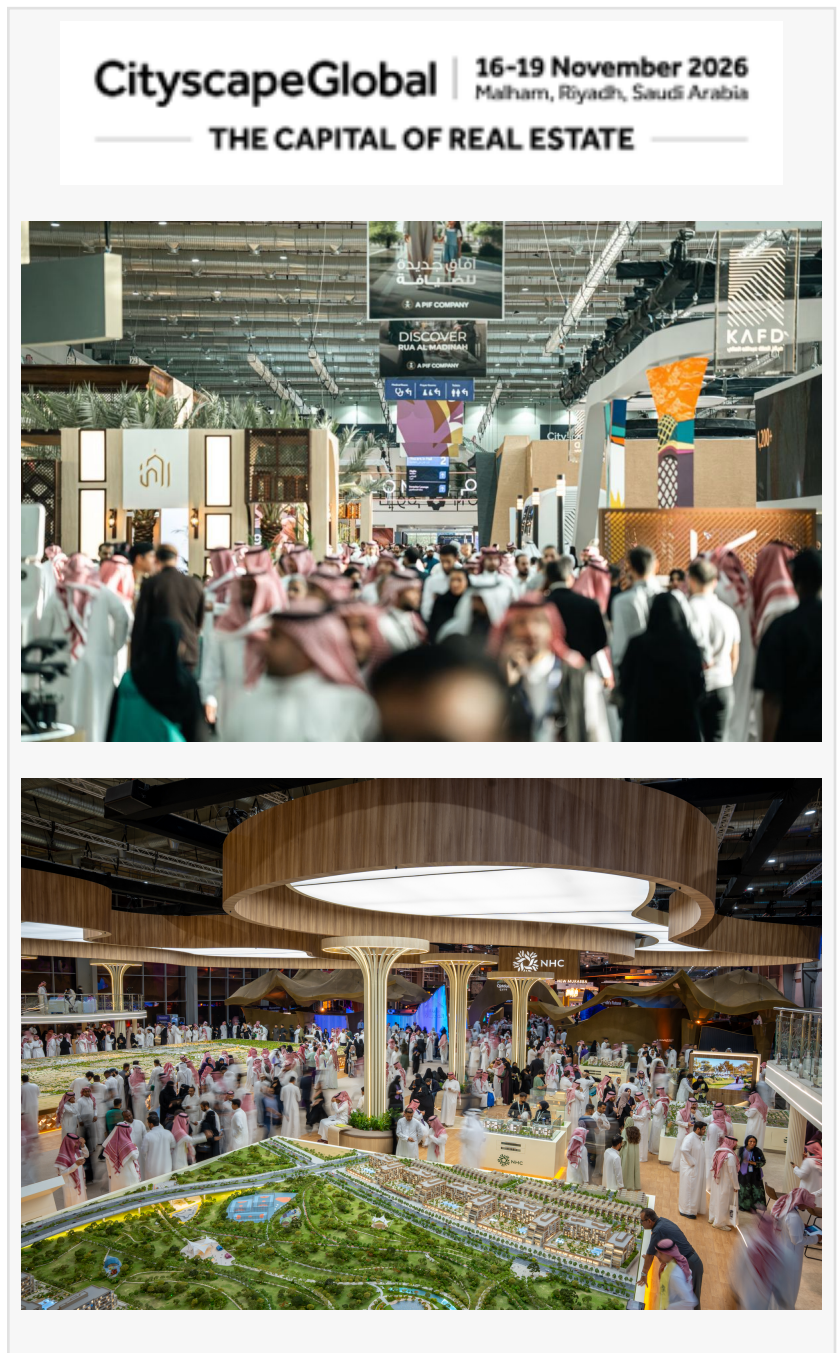


Cityscape Global 2026 Connects Saudi Arabia's Homebuyers and Property Opportunity

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- Saudi Arabia's homeownership rate reached 66.24% in 2025, exceeding the annual target of 65% and moving closer to the Vision 2030 target of 70%.
- At Cityscape Global 2025, 62% of visitors were active home seekers, while 42% of buyers secured properties valued between US\$300,000 and US\$2.6 million
- New regulations governing real estate ownership by non-Saudis provide greater clarity for international participation, broadening the potential buyer base for developers.

Saudi Arabia reached a significant homeownership milestone in 2025, with the national rate rising to 66.24%, exceeding the annual target of 65% and moving closer to the Vision 2030 target of 70%. During the year, 107,000 housing units and developed land plots were provided, expanding the choice available to Saudi homebuyers.



Buyer intent is also evident at Cityscape Global. At the 2025 edition, 62% of visitors were active home seekers, while 42% of homebuyers were interested in properties valued between US\$300,000 and US\$2.6 million. For developers, this creates access to a qualified audience

actively considering property purchases across a broad range of price points.

The publication of the Implementing Regulations to the Law of Real Estate Ownership by Non-Saudis broadens this opportunity further, setting out how foreign individuals, companies and other entities can acquire real estate and property rights in Saudi Arabia. Greater clarity around eligibility, registration and ownership requirements creates more defined routes for international buyers and introduces new potential buyer segments to the residential market.

Against this backdrop, Cityscape Global 2026 will connect homebuyers and property investors with developers, banks and policymakers in one marketplace. Buyers will be able to compare a wide choice of residential developments, explore financing options and access the expertise needed to make informed purchasing and investment decisions.



In 2025, NHC was awarded a Guinness World Records™ title for the most homes sold at a real estate exhibition, demonstrating the strength of buyer demand at Cityscape Global and the events ability to support property transactions.

H.E. Majed Al-Hogail, Minister of Municipalities and Housing of Saudi Arabia, said:

“Saudi Arabia is transforming access to homeownership, creating new opportunities for citizens, residents and international buyers to invest in one of the world’s most dynamic real estate markets. As we continue to expand financing options and deliver new residential communities, Cityscape Global provides the platform where homebuyers, property investors and developers come together to turn opportunity into tangible ownership. Together, these efforts support our Vision 2030 ambition to increase homeownership, attract impactful investment and build thriving communities for generations to come.”

Mohammad Albuty, CEO, NHC, returning as Foundation Partner for Cityscape Global 2026 said:

“Saudi Arabia’s real estate sector is experiencing rapid growth, driven by rising demand for homeownership and growing investor confidence in the market. NHC continues to lead this transformation as the region’s largest real estate developer, placing quality of life at the forefront of its priorities by creating integrated urban communities that embody a modern, sustainable lifestyle.

NHC also continues to expand its real estate portfolio, which reached SAR 250 billion by the end of 2025, with a target of exceeding SAR 500 billion and developing more than 600,000 residential units by 2030 . This will provide a diverse range of options and flexible solutions that meet the aspirations of all segments of society and investors.

At the same time, we continue to harness digital solutions and innovation through our technology arm, NHC Innovation, to elevate the real estate experience and advance smart city management through more than 15 digital platforms serving 20 million users. In parallel, we are empowering the private sector and strengthening partnerships with developers across the Kingdom.

Cityscape Global represents an exceptional global platform that brings the world together in the heart of the Kingdom, the capital of real estate. It provides an opportunity to showcase these high-quality opportunities and diverse options while strengthening direct connections between developers, investors, and homebuyers, supporting the sector’s continued growth and advancing the goals of Saudi Vision.”

Cityscape Global 2026 will build on this marketplace model, giving buyers the tools and information to navigate the property purchase journey in one place. From comparing properties and understanding financing options to discussing affordability and purchasing directly on site where available, the event is designed to help buyers move from consideration to informed decision-making.

Rachel Sturgess, Executive Vice President, Tahaluf, said:

“Saudi Arabia’s strong progress on homeownership, together with clearer routes for international participation, is creating a broader and more diverse buyer market. Cityscape Global is designed to turn that momentum into action, giving people the ability to compare properties, understand their financing options and make informed purchasing decisions. For developers, that means direct access to qualified buyers with clear purchase intent. Cityscape Global is where supply meets demand and where property opportunity can translate into transactions.”

ENDS

About Cityscape Global

Cityscape Global, the world's largest real estate exhibition, is a premier platform for shaping the future of urban living and investment. Organised by Tahaluf, a strategic joint venture between Informa PLC, the Saudi Federation for Cybersecurity, Programming and Drones (SAFCSP), and the Events Investment Fund (EIF), the event is a cornerstone of Saudi Arabia's Vision 2030. Sela, a renowned Saudi event production company, is set to join the partnership soon.

Held annually at the Riyadh Exhibition & Convention Center in Malham, Cityscape Global connects developers, investors, architects, consultants, and government entities from around the world. The event fosters collaboration, showcases transformative projects, and drives innovation in the global real estate sector.

The 2025 edition of Cityscape Global achieved record-breaking success, with \$63 billion in real estate deals and onsite transactions and achieved \$6.1 trillion in AUM (real estate and infrastructure assets). Recognised for its excellence, Cityscape Global was honored with the EN Awards for Show Rising Star for its 2024 edition.

Join us from November 16-19, 2026, in Riyadh, Saudi Arabia, to experience the next generation of real estate innovation and shape the cities of tomorrow, visit www.cityscapeglobal.com

About Tahaluf

Headquartered in Riyadh, Tahaluf brings together strategically important commercial communities from Saudi Arabia, the wider Gulf, and the global stage through a portfolio of world-class exhibitions and digital platforms.

Tahaluf is a joint venture between Informa PLC, the world's largest trade show organiser; the Saudi Federation for Cybersecurity, Programming and Drones (SAFCSP); and the Events Investment Fund (EIF). Sela, the Saudi-owned event production company known for creating world-class experiences, is also set to join the venture.

Tahaluf is behind leading events including LEAP, DeepFest, LEAP East (July 2026), Money20/20 Middle East, Black Hat MEA, Kingdom of Gaming (December 2026), Cityscape Global, Global Health Exhibition, and CPHI Middle East.

For more information, visit: <https://tahaluf.com>

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