

Saudia's brand value hits USD 1.1b with 34pc growth in 2025

- A Monitor Desk Report

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Dhaka: The brand value of Saudia, the national flag carrier of Saudi Arabia, has reached USD 1.1 billion in 2025, marking a 34 percent increase from the previous year.

Brand Finance, a leading independent brand valuation consultancy, has recognized this growth as part of its comprehensive annual report on airline brands globally for 2025.

On the occasion, Khaled Tash, Chief Marketing Officer, Saudia Group, said, "Achieving a brand value of USD 1 billion is a testament to our strategic initiatives and operational excellence, as well as the unwavering trust and loyalty of our guests. At Saudia, we are committed to pushing the boundaries of innovation in aviation, ensuring that every journey with us is a step towards excellence."

Key achievements contributing to this success include Saudia Group's huge deal with Airbus for 105 new aircraft to enhance fleet capabilities; the BLVD Runway theme park that captured large engagement across the Kingdom; recognition by Skytrax as 'World's Most Improved Airline 2024'; consistent high On-Time Performance (OTP) rates; and other numerous awards for quality guest experience.

Notably, Saudia first entered the Brand Finance Top 50 global airline brand value ranking in 2021 with an initial valuation of USD 506 million.

Since then, it has more than doubled its brand value over these four years. Now, it holds the 32nd position in the ranking, according to a release.

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