

REBI

REAL ESTATE  
BRAND INDEX

SAUDI ARABIA 2027

# Saudi Arabia Real Estate Brand Index 2027

## Preview Edition

An early preview of the future REBI Saudi Arabia edition  
— an independent benchmark measuring real estate  
brand strength, reputation and market influence

# Why Saudi Arabia?

SAUDI ARABIA IS BECOMING ONE OF THE MOST AMBITIOUS REAL ESTATE AND URBAN DEVELOPMENT MARKETS IN THE WORLD.

Driven by national transformation, new cities, destination projects, cultural districts, tourism infrastructure, residential communities and large-scale public investment, the Kingdom is redefining the role of real estate in economic and social development.

With Saudi Arabia selected to host the **FIFA World Cup 2034**, the Kingdom's real estate and destination brands will gain even greater global visibility. The tournament will accelerate attention around new cities, stadium districts, hospitality infrastructure, public spaces and visitor experiences — all of which will shape how Saudi Arabia is perceived internationally.

Unlike traditional real estate markets, Saudi Arabia is not only building properties. It is building new destinations, new urban identities and new national symbols.

# Why Brand Strength Matters

IN SAUDI ARABIA, REAL ESTATE BRAND STRENGTH IS BECOMING A STRATEGIC ASSET.

As the market expands, developers and destination brands must compete not only through scale, but through credibility, trust, design quality, public visibility and long-term market perception.

Strong real estate brands help to:

- attract buyers and investors;
- build confidence in new destinations;
- support tourism and hospitality positioning;
- create emotional attachment to places;
- strengthen national and regional visibility;
- differentiate projects in a fast-growing market.

The most influential Saudi real estate brands will not be defined only by the number of projects they deliver. They will be defined by the confidence they create and the meaning they attach to places.

# Market Context

THE SAUDI REAL ESTATE MARKET IS ENTERING A NEW PHASE.

The sector is influenced by several powerful forces:

- Preparation for the FIFA World Cup 2034
- Vision-led national transformation
- Growth of new residential communities
- Expansion of tourism and hospitality destinations
- Large-scale urban development
- Cultural and heritage-led placemaking
- Infrastructure investment
- Rising importance of lifestyle, design and brand trust

Saudi Arabia's development landscape includes both traditional real estate developers and a new class of destination-led brands.

This creates a unique challenge for any ranking system: a residential developer, a giga-project and a heritage destination cannot be measured in exactly the same way. REBI Saudi Arabia 2027 will therefore be designed as a specialised edition reflecting the specific structure of the Saudi market.

# Future REBI Saudi Arabia Categories

REBI SAUDI ARABIA 2027 WILL NOT BE A SIMPLE COPY OF THE UAE EDITION.

The Saudi market requires a broader structure that reflects both real estate developers and destination-led development brands.

Future categories may include:

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## **Top Real Estate Developer Brands**

Traditional and emerging developers focused on residential, commercial, mixed-use and community development.

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## **Top Destination & Giga-Project Brands**

Large-scale destination, tourism, lifestyle and urban transformation brands shaping the future image of the Kingdom.

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## **Top Residential Community Brands**

Developers and projects creating new models of urban living, community planning and housing experience.

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## **Top Luxury & Hospitality Real Estate Brands**

Brands operating at the intersection of real estate, hospitality, lifestyle, branded residences and premium destinations.

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## **Top Urban Transformation Brands**

Projects and entities contributing to new districts, cultural destinations, city identity and long-term placemaking.

The final category structure will be developed before the official Saudi Arabia edition is launched.

# Partnership Opportunities

REBI Saudi Arabia 2027 will create a premium platform for organisations connected to the Kingdom's real estate transformation. Partnership opportunities will be relevant for:

- real estate developers;
- architecture and masterplanning firms;
- construction and engineering companies;
- banks and investment institutions;
- legal and advisory firms;
- hospitality operators;
- interior, furniture and material brands;
- PropTech and construction technology companies;
- media and industry platforms;
- destination and urban development stakeholders.

Partners will be able to align with a new independent benchmark focused on real estate brand leadership in one of the world's most dynamic development markets.

# Join the Saudi Arabia Preview List

The Saudi Arabia 2027 edition is currently in early development.

Submit your details to receive future updates, preview materials and partnership information.

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