*Proceedings of the International Conference on Industrial Engineering and Operations Management*

Publisher: IEOM Society International, USA DOI: 10.46254/GC03.20260304
Published: February 2, 2026

# Drone Delivery in Saudi Arabia: Public Awareness and Challenges

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## Abstract

Last-mile delivery represents the most challenging and expensive stage in logistics, accounting for nearly half of total transportation costs. As e-commerce expands in Saudi Arabia, companies seek innovative methods to improve delivery speed and sustainability. Drone delivery has emerged as a promising solution to overcome urban congestion, high costs, and environmental impacts. This research investigates public perception, awareness, and willingness to adopt drone delivery in Saudi Arabia through a quantitative survey distributed to a diverse sample of participants. The survey explores factors such as safety, reliability, cost, convenience, and environmental benefits influencing consumer acceptance. The findings are expected to identify key opportunities and challenges for implementing drone delivery systems, offering insights for logistics firms and policymakers aiming to enhance last-mile efficiency. The study also aligns with Vision 2030's goals of digital transformation and sustainable urban logistics.

## Keywords
Drone Delivery, Last-Mile Logistics, Consumer Perception, Sustainability, Saudi Arabia