

Keeta reveals Saudi's Food Delivery Trends in Q1 2025

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/EINPresswire.com/ -- Keeta, the international subsidiary of Meituan, China's on-demand delivery giant, has released Q1 2025 insights, revealing what the Saudi population ordered, where food trends are shifting, and how delivery is becoming a seamless part of daily life. With over 30,000 registered delivery riders and 25,000+ restaurant partners across the Kingdom, Keeta's footprint is now matched by real-time data on local tastes and behaviors.



Keeta Q1 2025 by the Numbers:

- The majority of total orders = Fast Food
- Nearly one in five total orders = Desserts & Beverages
- 244 orders placed by one user in Q1 2025
- <1 minute = fastest recorded delivery
- SAR 4,791 = largest order (with traditional Saudi goat feast and 83 items!)
- Regularly among the top 5 of total orders nationwide = Italian cuisine

Tastes That Defined Q1 2025:

- Fast food was the #1 choice across the Kingdom's major cities, including Jeddah, Madinah, Makkah. Riyadh followed closely, still ranking among the top.
- Arabic cuisine came in as a strong second, especially popular in Al Ahsa, Riyadh, and Dammam—each making around one-fifth of local orders.
- Desserts and beverages together made up nearly 1 in 5 orders, showing a growing craving for indulgent extras, especially during mid-day and evening hours.
- Italian cuisine consistently ranked in the top 5 across all major cities, reflecting its steady and widespread popularity in Saudi Arabia.

City-by-City Cravings:

- Jeddah: Burgers, fried chicken, and soft drinks led orders
- Riyadh: Strong demand for grilled meats and Arabic platters
- Makkah: Known for large, traditional group meals
- Madinah: A balance of international chains and sweets
- Dammam: Arabic meals took precedence over desserts or drinks
- Al Kharj: Topped the Kingdom for beverage orders
- Al Ahsa: Dual dominance in Arabic meals and dessert cravings

Biggest Order? A feast Like No Other

One of the standout moments from the quarter was a delivery totaling SAR 4,791, the largest single order of the quarter. With 83 items packed into a single drop-off, it pushed the boundaries of what "on-demand" really means. The food arrived so fast, it might've beaten the customer's microwave to the finish line. Whether it was a family feast, a surprise celebration, or a week's worth of planning in one tap, the order showcased Keeta's ability to deliver more than just meals, it delivers scale, speed, and a whole lot of flavors.

Alignment with Vision 2030:

Keeta's growth supports Saudi Arabia's Vision 2030 ambitions by empowering local businesses, enhancing quality of life through tech, and transforming the food delivery ecosystem with smart, scalable logistics.

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