

Oman Dairy Products and Juice Market Report by Product Type (Fresh Milk, UHT Milk, Yogurt, Laban, Juice), Fat Content (Full Fat, Low Fat, Others), Distribution Channel (Retail, Institutional) 2024-2032

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Abstracts

The Oman dairy products and juice market size reached US\$ 680.4 Million in 2023. Looking forward, IMARC Group expects the market to reach US\$ 995.5 Million by 2032, exhibiting a growth rate (CAGR) of 4.2% during 2024-2032.

The elevating levels of urbanization coupled with the increasing demand for ready-to-drink beverages and processed dairy products are propelling the market growth in Oman. Additionally, the changing consumer preferences from carbonated and artificial beverages towards natural and healthier alternatives, such as 100% fruit juices, are further augmenting the market. Moreover, the rising demand for clean-label dairy products that are free from chemical additives or artificial preservatives is also catalyzing the market growth. Apart from this, the wide presence of the Muslim population in Oman is further driving the demand for ethically-sourced dairy products and beverages complying with Islamic Shariah law. Additionally, the increasing penetration of numerous international key players in the country has led to the emergence of several innovative product variants. Besides this, the Oman government is heavily investing in the incorporation of automation technologies in dairy farms and beverage processing units, which will further continue to drive the market for dairy products and juices over the forecast period.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the Oman dairy products and juice market report, along with forecasts for the period 2024-2032. Our report has categorized the market based on product type, fat content and

distribution channel.

Breakup by Product Type:

Fresh Milk

UHT Milk

Yogurt

Laban

Juice

Breakup by Fat Content:

Full Fat

Low Fat

Others

Breakup by Distribution Channel:

Retail

Institutional

Competitive Landscape:

The competitive landscape of the industry has also been examined with some of the key players being Al Ain Farms, AlRawabi Dairy Company, A'safwah Dairy Beverages, Almarai Company, Marmum Dairy Farm LLC, Mazoon Dairy Company, Al-Othman Agricultural Production and Processing Company (NADA DAIRY), National Agricultural Development Company, and Unikai Foods P.J.S.C.

Key Questions Answered in This Report:

How has the Oman dairy products and juice market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the Oman dairy products and juice market?

What is the breakup of the market based on the product type?

What is the breakup of the market based on the fat content?

What is the breakup of the market based on the distribution channel?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the Oman dairy products and juice market and who are the key players?

What is the degree of competition in the industry?

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