



Decoding Saudi Arabia's Investment Momentum:

Insights Toward Vision 2030

Overview

Saudi Arabia is rapidly transforming under Vision 2030, positioning itself as a global hub for renewable energy, fintech, luxury tourism, and advanced manufacturing. Using insights from Nueconomy's CUEs Platform, which tracks corporate expansion intent globally, this presentation highlights 10 key trends shaping Saudi Arabia's investment landscape. From rising interest in sustainable materials to its role as a regional logistics hub, these insights reveal emerging opportunities across sectors like healthcare, logistics, and sustainability, showcasing the Kingdom's growing appeal for international investors.

1 Technology & Fintech Momentum

Saudi Arabia is emerging as a hub for fintech and technology investments, with strong interest from Asia and Europe. Vision 2030 aims to establish Riyadh as a regional tech hub, fostering growth in digital payments, blockchain, and AI-driven solutions. The Kingdom is targeting over \$1 billion in fintech investments by 2025 through accelerators and digital transformation initiatives.



Renewable Energy & Storage Synergies 2

Saudi Arabia's renewable energy capacity target of 50% by 2030 is driving demand for battery storage to stabilize the grid and enable energy exports. Investments in solar energy, green hydrogen, and energy storage solutions are also rising in the country, led by companies from Europe and Asia. Projects like the NEOM Green Hydrogen Plant and battery storage facilities play a pivotal role in attracting global investment.

3 Logistics & Trade Hub

Saudi Arabia is strengthening its role as a regional logistics hub. The National Transport Strategy aims to place Saudi Arabia among the top 10 global logistics hubs by 2030. Multimodal transport systems and freight technology are attracting massive investments, largely from the Asia-Pacific. Advanced logistics technologies, including AI-driven freight solutions, are becoming critical enablers.

Healthcare & Pharmaceutical Growth 4

With Saudi healthcare spending projected to exceed \$60 billion by 2025; driven by population growth and transformation initiatives; investments in healthcare technology, telemedicine, and pharmaceutical manufacturing are rising, led by companies from Europe and North America. Specialized medical clusters like King Abdullah Medical City and the localization of pharmaceutical production are emerging as significant developments in the sector.



5 High-Value Tourism & Hospitality Projects

Saudi Arabia's target of 100 million tourists annually by 2030 is supported by over \$810 billion in luxury tourism projects. Mega-projects like NEOM, Red Sea Development, and Diriyah Gate are driving hospitality investments, primarily from North America, Europe, and Asia. Moreover, high-value hospitality brands and cultural heritage initiatives are positioning Saudi Arabia as a global destination.



Industrial Diversification & Manufacturing Growth 6



Vision 2030's push for industrial self-sufficiency is creating demand for high-value manufacturing in industrial zones like Jubail and Ras Al-Khair. Interest in industrial goods and advanced manufacturing, including automotive components and machinery, is growing, led by companies from Europe and Asia. New manufacturing ecosystems are supporting localized production for regional and global markets.

7 Sustainable Materials & Green Manufacturing

Saudi Arabia's commitment to a circular economy and sustainability initiatives is creating opportunities in green manufacturing. Companies, particularly from North America, are investing in sustainable materials like bioplastics and recyclable packaging. Mega-projects like NEOM are catalyzing the demand for sustainable material production.



Growth in Data Infrastructure & Cybersecurity 8

With rising data privacy regulations and a push for smart cities, secure digital infrastructure is becoming a cornerstone of Saudi Arabia's economic transformation. There is a growing demand for data centers and cybersecurity services, driven by companies from Asia and Europe, targeting Saudi Arabia's digitization goals. Projects supporting Vision 2030's digital economy goals are notable, attracting global tech investments.

9 Waste-to-Energy Projects

Saudi Arabia's environmental reforms and sustainability focus are creating opportunities in waste management and renewable energy integration. Consequently, interest in waste-to-energy plants is growing in the Kingdom, driven by companies from Europe and Asia, focusing on circular economy solutions. Emerging projects align with Saudi Arabia's goals to reduce landfill dependency and leverage waste for energy generation.



Digital Learning & EdTech Expansion 10

With increasing demand for remote education and professional upskilling, Saudi Arabia is a growing market for digital learning solutions. Companies from Asia-Pacific are expanding EdTech platforms in Saudi Arabia, focusing on online learning and skill development. This EdTech expansion supports Vision 2030's focus on a skilled workforce and digital transformation in education.

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