SOURCING EXPO Saudi Arabia

13 - 15 September 2027
Riyadh International Convention & Exhibition Centre (RICEC)







The leading international retail sourcing expo for Saudi Arabia

CONTACT US

Organized by: dmg events

Driving growth in Saudi Arabia's retail sourcing market and across the wider Middle East supply chain

Sourcing Expo Saudi Arabia brings together Kids & Toys Expo Saudi, Gifts & Homeware Expo Saudi, and Stationery & Paper Expo Saudi into one unified platform, now expanded to include Lifestyle and Home & Outdoor.

This consolidation creates the Kingdom's most comprehensive retail sourcing destination, giving exhibitors direct access to buyers, distributors, and procurement teams across Saudi Arabia, while also positioning them to serve demand from across the wider Middle East through established regional trade and distribution networks.

Be part of the region's fastest-growing marketplace and connect directly with active buyers, secure distribution partnerships, and accelerate your growth in Saudi Arabia's rapidly expanding retail market.



"We are distributor of Hasbro, Crayola, Spin master, Squishmallow, Wabuba, and Maestro. Saudi this is very important for us especially as its one of the biggest markets in the Middle East, and the event is important for our business because we are meeting new customers and retailers.

Riad Aouad, Head of Sales
SAMACO Toys & Leisure
Toys sector

Covering the retail value chain



STATIONERY, GIFTS & TOYS

Gifts, Toys & Stationery

High-frequency retail demand driven by everyday consumer spending and strong transactional activity across gifting, toys and stationery purchases.



LIFESTYLE

Lifestyle Products

Lifestyle categories benefit from Saudi Arabia’s expanding consumer base and growing appetite for wellness, fragrance, fashion accessories and personal products.



HOME & OUTDOOR

Home & Outdoor

Rapid residential development, hospitality expansion and lifestyle retail growth continue to fuel demand for home living and outdoor categories.

Supply to the region’s fastest growing retail economy

Saudi Arabia stands as the region’s primary engine of retail growth, with consumer spending reaching SAR 1.41 trillion in 2024 across POS, e-commerce and cash transactions.

Retail momentum continues to accelerate:

SAR 668 billion

POS retail transactions in 2024 (+9% YoY)

SAR 197.4 billion

E-commerce sales in 2024 (+26% YoY)

USD 293.6 billion in 2025

The overall Saudi retail market

As Saudi Arabia’s retail sector expands at pace, the brands that enter the market now will be the ones that secure the strongest buyer partnerships



What to expect at Sourcing Expo Saudi Arabia

What to expect for 2027:

5,000+
Attendees

120+
Exhibitors

200+
Brands

25+
Speakers



"

Saudi Arabia is proving to be a very strong destination at the moment, driven by the momentum of Vision 2030. We welcomed a significant number of new clients at the show, and they were very impressed with our products.

Mohammed Alayat, CEO
Alpha Art
Gifts sector

Attended by key buyers from leading retail companies across Saudi Arabia & the Middle East

Specialist niche retailers and concept stores

Event planners and hospitality procurement companies

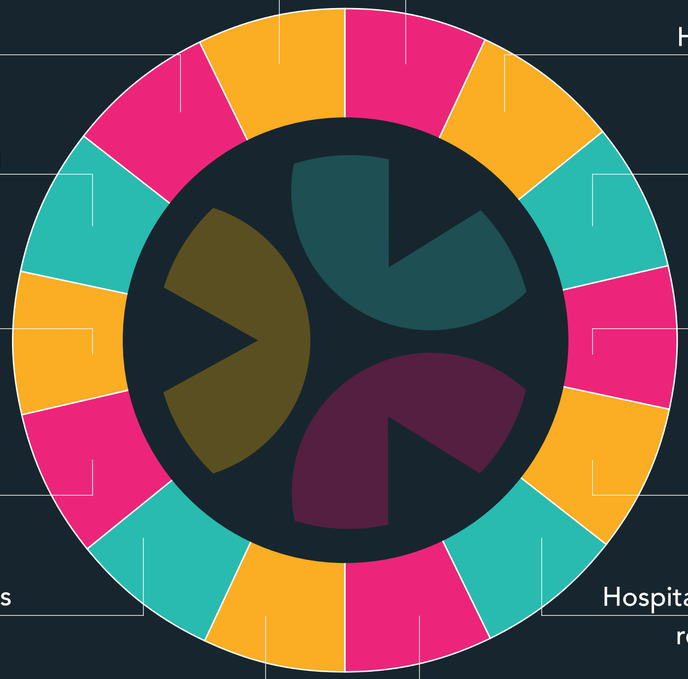
Home décor, Corporate gifting and promotional agencies

Home décor, furniture and outdoor retailers

Electronics and smart-living retailers

Gift, toy and stationery retailers

Fashion, homeware and lifestyle retailers



Major retail groups and international retail brands

Hypermarkets and supermarkets

E-commerce platforms and online marketplaces

Distributors, importers and trading houses

Medium-sized retail chains and wholesalers

Hospitality procurement teams (hotels, resorts and serviced apartments)

Government and giga-project developers

Visiting brands include:

Leading brands launch products, showcase innovations, and connect with key retail buyers

Exhibitors from the previous edition:



Active buyers are looking for your products

Buyers across Saudi Arabia's retail and distribution networks are continuously seeking new products to meet growing consumer demand across the following categories

STATIONERY, GIFTS & TOYS

- School stationery
- Office stationery
- Teaching materials
- Paper & Paper Materials
- Corporate gifts
- Greeting cards
- Souvenirs
- Trendy & designer gifts
- Drinking bottles
- Thermos and containers
- Classroom equipment
- Arts & crafts
- Finished paper products
- Toys
- Games & licensing
- Dolls and soft toys
- Electronic toys
- Licensed and general toys
- Books and learning products

LIFESTYLE

- Fragrance & scents
- Personal care & wellness
- Festive & party supplies
- Travel goods & accessories
- Pet supplies & accessories
- Electronics & appliances
- Baby, mother & kids products
- Fashion
- Accessories & jewellery
- Handicraft products

HOME & OUTDOOR

- Furniture & furnishings
- Home fragrance
- Candles & accessories
- Decorative home accessories
- Decorative lighting
- Kitchenware & bake accessories
- Home textiles & fabrics
- Outdoor & garden accessories
- Camping products
- BBQ & leisure products
- Outdoor games & sports



Stationery & Paper

Saudi Arabia's stationery market is experiencing robust growth driven by increased population with a higher margin of children and students. Bolstered by substantial government investments in education, the rise of e-commerce, and evolving global stationery design trends, Saudi Arabia's stationery sector is becoming a hub for innovation and growth, offering businesses vast potential in this thriving market.

Exclusive Access:

Exclusive Access

Saudi Arabia is the largest market in the Middle East region.

Strategic Timing

Scheduled for September, the most important sourcing month of the industry, after the back-to-school season.

Regional Importance

Capitalises on Saudi Arabia's commitment to quality education and its position as a key trade hub in the Middle East.

Fast Facts:

- **35 million** population with a median age of **30**
- **12%** increase in the school-age population by 2030
- **1 million** additional students expected to be accommodated by the education system
- **4.8% CAGR** forecast within the Saudi Arabia stationery and office supplies market

Product Sectors Represented:

- **Stationery Supplies**
- **Office & School Supplies**
- **Paper & Packaging Products**
- **Paper Production Equipment**
- **Art Supplies**
- **Craft Supplies**

Visitor Profile:

- **Retailers**
- **Distributors**
- **Resellers**
- **Wholesalers**
- **Traders**
- **Importers & Exporters**
- **Government Agencies**
- **Specialized Procurement Agencies**



Kids & Toys

Saudi Arabia's kids and toy sectors are experiencing robust growth, driven by a rising population with a significant proportion of children. Out of the country's 35 million residents, approximately 5.8 million are expected to be adolescents by 2030. In 2024, the forecasted household disposable income per capita in Saudi Arabia is **US$13,860**.

Exclusive Access:

Increasing Population

A young and growing population is driving demand for children's products.

Rising Disposable Income

Increased affluence among families is leading to higher spending on children's products.

Government Support

Vision 2030 is promoting investment in entertainment and leisure.

Growing Trends

Demand for experiential activities and play spaces continues to grow.

Educational Development

Parents are increasingly seeking toys that promote learning and development.

Fast Facts:

- **35 million** population
- **5.8 million** adolescents expected by 2030
- **US$13,860** household disposable income per capita

Product Sectors Represented:

- **Toys & Games**
- **Kids Mobility**
- **Licensed Fashion Products**
- **General & Licensed Merchandise**
- **Safety & Hygiene**
- **Education & Learning**
- **Home & Furnishings**
- **Play Area Equipment**

Visitor Profile:

- **Retailers**
- **Distributors**
- **Traders**
- **Supermarkets & Hypermarkets**
- **E-commerce**



Gifts & Homeware

Saudi Arabia is experiencing rapid growth across multiple industries, especially in retail, home décor and gifting. This growth is driven by increased disposable income, a youthful population and the government's Vision 2030 initiative. With over 35 million residents, Saudi Arabia has the largest population in the Gulf region. The average household disposable income stands at **US$13,860** per capita.

Exclusive Access:

Expand Market Reach

Showcase products to a targeted audience in the growing MENA market, especially Saudi Arabia, where demand for gifts and homeware is rising.

Build Valuable Connections

Network with key buyers, distributors and retailers to establish long-term business relationships.

Boost Sales & Growth

Demonstrate products, close deals and secure immediate sales while creating future business opportunities.

Gain Competitive Insights

Receive market feedback and insights into consumer preferences and competitor strategies.

Align with Sustainable Trends

Highlight eco-friendly products, aligning with global sustainability trends and strengthening brand reputation.

Fast Facts:

- **35 million** population with a median age of **30**
- **US$176.5bn** forecast retail sales by 2026
- **US$69.51bn** real estate market value, driving demand across residential and hospitality sectors

Product Sectors Represented:

- **Home, Living & Décor**
- **Giving & Lifestyle**
- **Festive & Floral**
- **Party & Celebration**

Visitor Profile:

- **Distributors**
- **Traders**
- **Wholesalers**
- **Supermarkets & Hypermarkets**
- **E-commerce**
- **Government Agencies**
- **Corporate Procurement Specialists**
- **Real Estate Developers**
- **Cafés & Restaurants**

Why exhibit at Sourcing Expo Saudi Arabia

Secure distribution partnerships across Saudi retail channels

Whether you are launching new product lines or expanding into Saudi Arabia, position your brand directly in front of buyers actively sourcing new suppliers and solutions.

Connect with high-value retail and distribution buyers

Engage with retailers, distributors, importers, and e-commerce players looking to source new products across gifts, toys, lifestyle, and home categories.

Build strategic sourcing and distribution partnerships

Over three days, meet procurement heads, buying teams, trading houses, and key partners who can take your products into retail channels across Saudi Arabia and the wider region.

Unlock new revenue streams and market entry opportunities

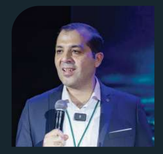
Access buyers from across the region and beyond, showcase your products to decision-makers, and secure long-term supply agreements with strong commercial potential.



The Creative Circle
Driving conversation across the retail space

More than just a conference, The Creative Circle is a dynamic forum where imagination meets innovation, ideas turn into opportunities and the future of Saudi Arabia's retail industry is reimagined, one inspiring session at a time

Our 2025 speakers



Dr. Mohammad Tantawy
Co-Founder,
Board Member & CMO
Green Point Group



Ahmad Weiss
Commercial Director
Spacetoon Kids TV



Anthony Youngman
Director Retail
Seven



Zyad Jamalallail
Director of Supply Chain
& Administration
Six Flags & Aquarabia



Mohamed Alayat
Founder & CEO
Alpha Art Gifts



Ms Lujain AbulFaraj
Founder and
Creative Director
Akwan



Ms Namrata Budhraja
Co-Founder
Shift Eco



Ms Souad Al Merheb
General Manager
Teeb Made



Mr Yehia Hassan
Head of Training
Cenomi Retail



Maximize your sales potential with our targeted marketing and PR campaigns

Saudi Sourcing Expo's integrated marketing and PR campaigns are designed to attract active buyers and decision-makers, positioning your products in front of the right audience and driving meaningful engagement before, during, and after the event.

5.4mn

Digital campaign impressions

2.5mn

Email reach

$1,787,684

Total PR value

224k

Website views

> "I think for us it is one of the best platforms to present ourselves here as a German producer for office and stationery products and we have connected with a lot of new partners here.
>
> **Beate Rauls, Export Area Manager - Middle East and Africa**
> DURABLE Hunke & Jochheim GmbH & Co. KG
> Stationery sector

Maximising exposure with our in-depth PR campaigns

Landmark trade show in Riyadh attracts thousands



A session in progress at Orgatec Workspace Saudi Arabia and Stationery, Paper, Gifts, Homeware, Kids and Toys – at the Riyadh Front Exhibition and Conference Centre. (Supplied)

1 / 5

Short Url https://arab.news/zmwup

Updated 18 September 2025

- More than 250 exhibitors showcase latest products

RASHID HASSAN

September 18, 2025 21:51

RIYADH: Thousands of local, regional, and international professionals descended as more than 250 exhibitors showcased workspaces and stationery, paper, gifts, homeware, and children's toys at the Riyadh Front Exhibition and Conference Center.

المملكة العربية السعودية تستضيف ثلاثة معارض تجارية في قطاعات الألعاب والقرطاسية والهدايا الشهر المقبل





المملكة العربية السعودية تستضيف ثلاثة معارض تجارية في قطاعات الألعاب والقرطاسية والهدايا الشهر المقبل

Abdallah Ramadan

Industry, Logistics & Shipping

Riyadh to host expos for toys, stationery, corporate gifting

RIYADH Tue, 19 Aug 2025

SHARE



Saudi capital Riyadh will host a series of trade-only exhibitions next month turning the city into a sourcing hub for toys, stationery, and corporate gifting.

dmg events will organise the inaugural Kids & Toys Expo Saudi Arabia, Stationery & Paper Expo Saudi Arabia, and Gifts & Homeware Expo Saudi Arabia. All three shows will be co-located under one roof at the Riyadh Front Exhibition & Conference Centre from September 16 to 18, providing attendees with a comprehensive platform for all their sourcing needs.



The trio of inaugural shows will empower future of play, stationary, and gift-giving from 16-18 September in Saudi capital. Image Courtesy: dmg events

TRADE

Saudi Arabia's first Stationery & Paper, Gifts & Homeware, and Kids & Toys expos spark global connections and redefine retail opportunities

Trio of trade fairs attracted more than 3,800 visitors, positioning Riyadh as the region's leading sourcing destination

Press Release

Featured in

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Riyadh International Convention & Exhibition Centre (RICEC)



Grow your business at the leading international retail sourcing expo for Saudi Arabia

sourcingexpoksa.com

Book your stand today

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