



Euromonitor
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Soft Drinks in Oman

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Soft Drinks in Oman

EXECUTIVE SUMMARY

Economic and socio-political developments shape the soft drinks industry

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Consumer shifts and strategic packaging define Oman's soft drinks trends
Premium wellness drinks thrive among Oman's health-conscious consumers
Omani consumers prioritise price and convenience in soft drinks' choices

WHAT'S NEXT?

The soft drinks industry maintains healthy growth over the forecast period
Oman's soft drinks innovation accelerates towards wellness-driven offerings
Polarisation deepens in Oman's soft drinks industry amid economic pressures

COMPETITIVE LANDSCAPE

Oasis Water Co LLC leads soft drinks in Oman with its Oasis brand
Rapid growth of Coca-Cola Co and its Arwa brand of bottled water

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Retail e-commerce and hypermarkets experience strong growth

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COUNTRY REPORTS DISCLAIMER

CARBONATES

Key Data Findings

2025 Developments

Carbonates achieves modest growth amid inflation and growth in local brands compared to foreign alternatives

Industry Performance

Tonic water/mixers/other bitters registers the strongest increase in popularity in 2025

Carbonates are popular among all age groups but especially children and teenagers

What's Next?

Carbonates faces polarised growth amid shifting consumer priorities

Hypermarkets poised to expand as price sensitivity reshapes consumer choices

Sophisticated wellness demands shape the future of premium beverages

Competitive Landscape

Oman Refreshment retains the lead in carbonates

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What's Next?

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Imported juice brands face pressure amidst price sensitivity and boycotts

Concerning obesity rates highlight the high sugar content of some juice brands

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Almarai retains the lead in juice with its eponymous brand

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Industry Performance

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Foodservice channels account for a significant share of bottled water, particularly carbonated bottled water

What's Next?

Staple status shields bottled water as consumers shift to affordable options

Pressure on the country's water supply boosts sales of bottled water

Functional bottled water gains traction as health consciousness rises in Oman

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Oasis Water strengthens its lead as imports decline in Oman

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Competitive Landscape

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Poor prospects for concentrates if players fail to innovate

Competitive Landscape

Al Seer Group LLC leads the category with its Tang brand

Danish player Ro-Co records strong growth with its Sunquick brand

Channels

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Manufacturers cater to evolving consumer preferences

Lipton unlikely to face challenges in the short to mid term

Competitive Landscape

Unilever Gulf FZE retains the outright lead in RTD tea

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