

2024 YEAR IN REVIEW INVESTMENTS IN MENA

Investment Overview

The Middle East and North Africa (MENA) startup ecosystem saw an investment value of \$2.3 billion in 2024, a 42% year-on-year (YoY) decline, but when discounting the debt financing from both years, the decline falls to 11%. However, the investment volume has surged to 610 deals in 2024, a 3.5% YoY increase.



\$2.3Bn

total investments 2024



Year-on-Year (YoY) decline
(including debt financing)

42%



610

deals closed in 2024



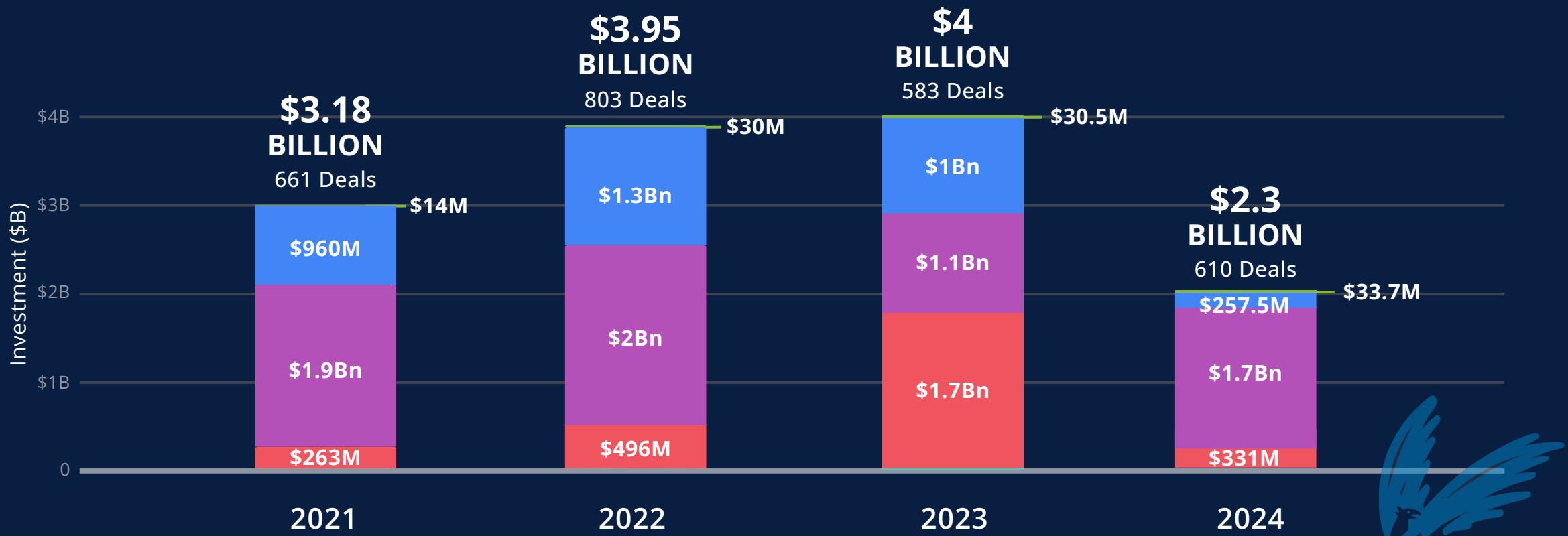
Year-on-Year (YoY) increase in deals
(compared to 2023)

3.5%

2024 INVESTMENT BREAKDOWN

Value of Investments 2021-2024

■ Debt ■ Disclosed ■ Mega Deals ■ Estimate



2024 YEAR IN REVIEW

The capital influx increased in the second half of the year, recording \$1.5 billion, a 37% incline from H1 2024. Notably, the ecosystem activity has slowed down in the fourth quarter, seeing \$698 million across 156 deals, down from the \$729 million recorded in Q3 raised by 168 startups in a year generally lacked mega deals, apart from the \$257.5 million raised by eyewa and MNT-Halan deals combined.



Saudi Arabia relinquished its lead last year, raising \$700 million in 186 transactions, losing ground to the UAE, which led the region with 207 of its startups receiving nearly half of the total funding in 2024 (\$1.1 billion). In a distant third comes Egypt, with \$334 million invested in 84 startups.

Top 3 countries that raised capital in 2024

UAE

\$1.1Bn
(207 startups)

Saudi Arabia

\$700M
(186 startups)

Egypt

\$334M
(84 startups)



2024 YEAR IN REVIEW

The Gulf Cooperation Council (GCC) countries emerged as the highest funded last year, with Oman making a significant leap from 10th place in 2023 to 4th in 2024, securing \$41.5 million across 12 startups. followed by Bahrain, which saw an investment of \$29 million through 12 deals, and Kuwait, whose ecosystem received \$22 million in investment through eight startups.

Excluding Egypt, Morocco and Tunisia have led North Africa, with each of the ecosystems raising \$20.8 million and \$13.1 million, respectively.

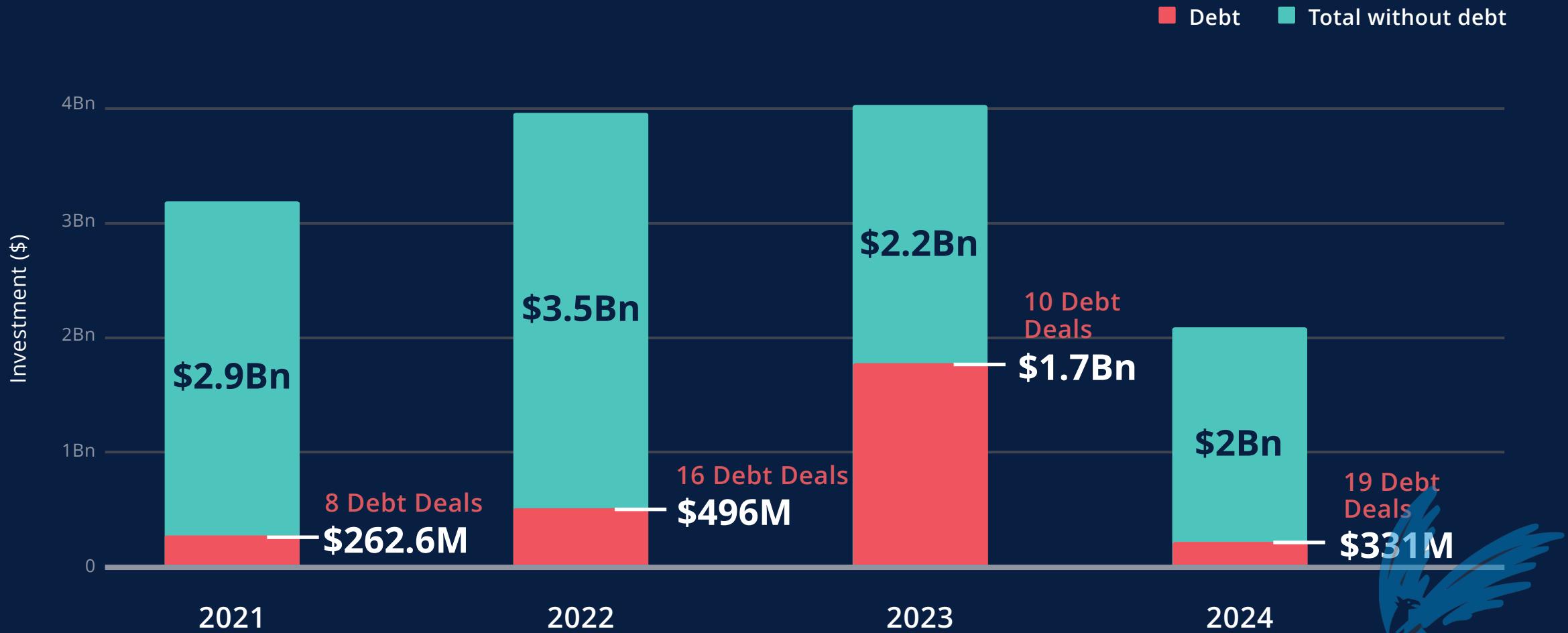
Jordanian startups have shown resilience as well, raising \$15 million invested in 26 startups, up from only \$9 million in 2023.

Smaller ecosystems, such as Qatar, Palestine, Iraq, and Lebanon, have modest investment levels (less than \$15 million each). However, the GCC showcases potential for growth, thanks to the governmental initiatives that aim to leverage the activity in the startup ecosystem.

Monthly Investments in MENA

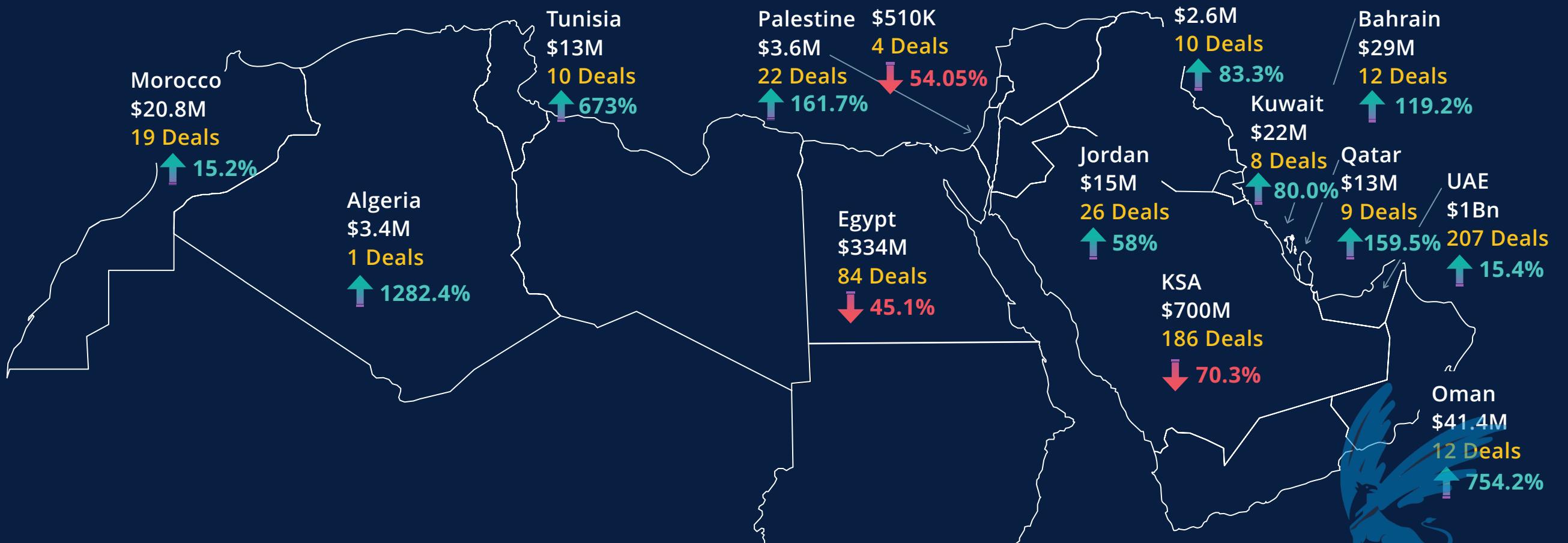


Debt Rounds 2021-2024



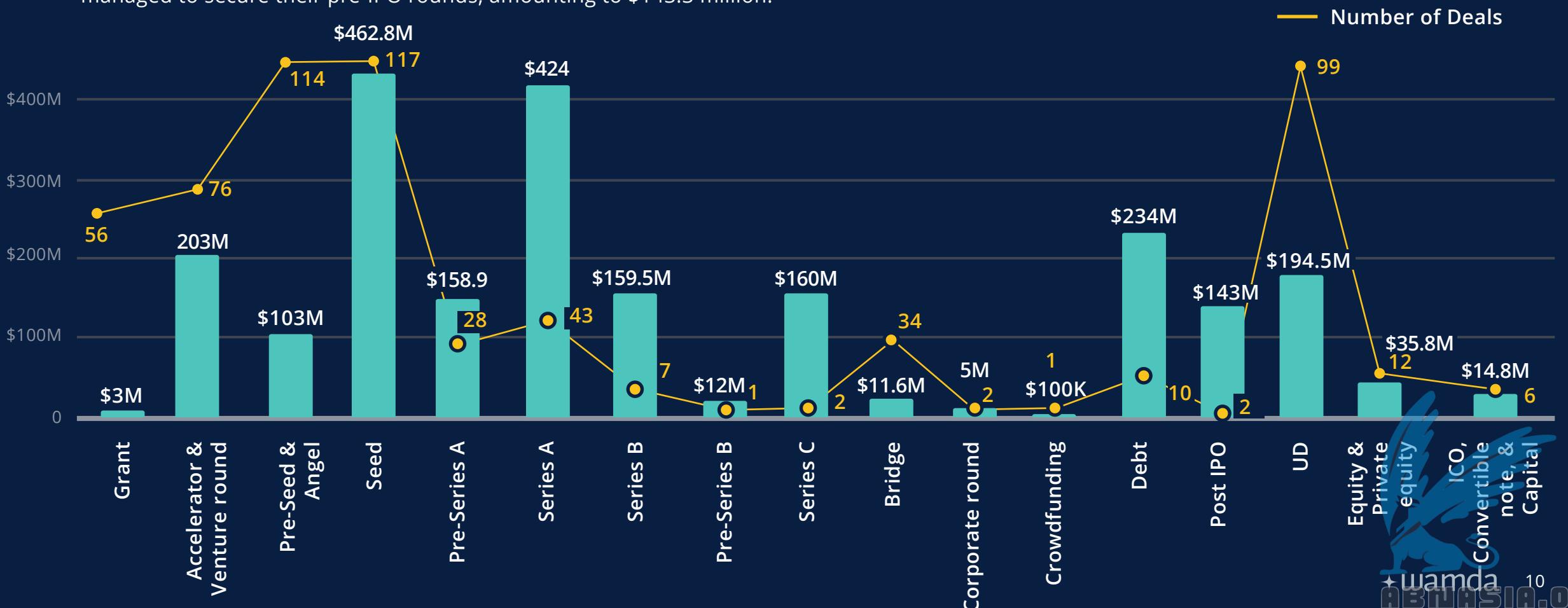
Investments by country compared to 2023 (increase or decrease)

↑ = Increase ↓ = Decrease (in investment value)



Deals breakdown by funding stage

The early stages garnered the bulk of investment last year, accumulating over \$1.2 billion across 300 startups ranging from pre-seed to Series A stages. In the later stages, specifically Series B and Series C, investments totalled \$332 million across 10 deals, whereas only two startups managed to secure their pre-IPO rounds, amounting to \$143.3 million.



B2B vs B2C

Last year, investors' appetite shifted to the business-to-business (B2B) model, injecting \$1.2 billion into 325 startups operating in the B2B model, while 209 startups working in the business-to-consumer (B2C) field saw investments of \$717 million, and the remainder went to startups operating in both models and the direct-to-consumer (D2C) models.



Value of Investments in MENA by sector

Last year, the *fintech* sector captured 30% of total investment, continuing the trend since 2022. This indicates its strong appeal among investors, as evidenced by the \$700 million funding invested in 119 fintech startups.

In Egypt and the UAE, fintech emerged as the leading sector in terms of funding, whereas in Saudi Arabia, *software-as-a-service (SaaS)* captured the majority of investments, which is understandable given the hype the kingdom is witnessing in the tech sector.



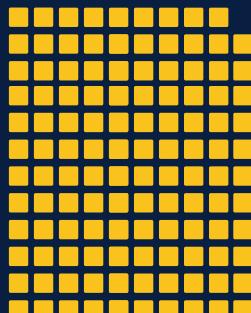
30%

of total investment in 2024 (\$700M) went to 119 fintech startups

Startups providing *Web 3.0*-focused services have secured the second spot, with \$260.8 million stretched across 24 transactions, closely followed by *e-commerce* startups, which raised \$253 million by 58 startups.

Value of Investments by Sector

119 Deals



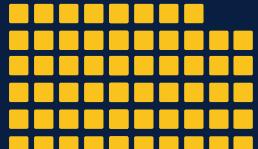
\$700M
Fintech

24 Deals



\$260M
Web 3

58 Deals



\$253M
E-commerce

■ = One Startup

25 Deals



\$239M
Proptech



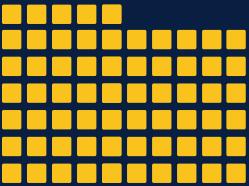
2024 YEAR IN REVIEW

Investments in MENA by Sector continued

SaaS ranked second in terms of deal count, following fintech, with 65 SaaS providers securing a total of \$228.6 million in funding.

The **foodtech** sector was hit hard last year, obtaining only \$77 million in 18 transactions, a stark contrast to the \$224 million raised by 47 startups in 2023.

65 Deals



\$228M
SaaS

13 Deals



\$94M
Mobility

18 Deals



\$77M
Foodtech

30 Deals



\$61M
Logistics

10 Deals



\$46M
Traveltech

49 Deals



\$45M
Edtech

21 Deals



\$45M
Cleantech

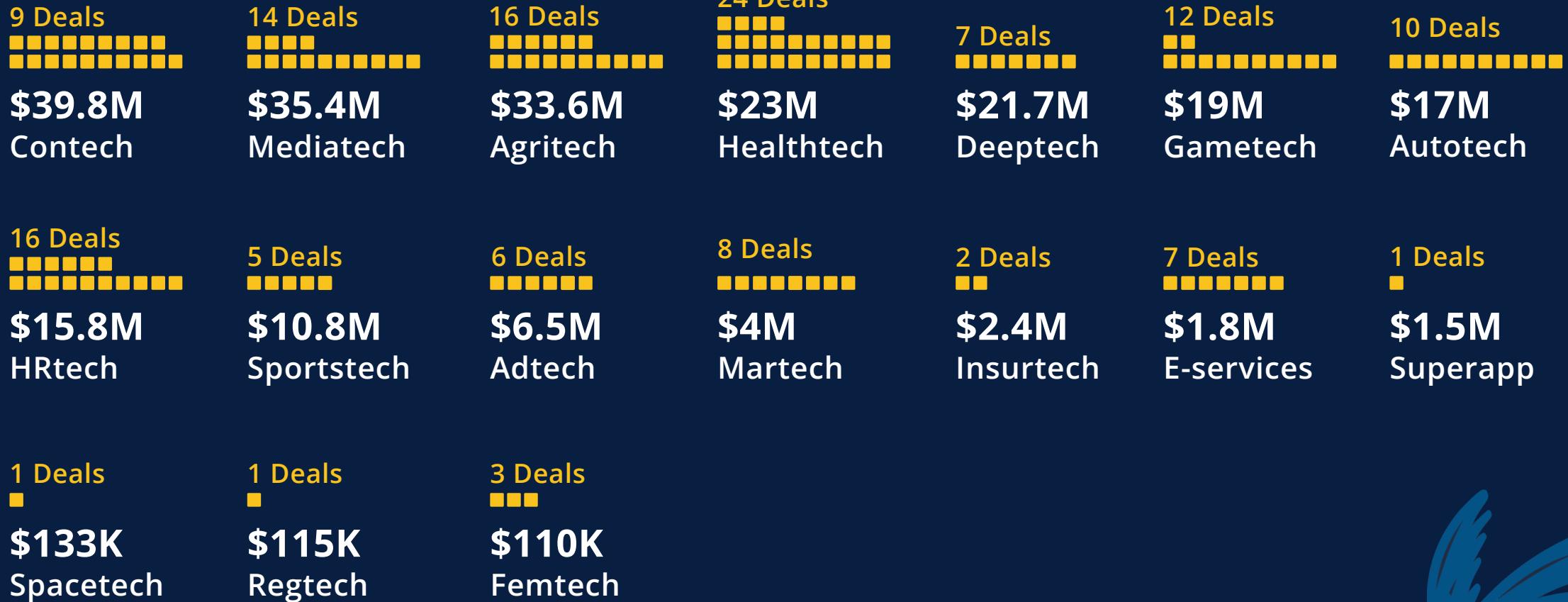
36 Deals



\$42M
AI



Investments in MENA by Sector continued



Investments by Gender

Despite progress, gender representation remains a challenge. Female-founded startups accounted for less than 7% of funded startups, raising \$27.6 million (1.2% of total funding). However, this marked an improvement from 2023, when they represented just 0.47% of funding. Startups co-founded by men and women raised \$192 million, up from \$115.5 million the previous year, though deal volume decreased YoY from 77 to 59.

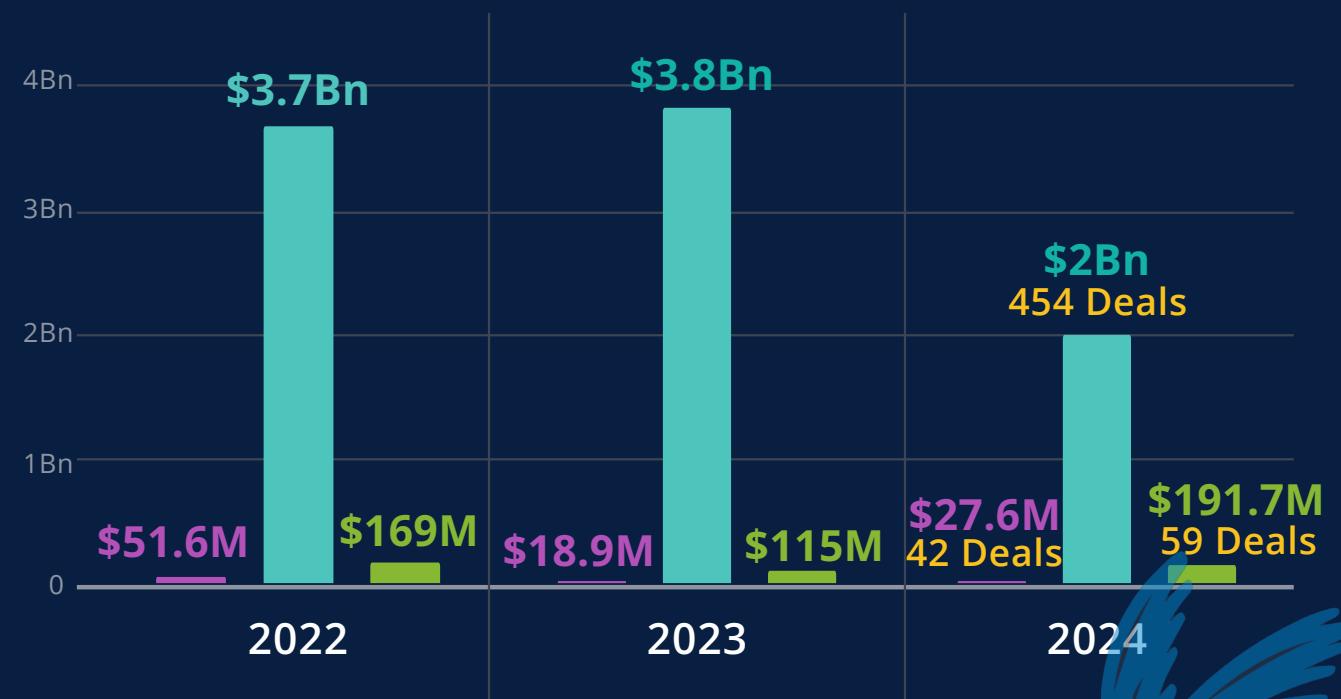


31%

growth in investment went to female-founded startups, rising from 0.47% in 2023 to 1.2% in 2024

Value of Investments by Gender 2022-2024

■ Female ■ Male ■ Mixed



Top investors



Flat6Labs

- 55 Deals



Sanabil 500

- 14 Deals



Oraseya Capital

- 13 Deals



EdVentures

- 10 Deals



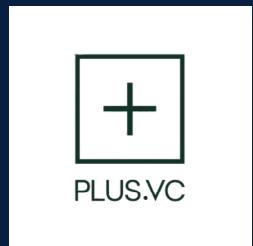
Hope Ventures

- 9 Deals



Core Vision Investments

- 8 Deals



Plus VC

- 8 Deals



RZM Investment

- 8 Deals



Antler

- 7 Deals



2024 YEAR IN REVIEW

Top investors continued



Shorooq partnersl

- 7 Deals



Oryx Fund

- 6 Deals



Algebra Ventures

- 5 Deals



BECO Capital

- 5 Deals



Disruptech Ventures

- 5 Deals

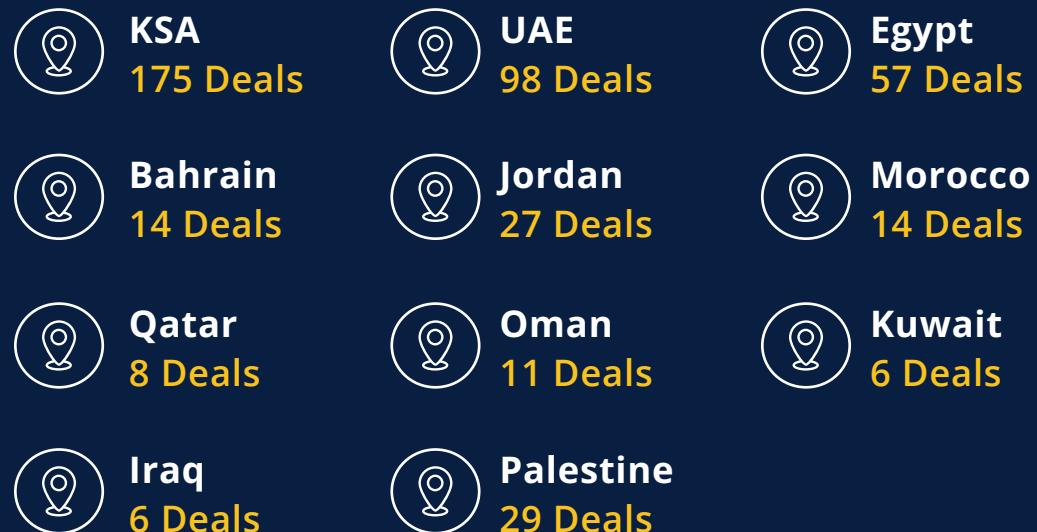


STV

- 5 Deals

Most active regional and foreign investors

Regional Investors:

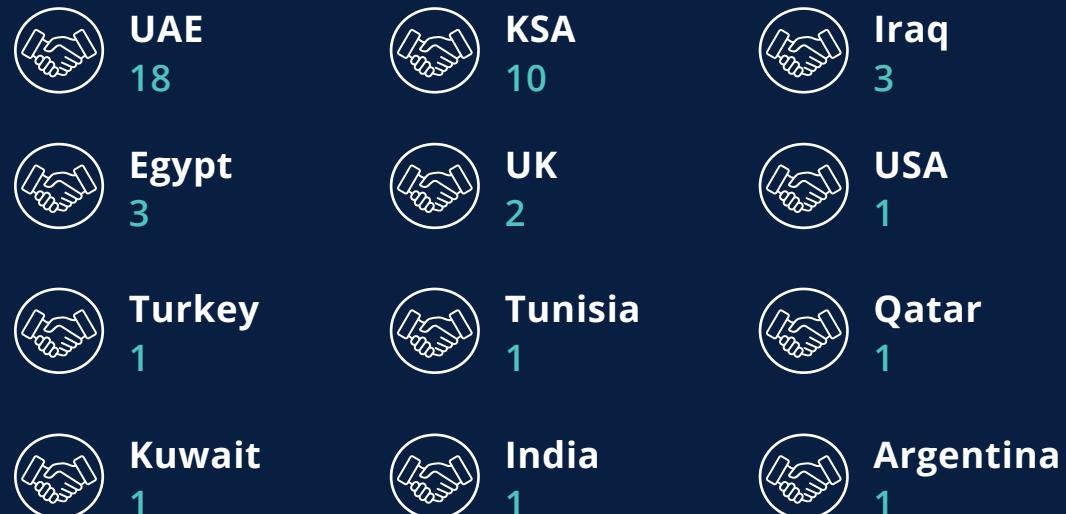


Foreign Investors:



Exits

The acquired HQ:



43

in total acquired in 2024

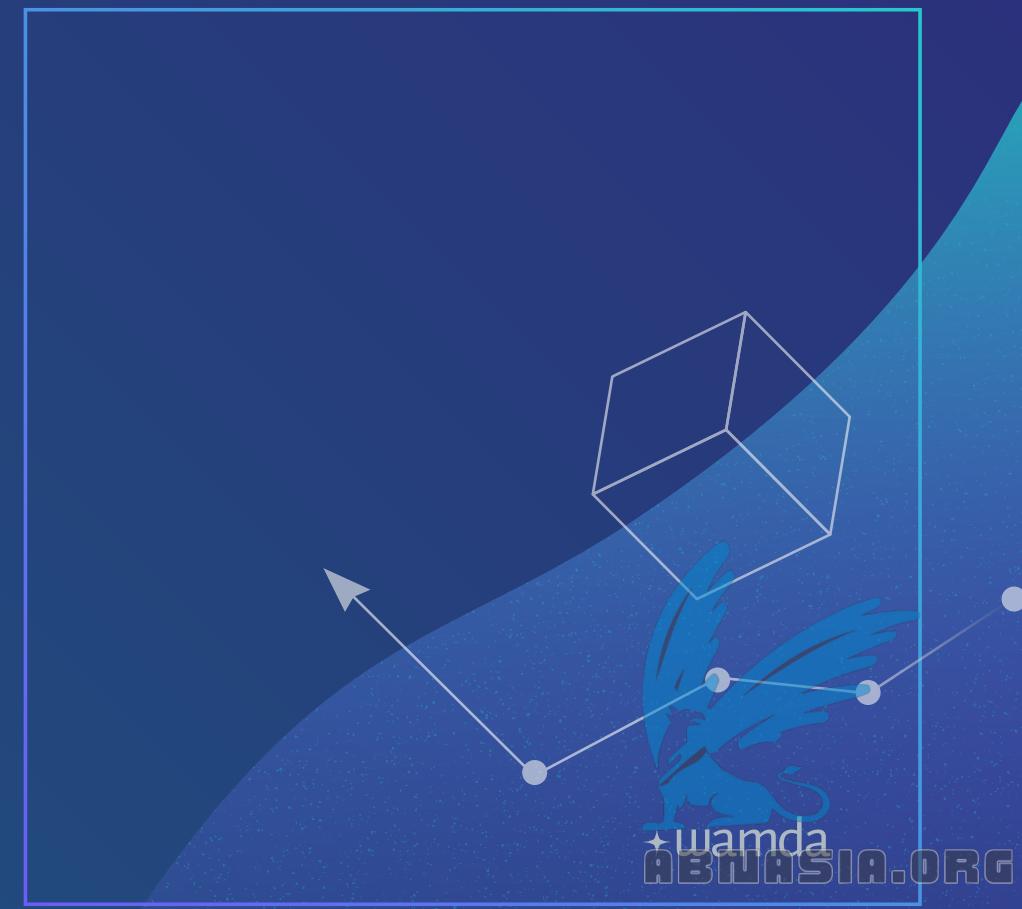
The acquirer HQ:



40

acquirers in 2024

| UAE INVESTMENTS 2024



After giving their spot to Saudi Arabia as the top-funded in 2023, the UAE reclaimed its position in 2024, proving itself as the most mature ecosystem in the region, attracting the attention of both foreign and regional investors, who are increasingly recognising the potential of the UAE's untapped opportunities.



\$1Bn
UAE total investments 2024



207
deals closed in UAE (2024)



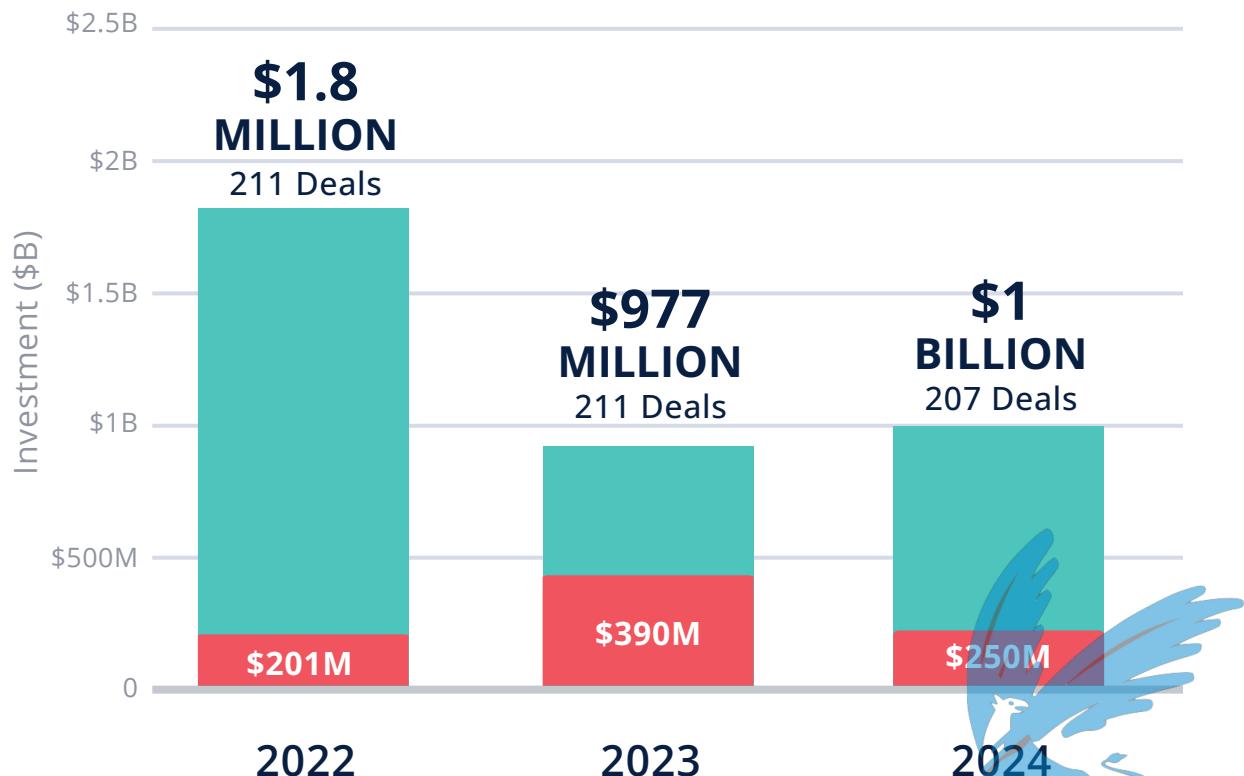
89
Foreign investors



92
Regional

UAE Investments Breakdown 2022-2024

■ Total without debt ■ Debt



2024 YEAR IN REVIEW

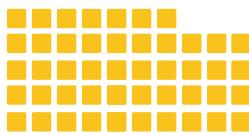
The distribution of capital across sectors within the UAE ecosystem provides significant insights into the ongoing developments in the Emirati market. Investors directed their attention towards three primary sectors: fintech, which raised \$265 million in 47 transactions; Web 3.0 developers, securing \$255 million through 19 deals; and proptech, attracting \$197 million across 13 deals.

With a huge market like the UAE, which embraces a multi-national population and is a destination of the world's wealthiest dynasties, fintech and proptech emerge as the most guaranteed investment verticals. In the meantime, the UAE remains at the forefront of the entire region in adopting the new generation of technology, translating into the growing interest of investors in startups providing Web 3.0 services.

Value of Investments by Sector

■ = One Startup

47 Deals



\$265M

Fintech

20 Deals



\$258M

Web 3

13 Deals



\$197M

Proptech

21 Deals



\$138.6M

E-commerce

5 Deals



\$42M

Traveltech

14 Deals



\$40.8M

SaaS

5 Deals



\$34M

Foodtech

4 Deals



\$31M

Contech

4 Deals



\$28.6M

Mediatech

18 Deals



\$15M

AI

8 Deals



\$13.9M

Gametech



2024 YEAR IN REVIEW

Investments in MENA by Sector continued

8 Deals  8 Deals 	\$12M HRTech	1 Deals 	\$9M Sportstech	4 Deals 	\$7M Agritech	5 Deals 	\$4.9M Healthtech	5 Deals 	\$4M Cleantech		
2 Deals  4 Deals 	\$3.6M Martech	1 Deals 	\$750K Deeptech	2 Deals 	\$240K Autotech	1 Deals 	\$115K Adtech	1 Deals 	\$100K Regtech	\$95K E-services	Femtech

| KSA INVESTMENTS 2024



Despite the dramatic drop in investment levels in Saudi startups in 2024, there are indications of progress within the Saudi entrepreneurial landscape, which is maturing into a competitive ecosystem capable of standing alongside more established and resilient ecosystems in the region, such as the UAE and Egypt.

At first glance, investment in Saudi startups shows a 70% YoY decline; however, if we exclude the \$1 billion debt from the total for 2023, the disparity reduces to 44%.

 **\$699.8M**
KSA total investments 2024

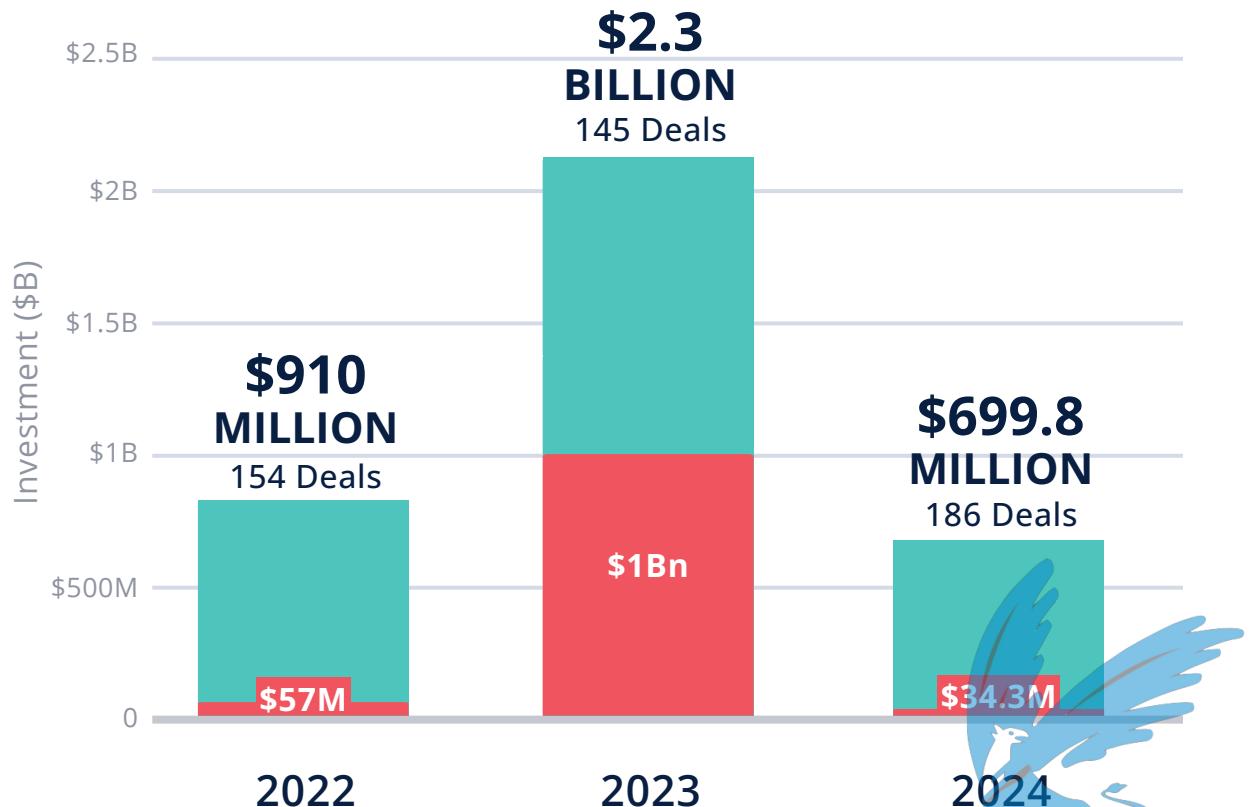
 **186**
deals closed in KSA (2024)

 **39**
Foreign investors

 **136**
Regional

KSA Investments Breakdown 2022-2024

 Total without debt  Debt



2024 YEAR IN REVIEW

The growth of the tech sector in Saudi Arabia is neither coincidental nor impulsive; it represents a meticulously crafted strategy aimed at reducing the nation's economic reliance on oil. And the forecast for low oil export levels in 2025 indicates a pressing need for the kingdom to diversify its national income sources.

Consequently, it is not surprising that most investments in Saudi Arabia have been driven by local venture capital firms and government-led initiatives.

The majority of capital deployed in the kingdom in 2024 was allocated to SaaS providers, totalling \$177 million across 27 transactions. Fintech followed closely, securing \$171 million from 24 startups. Mobility startups achieved a notable position, securing \$86 million across four deals.

Value of Investments by Sector

27 Deals



\$177M

SaaS

24 Deals



\$171M

Fintech

4 Deals



\$86M

Mobility

14 Deals



\$84.5M

E-commerce

8 Deals



\$29M

Proptech

15 Deals



\$27.6M

Logistics

15 Deals



\$21M

Edtech

2 Deals



\$20M

Deeptech

4 Deals



\$18.7M

Agritech

8 Deals



\$13.9M

Foodtech

9 Deals



\$11.5M

AI

7 Deals



\$8.7M

Autotech

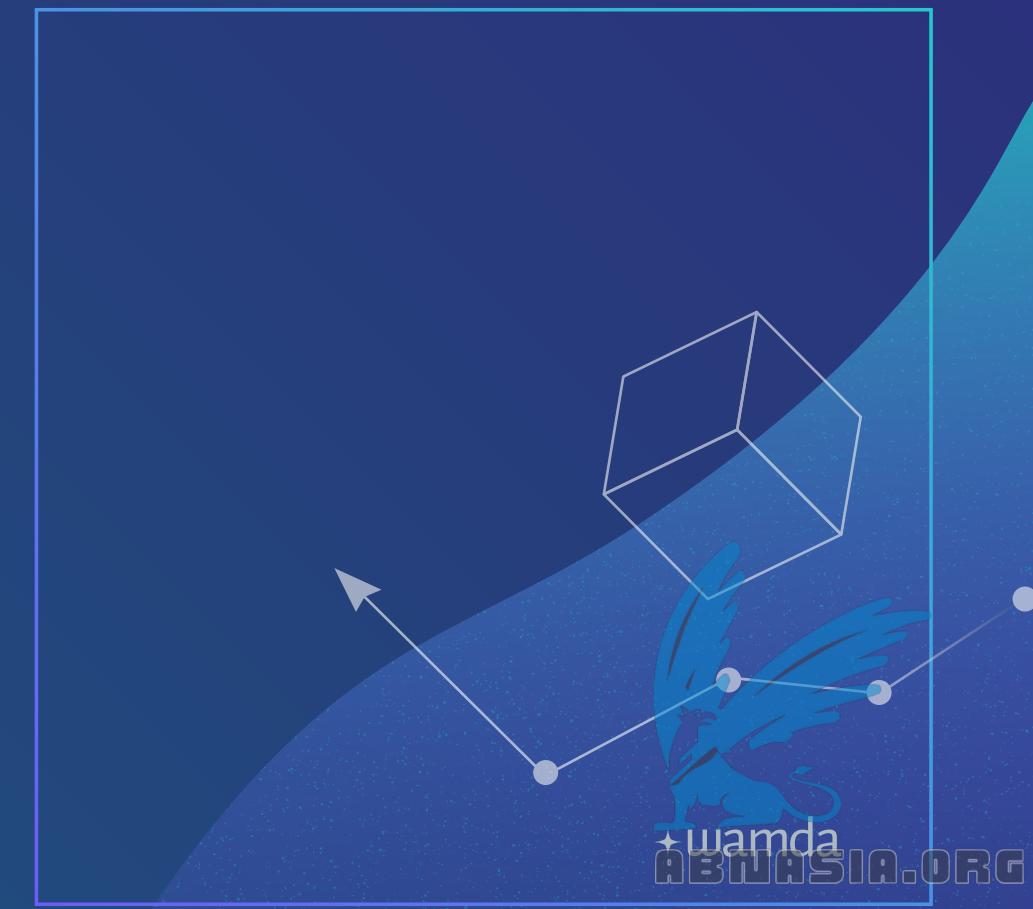


2024 YEAR IN REVIEW

Investments in MENA by Sector continued

3 Deals ■■■	4 Deals ■■■■	4 Deals ■■■■	2 Deals ■■	10 Deals ■■■■■■■■■■	4 Deals ■■■■	4 Deals ■■■■
\$8M Contech	\$5M Gametech	\$3M Mediatech	\$3M Adtech	\$2M Healthtech	\$2M Web 3	\$1.8M Sportstech
4 Deals ■■■■	5 Deals ■■■■■	2 Deals ■■	8 Deals ■■■■■■■■	3 Deals ■■■	3 Deals ■■■	1 Deals ■
\$1M E-services	\$943K Cleantech	\$634M Traveltech	\$8.8M Healthtech	\$625K HRTech	\$175K Martech	\$133K Spacetech

| EGYPT INVESTMENTS 2024



2024 YEAR IN REVIEW

On the surface, the investment amount raised in Egypt in 2023 appears to have been halved in 2024. However, when excluding the \$274 million debt from the total of 2023, the amount remains nearly consistent in 2024. Additionally, the deal count experienced only a slight 6% YoY decrease.

Since 2016, Egypt, recognised as one of the region's oldest ecosystems, has undergone a series of unstable economic conditions, resulting in an 82% depreciation of its currency. Coupled with broken investment and financial reforms, the country is currently grappling with one of the most severe economic crises in its history.

 **\$334M**
Egypt total investments 2024

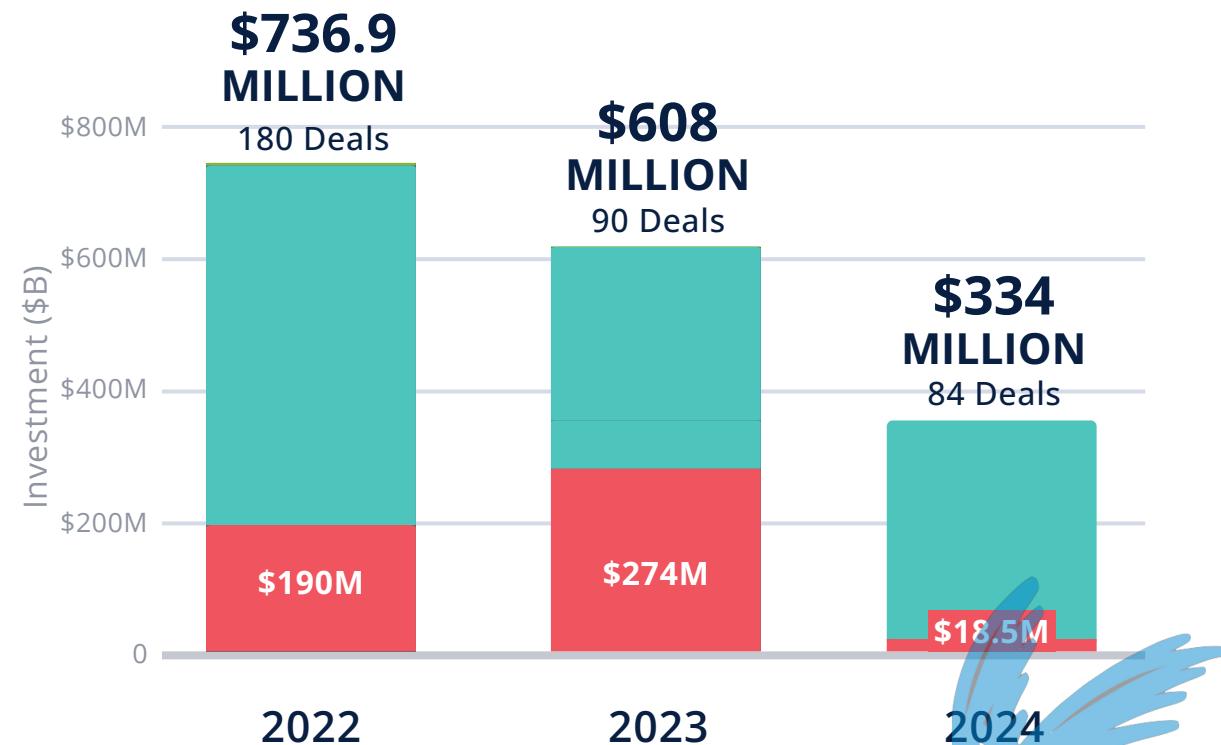
 **26**
Foreign investors

 **84**
deals closed in Egypt (2024)

 **65**
Regional

Egypt Investments Breakdown 2022-2024

 Total without debt  Debt



2024 YEAR IN REVIEW

Investors' appetite remains leaning towards the fintech sector in Egypt, allocating \$237 million for 17 fintech startups, which makes sense in a huge market like Egypt with a population of 112 million people, yet still exploring the fintech potential, especially after activating Apple and Google Pay in the country in late 2024.

Logistics providers ranked as a distant second, securing only \$23.5 million across six deals, while the e-commerce sector raised \$22.5 million through seven startups.

The majority of capital injected in Egyptian startups came from local investors, while Saudi investors were the top financiers of the Egyptian investments, followed by US investors, who financed 15 deals in the North African country.

Value of Investments by Sector

17 Deals



\$237M

Fintech

6 Deals



\$23.5M

Logistics

7 Deals



\$22.5M

E-commerce

7 Deals



\$13M

Healthtech

1 Deals



\$7.4M

Autotech

15 Deals



\$7M

Edtech

6 Deals



\$6.6M

Mobility

2 Deals



\$6M

AI

1 Deals



\$3M

Adtech

1 Deals

\$2M

Insurtech

6 Deals



\$1M

Cleantech

1 Deals



\$1M

Proptech



2024 YEAR IN REVIEW

Investments in MENA by Sector continued

1 Deals
■

\$1M
HRTech

6 Deals
■■■■■■

\$560K
SaaS

3 Deals
■■■

\$372K
Agritech

1 Deals
■

\$250K
Deeptech

2 Deals
■■

\$200K
Mediatech

1 Deals
■

\$100K
Foodtech

The data from this report is compiled from publicly announced investment rounds. Many startups did not disclose how much they raised, for them we assigned a conservative estimate of \$100,000 for early stage deals, while later stage deals were assigned \$1 million.

**Wamda's monthly investment reports
are created in collaboration with
Digital Digest.**

•wamda



ABN ASIA.ORG