

# **GCC Event Logistics - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)**

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## **Abstracts**

The GCC Event Logistics Market size is estimated at USD 1.37 billion in 2024, and is expected to reach USD 2.10 billion by 2029, growing at a CAGR of 5% during the forecast period (2024-2029).

### **Key Highlights**

The Gulf Cooperation Council (GCC) is rapidly becoming an international hub for business, entertainment, and sporting events. In 2020, Expo 2020 took place in Dubai, and in the year 2022, major events such as the FIFA World Cup (FIFA), Formula 1 GP (Formula 1), WAM (World Aquatics Championships), and Asian Games (Asian Games) were conducted in the GCC region. This has revitalized the industry, with many tourists visiting the GCC for these events. Saudi Arabia has also set itself the objective of becoming a center for meetings and business events.

FIFA 2022 was the first global football tournament to be held in Qatar, and logistics have become an increasingly important aspect of the tournament. Qatar's bid for the 2022 World Cup was based on a promise of a "Festival of Football," which was the first of its kind in the region. Qatar's extensive planning and preparation for the tournament is essential to ensure that this promise is kept. Qatar's logistics needs were taken good care of, as the country is expected to host tens of thousands of spectators, officials, and athletes from all over the world. MATAR researched air logistics in Qatar, as well as the MATAR 2022 Airport Operations strategy, which was initially announced in 2021 and named GWC, a company based in Qatar that specializes in a wide range of supply chain services, such as warehousing and freight, commercial logistics, fine arts, and event logistics, as the primary operational provider for logistics in Qatar.

In 2021, the corporate event management sector in Saudi Arabia saw a significant increase in revenue, with 65% of the sector's revenue coming from events held in Saudi Arabia. This is likely to remain the case in the years to come as the demand for corporate event management services in Saudi Arabia continues to grow. To meet this demand, the Kingdom had invested in modern stadiums and hosted important sports events.

In 2019, Saudi Arabia's sports industry contributed USD 6.9 billion to the country's GDP. Saudi Arabia's sports sector is projected to contribute USD 6.4 trillion over the next decade. The government has pledged to invest over USD 2 billion in the sector by 2024, as well as USD 670 billion in the private sector to support sports clubs.

## GCC Event Logistics Market Trends

### Sports Events are Driving the Market

The Vision 2030 strategy is focused on diversifying the economy and responding to the challenges of low oil prices. It also aims to promote physical and social well-being through the QLWP. Sport is a key part of this strategy, as it aims to promote mass participation, improve Saudi Arabia's athletes' performance in international competitions, and expand the sports economy in the Kingdom. In recent years, the Kingdom has established itself as a leading platform for a flourishing sports events ecosystem. It hosts some of the biggest and most prestigious sports events around the world. This has a positive effect on other areas of the economy, such as tourism, national identity and culture, public health, and above all, youth and social empowerment. In particular, hosting major sporting events shows the Kingdom's commitment to diversity, inclusion, economic growth, and cultural outreach to the world, thus increasing FDI inflows.

The Saudi government's goal is to encourage more people to participate in sports, which will help diversify the economy and increase the sports sector's contribution to GDP. This growth presents several opportunities for companies involved in the sports industry, such as event organizers, sports facilities providers, and gyms. Although the sports industry is still in its infancy, it has the potential to contribute to GDP growth, FDI, employment, and other indirect benefits, such as stimulating tourism and improving the country's image. Large-scale international sporting events provide huge opportunities for partnerships, investment, and sponsorship throughout the sports value chain, such as venues, sports leagues, sports professionals, equipment, and merchandising. This growth in the sports industry will help to promote Saudi Arabia as a top tourism

destination, create jobs in competitive sports, and drive the market forward.

## Saudi Arabia is Dominating the Region

As the world awaits Saudi Arabia's hosting of Expo 2030, it's no secret that the world is looking forward to a global event that will bring together innovation, culture, and progress. However, there's one aspect of this mega-event that's often overlooked: logistics. Organizing a mega-event like Expo 2030 is no easy feat, and logistics is no exception. It's no surprise, then, that logistics will be at the heart of Expo 2030's success.

Expo 2030 is set to be a spectacular display of human accomplishments, bringing together countries to exchange ideas, strengthen partnerships, and promote innovation. However, the successful implementation and implementation of this vision relies heavily on the logistics backbone that makes everything run smoothly. Saudi Arabia, renowned for its bold initiatives and strategic visions, knows the importance of logistics in bringing dreams to life. The unsung hero of Expo 2030 will be the logistics sector, combined with state-of-the-art technology, strategic planning, and the efficient movement of exhibits, personnel, and resources.

The secret to this logistical miracle lies in optimizing supply chains, transportation, and infrastructure. The success of Expo 2030 depends on the ability to manage the large number of visitors, the handling of large cargo shipments of exhibits, and the smooth operation of the facilities and services. Technology will be at the forefront of modern logistics. From AI-powered supply chain management to intelligent inventory systems, the combination of cutting-edge technologies will improve operations and security and create an unforgettable experience for visitors.

Expo 2030 is an opportunity to demonstrate Saudi Arabia's logistical excellence to the world. It acts as a catalyst to put the Kingdom's logistics sector on the world stage, setting new standards for efficiency, sustainability, and innovation. Beyond the event, the impact of Expo 2030 will be felt through advances in logistics that go beyond borders. The exchange of knowledge, cooperation, and best practices created during the event will have a lasting impact and contribute to the development of global logistics standards.

For Instance, Due to World Expo 2030, in November 2022, the framework of Vision

2030, the Kingdom launched the National Industrial Development and Logistics Program (NIDLP), which has since opened five new shipping routes to ports in Europe, Africa, and Asia. The NIDLP has also established a strong network of local and regional networks to facilitate cross-border trade and freight movements to flourish with simplified and digitalized customs procedures. The NIDLP is supported by the national transport and logistics strategy, which aims to lay the basis for developing transportation structures through air, sea, and road. The strategy aims to expand sea freight capacity by 2030 and to develop a railway line for multi-modal connectivity. The goal of the strategy is to increase the contribution of the transport & logistics segment by 4% to achieve a GDP of 10% in the same year.

## GCC Event Logistics Industry Overview

The event logistics market is highly fragmented, with many companies in the region. Many companies are focusing on organic growth strategies such as new product launches, approvals, patents, and events. Inorganic growth strategies such as acquisitions, partnerships, and collaborations have been observed in the market. These initiatives have allowed market participants to grow their business and customer base. As the demand for event logistics continues to grow in the global market, market payers within the event logistics market stand to gain from profitable growth in the future. Some of the leading companies in this industry are DHL Supply Chain, DP World, Agility, GWC Logistics, and others.

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

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