

Alcoholic Drinks in Oman

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Abstracts

Locals are officially banned from buying and consuming alcohol, with players relying on expatriates for sales, while the ban on marketing alcoholic drinks makes it challenging for brand owners to influence consumer choices. Nonetheless, the lifting of COVID-19 restrictions provided a boost to sales in 2022 as consumers returned to socialising. While inflation was more stable than in many other markets in 2022 it was still sufficient to push some consumers to cheaper brands of beer and spirits.

Euromonitor International's Alcoholic Drinks in Oman report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2018-2022), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Alcoholic Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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