enters the 2026 World Cup finals in the United States, Canada, and Mexico for its seventh appearance, and third consecutive one, at the first expanded edition in tournament history: 48 teams and 104 matches across 16 stadiums. The draw placed the Green Falcons in a demanding group alongside Spain, Uruguay, and Cape Verde, a test worthy of a team known for surprising the giants.

Saudi Arabia's group-stage fixtures (Source: FIFA)



June 16

Saudi Arabia vs Uruguay, Miami Stadium



June 21

Saudi Arabia vs Spain, Atlanta Stadium



June 27

Saudi Arabia vs Cape Verde, Houston Stadium

02 A Journey That Began in 1994 and Still Surprises the World

Since the debut in the United States in 1994, the Green Falcons have held their place among Asia's elite: seven World Cup appearances, a Round-of-16 run at the very first attempt in 1994, and one of the most famous upsets in tournament history, the 2-1 victory over eventual champions Argentina in the opening match of Qatar 2022 at Lusail. Returning today to the same American stage where it all began carries a symbolism no fan will miss.

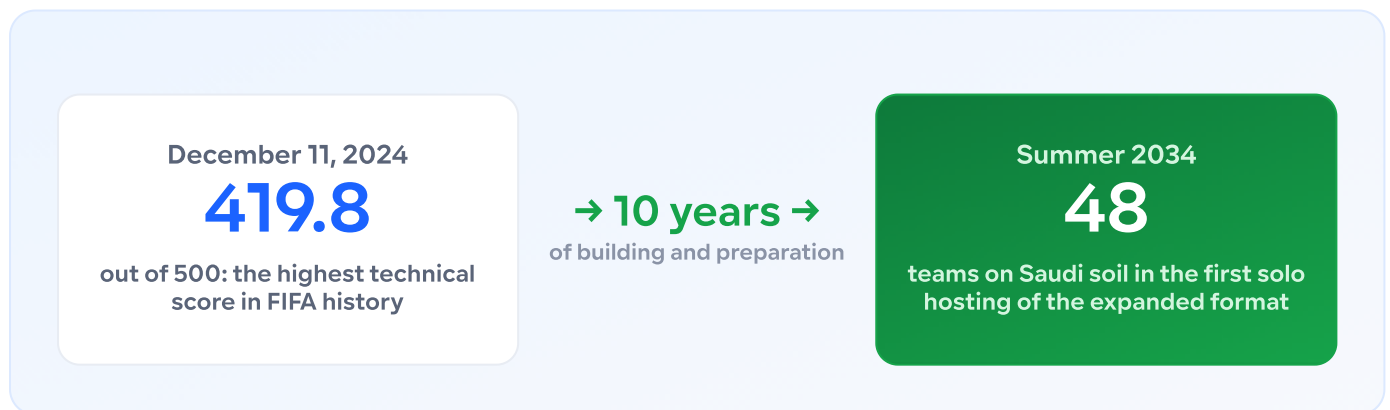
Saudi milestones at the World Cup (Source: FIFA)



03 Hosting 2034: History Written in Arabic

On December 11, 2024, FIFA officially announced Saudi Arabia as host of the 2034 World Cup, after the Saudi bid scored 419.8 out of 500, the highest technical evaluation FIFA has ever awarded a hosting file. The Kingdom will become the first country ever to single-handedly host the expanded 48-team edition, across 15 stadiums in 5 host cities: Riyadh, Jeddah, Al Khobar, Abha, and NEOM.

From winning the bid to the opening whistle (Sources: SPA, the 2034 World Cup Supreme Committee)



The hosting plan in numbers (Sources: SPA, Saudipedia)



15 stadiums

across 5 host cities: Riyadh, Jeddah, Al Khobar, Abha, and NEOM



92k

seats at King Salman International Stadium in Riyadh, set to host the opening match and the final



2029

scheduled completion of King Salman Stadium



419.8

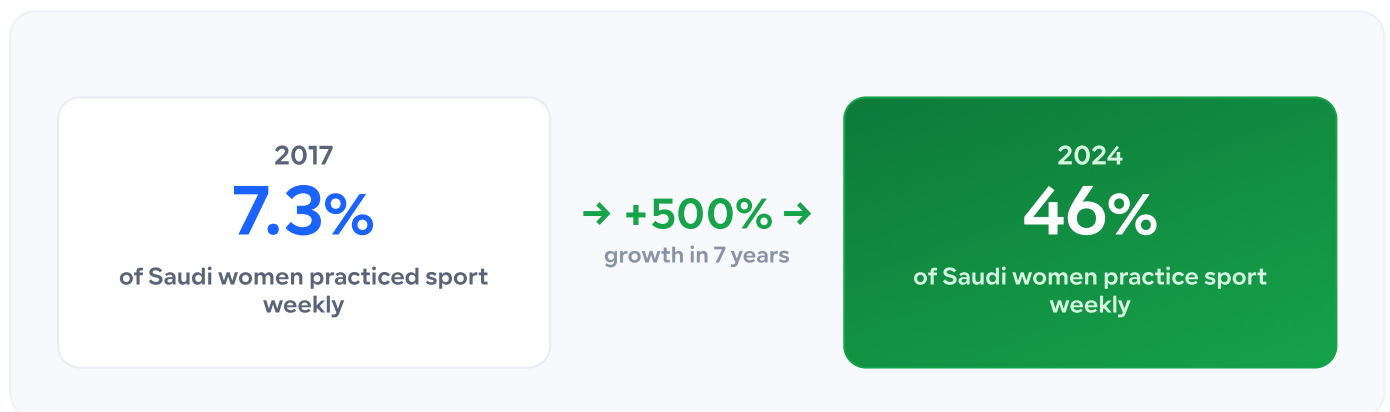
the Saudi bid's score out of 500, the highest in hosting-file history

From the single stadium where the Falcons debuted in 1994 to 15 world-class venues the Kingdom is building to welcome the world in 2034: a 40-year story that sums up Saudi sport's journey from participant to powerhouse.

04 A Sporting Transformation Led by Society

Behind the World Cup story stands a deep social transformation driven by Vision 2030. According to the General Authority for Statistics' 2024 results, 58.5% of adults practice physical activity for more than 150 minutes per week. The standout story is Saudi women: the share of Saudi women practicing sport weekly rose from 7.3% in 2017 to 46% in 2024, growth of more than 500% in seven years, per the Vision 2030 annual report.

Saudi women practicing sport weekly (Source: Vision 2030 annual report)



Weekly activity practiced by more than half of adults, and women's participation up more than sixfold in seven years: this social base is the real capital the Kingdom is building the 2034 World Cup upon.

Every major tournament Saudi fans live through is a complete business season for small and medium enterprises: cafés and restaurants whose screens turn into stands, electronics stores seeing peak demand for TVs and sound systems, and retail, grocery, and food trucks keeping pace with long match nights. Qoyod serves these six sectors with specialized accounting solutions:

Six sectors moved by every football season, each with a dedicated Qoyod solution



Cafés & Coffee Shops

Match nights multiply occupancy and orders well past midnight.

[Qoyod for cafés →](#)



Restaurants & Catering

Group-screening offers demand tightly controlled costs and purchasing.

[Qoyod for restaurants →](#)



Electronics Stores

A seasonal peak in big screens and sound systems before every tournament.

[Qoyod for electronics →](#)



Retail & POS

Jerseys, flags, and fan gear: sales ignite with every match.

[Qoyod for retail →](#)



Groceries & Supermarkets

Stocking up for football nights lifts basket sizes through tournament weeks.

[Qoyod for groceries →](#)



Food Trucks

They go where the fans gather: mobility that needs a cloud POS along for the ride.

[Qoyod for food trucks →](#)

The rule we documented in our [Serving the Guests of Allah in Numbers report](#) applies here word for word: seasonality is a business cycle you can plan for. [ZATCA-compliant e-invoicing](#) that absorbs transactions doubling in a single night, inventory tuned before kickoff rather than after, and real-time reports that turn extending opening hours or adding staff into decisions backed by numbers. With eight years to a World Cup on home soil, the business that masters its small seasons today will be the readiest to seize the biggest season in its history in 2034.

The 2026 World Cup is the perfect rehearsal: the business that gets its numbers right in today's small seasons enters the historic 2034 season ready to welcome the world.

06 From Summer 2026 to Summer 2034: The Countdown Has Begun

Between today's opening whistle in North America and the opening whistle of Saudi Arabia's World Cup in 2034 lie eight years in which the Kingdom will build next-generation stadiums, expand transport and hospitality systems for millions of fans, and continue the social sporting transformation whose outlines we tracked in our [Saudi SMEs report](#). The team that enters the tournament today represents a nation where more than half of adults practice weekly physical activity, carrying a story of transformation that stretches far beyond the pitch.

In 1994 the Green Falcons arrived in America as first-time guests; in 2034 they welcome the entire world at home. Between the two dates stands a Vision that turned Saudi sport from a fans' dream into a fully fledged national project.

Report sources

- [SPA: Saudi Arabia officially wins the right to host the 2034 FIFA World Cup](#)
- [Official site of the FIFA World Cup Saudi Arabia 2034](#)
- [Saudipedia: King Salman International Stadium](#)
- [FIFA: 2026 World Cup groups and fixtures](#)
- [GASTAT: Physical activity statistics in the Kingdom, 2024 \(SPA\)](#)
- [Al Riyadh: the 2026 World Cup draw and Saudi Arabia's group](#)

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