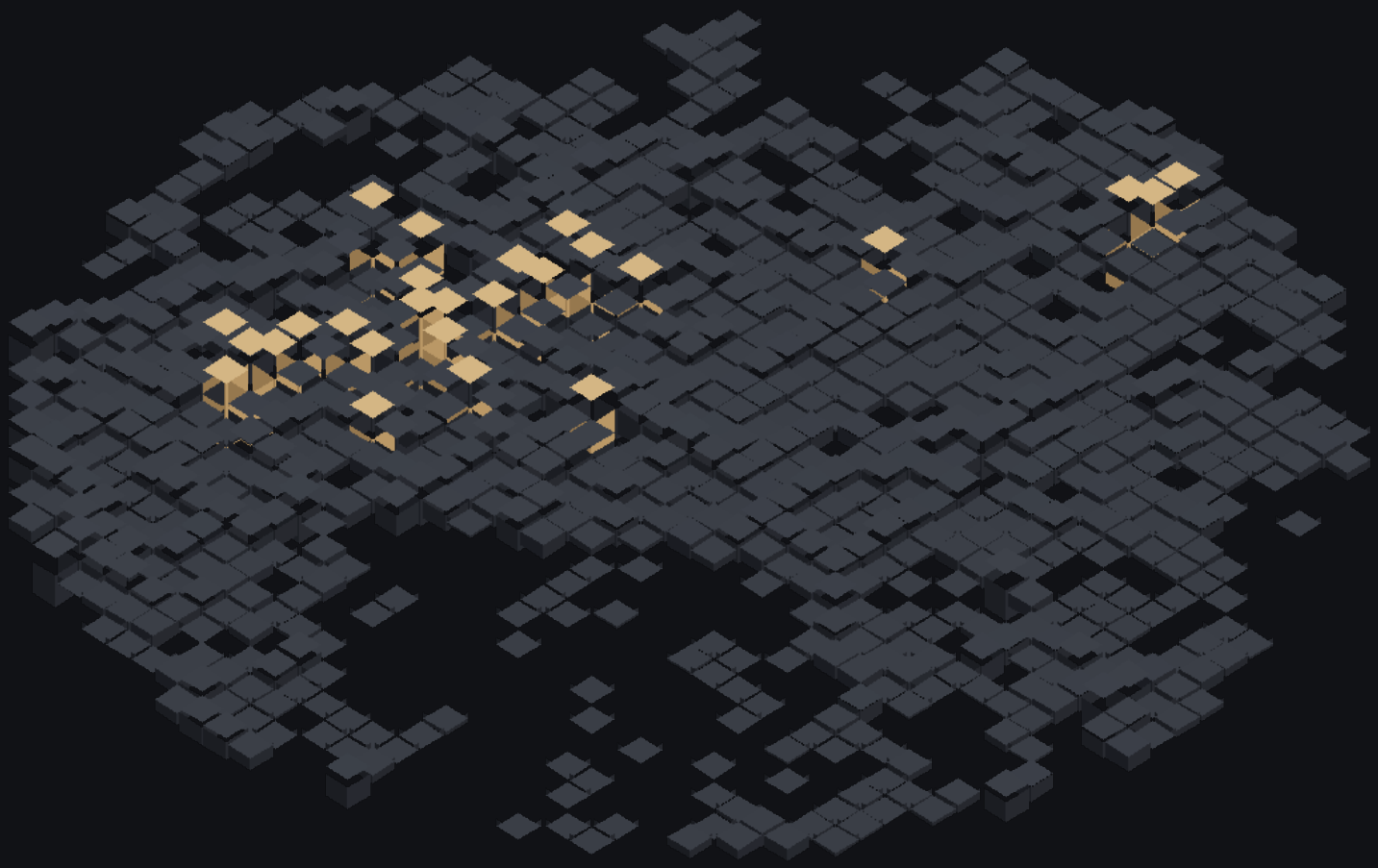
COMMERCIAL INTELLIGENCE SA RIY

Riyadh
Offline Trade Intelligence

30,645 measured places within 30 km (6,517 inside 5 km) | 50.7% website coverage, 13.6% chain share, 49.3% digital gap



CITY DOSSIER SA

Riyadh offline trade intelligence

We counted 30,645 places within 30 km of the centre of Riyadh, and 6,517 inside 5 km. 50.7% keep a website a customer can open, 13.6% trade under a chain name, so 49.3% of the block is visible on a map and not findable on a phone.
Aggregate counts only. No store level row appears in this edition.

30,645
places counted, 30 km ring

50.7%
keep a website a customer can open (15,107 do not)

13.6%
carry a chain name, lower bound

SEGMENTS, MEASURED

n = 30,645

Segment	Places	Share	With a website	Gap
Food and beverage	11,286	36.8%	51.9%	48.1%
Retail	6,316	20.6%	54.8%	45.2%
Other	2,478	8.1%	42.5%	57.5%
Professional services	1,611	5.3%	77.2%	22.8%
Beauty and wellness	1,373	4.5%	48.2%	51.8%
Hospitality and events	1,342	4.4%	31.1%	68.9%
Lodging	1,303	4.3%	32.0%	68.0%

WHAT THE COUNTS SAY

01 **The gap sits in hospitality and events.**
1,342 places, 4.4% of the ring, and only 31.1% keep a website. The city average is 50.7%, so this segment is 19.6 points behind the block.

02 **Night lights, thirteen years.**
Expansion index 84.2 of 100, rank 10 of 58 measured cities, radiance +29.5% since 2019, outer ring 25.6%. LED conversion removes short wavelength light, so read the ring growth, not the level.

PAID EDITION District level tables, 500 m and 1 km rings for named candidate sites, six adjacent categories, opening priority and a checklist. 12 to 16 pages with an aggregate CSV by district. Medical and hospital excluded. Gulf requests are quoted at three times the standard rate.

Source: TOYB measured, Overture Maps Foundation places 2026 11 18 release, NASA VIIRS night lights through EOG, World Bank and national statistical offices for population and income. Non identified aggregate counts only.

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