

Unveiling the digital pulse of Al Hilal at the FIFA Club World Cup 2025

REPORT



FIFA

LUCIDYA

Event background



So, what's the FIFA Club World Cup all about?

It's FIFA's way of bringing together top clubs from every continent. Champions of Europe, Asia, Africa, and others all show up to fight for the title of the world's best.

Now fast forward to 2025: this edition is a game changer. For the first time ever, the Club World Cup includes 32 teams. That's right, it now feels more like the World Cup we all know and love, just with club jerseys.

Hosted in the United States from June 14 to July 13, it turned the summer into a global football festival.

And here's the kicker: the total prize pool hits **1 billion USD**, making it the biggest payout in club competition history.

For Saudi fans, the excitement goes up another level: Al Hilal, the Kingdom's pride, is there representing Asia & Saudi Arabia.



Report overview

Al Hilal's run in the Club World Cup means more than just football. It's a story of national pride, of a team carrying the hopes of an entire country onto the global stage.

Every cheer, every hashtag, every comment online says something bigger: about pride, identity, ambition, and how far Saudi football has come.

This report goes beyond the pitch to uncover how the tournament played out on the biggest digital stage, **social media**, with a closer look at top four matches played by Al Hilal in the 2025 Club World Cup.

Lucidya followed every moment online, from the early hype to the final cheers. The mood shifted between the four games, but one thing didn't change: the fans showed up and made their voices heard.

Meet the monitor:

unleashing actionable, social listening insights

Our advanced Monitor solution is the engine behind capturing real-time insights from FIFA Club World Cup 2025, from engagement numbers and sentiment analysis to geographic trends and dialect segmentation.

This snapshot is just a taste of its full potential, empowering you to turn every conversation into actionable intelligence.

Imagine what could happen when you harness the power of every data point!

Social listening report methodology: the group stage

Objective: Understand audience perception of Al Hilal's participation by analyzing engagement trends, sentiment, top-performing content, geographic reach, and dialect usage.







Region Monitored: Global, with a focus on Saudi Arabia



Timeframe: Coverage spans **pre-match buzz**, **match-day engagement**, and **post-match reactions** across all three matches.

→ 2 days before → game day → 2 days after

Key Metrics Tracked:

Posts Volume	Likes	Comments	Reposts	Mentions	Sentiment
					

Disclaimer: This report is based on public conversations gathered from X (formerly Twitter). It offers a snapshot of fan sentiment and activity but doesn't capture every piece of engagement that happened around the event.

Al Hilal books a spot in the last 16



Language & geography:

How the region (and beyond) tuned in

Languages:

Arabic overwhelmingly led across all three matches
→ averaging above

95%

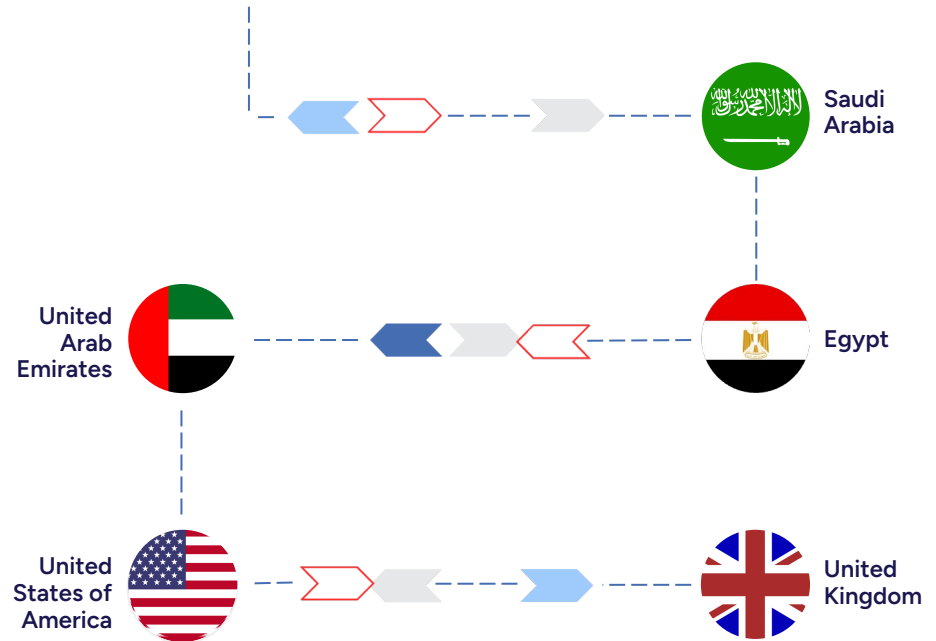
of total
conversation.

Top dialects:

Saudi Arabic was the strongest across all games, followed by Modern Standard Arabic and a notable appearance of Egyptian Arabic.

Geographic spread:

Fans were most active in:



This mix of regional and global participation
highlights the international relevance of Al Hilal's presence.

Sentiment across all matches

So, how did the fans feel?

Let's break it down game by game:

Vs Real Madrid: The energy was high. Most fans felt proud of how Al Hilal held their own against one of the biggest clubs in the world. There was a wave of encouragement and celebration, with plenty of neutral coverage sharing match stats and play-by-plays. A few tactical critiques popped up, but nothing major. Overall, it was a strong emotional start.

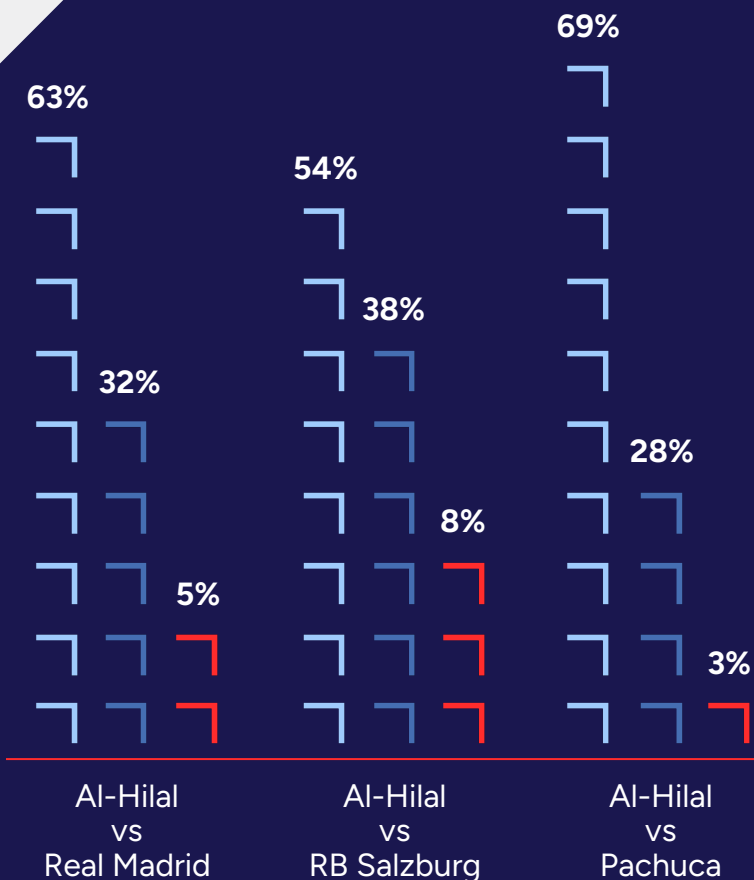
Vs RB Salzburg: The vibe was more cautious. While support was still there, some fans were underwhelmed by the goalless result. The buzz wasn't as electric, and there was a bit more critical chatter mixed in. The conversation felt like a breather, waiting for that next big moment.

Vs Pachuca: Now we're talking. This was the match that got fans fired up. The win sparked waves of praise, excitement, and celebration across the timeline. The neutral chatter dropped, and negative voices were almost nowhere to be found. The tone was confident, proud, and full of momentum.

You can actually feel the mood shifting.

Al Hilal kicked off a little quiet, but once they found their rhythm, the energy flipped.

Fans got loud, proud, and fully locked in.



Positive | Neutral | Negative

Engagement:

Viral peek moments

These were the moments everyone was talking about:

Reema Bandar's match day post

Reema Bandar Al-Saud @rbalsaud · Jun 15
 سعادتي كبيرة بقاء فريق نادي الهلال
 @AlHilal_FC اليوم في واشنطن، خلال استعداداتهم لتمثيل المملكة في #كأس_العالم_للأندية
 @FIFACWC #FIFACWC
 كل التوفيق لكم في هذه البطولة



Saudi fans in Miami



Saudi fans brought the heat to Miami. Drums, chants, and flags turned the streets into a blue wave. The videos became instant fan favorites.

Match day highs



Every kickoff sparked a wave. Big plays, goals, and full-time whistles got people posting non-stop.

Inside the club



Al Hilal's behind-the-scenes content hit just right. Locker room vibes and raw reactions gave fans a front-row seat to the action.

This wasn't just football. It was a full-on digital takeover.

What took over the feed?

Top hashtags

- #الهلال_ريد_بول
- #الهلال_باتشوكا
- #الهلال
- #الهلال_ريال_مدريد

Buzzwords we spotted

- دفاع (defense)
- أجواء (vibes)
- فخر (pride)
- تكتيك (tactics)

Trending topics

- National pride in Miami
- The Real Madrid draw
- Pachuca win celebrations
- Saudi fan presence abroad



Reema Bandar Al-Saud @rbalsaud · Jun 15



سعادتي كبيرة بلقاء فريق نادي الهلال
 @Alhila_FC, اليوم في واشنطن، خلال استعداداتهم لتمثيل المملكة في #كأس_العالم_للأندية
 @FIFACWC #FIFACWC
 كل التوفيق لكم في هذه البطولة





Yassine
Bounou



Marcos
Leonardo



4



3



Game 4 - Al Hilal vs Manchester City: the night history was made

Al Hilal made history in Orlando with a win that shook the football world. In a jaw-dropping **4–3 victory** after extra time, the Saudi giants eliminated Manchester City from the Club World Cup. A win that sent shockwaves through the tournament and had every fan on their feet.

This was Hilal's moment, and they didn't miss.

City scored first, but Hilal fought back hard. Leonardo equalized, Malcolm added another, and after a back-and-forth showdown, it was Leonardo again who sealed the deal in the 112th minute. Bounou's legendary saves kept the dream alive.

And the vibes? Off the charts.

The crowd went wild

- **#الهلال_مانشستر_سيتي** trended across the region
- Fans dubbed it the "Arab comeback of the century"
- Media headlines called it "the biggest shock of the tournament"
- Leonardo and Bounou stole the spotlight and the audience's hearts

Disclaimer: For this game, we focused only on match-day engagement. Pre- and post-match activity wasn't part of the monitoring scope.

The beautiful game goes viral

July 1, 2025

Bigger than just football

Al Hilal didn't just win a match. They broke records, silenced doubters, and delivered a performance that flipped the script.

First MENA club to reach the Club World Cup quarter-finals.

First Asian team to knock Man City out in an official match.

The scoreline didn't tell the whole story. This was a moment of identity, ambition, and proving you belong with the best.

We bow down to the giants

Al Hilal raised the bar for every club in the region. They played with grit, heart, and serious firepower.



FIFA CLUB
WORLD CUP 2025

QUARTER-FINALS



History
made.

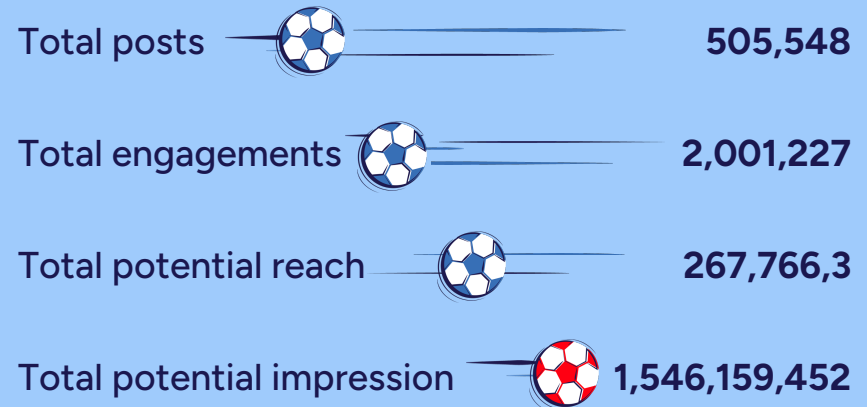
Message
sent.

And yes,
the world took
note.

81.59%

of the noise

Straight from the fans. They watched, posted, shared, and turned the timeline into a live stadium.



Data-driven decisions: Unlocking value for every stakeholder

Social listening and engagement analytics provide key stakeholders—including event organizers, sponsors, exhibitors, and attendees—with valuable insights that drive better decision-making. Organizers can measure event reach, audience sentiment, and regional impact to enhance future editions. Sponsors and exhibitors gain data-backed validation of their presence, understanding brand visibility and audience engagement levels. Attendees benefit from a more tailored and interactive event experience, as insights help shape future content, networking opportunities, and event offerings. By leveraging these insights, all stakeholders can maximize their impact, refine strategies, and contribute to the event's long-term success.

**And this is just a glimpse of
what we can offer.**

 LUCIDYA



About Lucidya

Lucidya is an AI-powered unified customer experience platform (CXM) designed to support CX and Marketing leaders in large enterprises, governments, and SMEs. Our platform is tailored for organizations in the Arab world that need a unified, easy-to-use platform to manage their customer experiences and make data-driven decisions.

Lucidya's AI-powered technology, combined with a deep understanding of the Arabic language and culture, with a remarkable 92% analysis accuracy of 15 different dialects and slang, allows businesses to engage with their customers in ways that are both and personal. By offering real-time insights and engagement, Lucidya helps organizations optimize customer lifecycles, reduce costs, and drive growth all in one single platform.



Your trusted partner for game-changing Customer Experience

Thank You.