

# Alcoholic Drinks in Oman

July 2025

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# **DISCLAIMER**

# **BEER**

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2024 Developments

Beer volumes grow, with non alcoholic beer dominating sales

Non alcoholic beer's proliferation supports Barbican's leading position

New expatriates and higher tourist flows accelerate beer's on-trade growth

Prospects and Opportunities

Good growth prospects for beer buoyed by product launches and expatriate/tourist inflows

New product launches across non alcoholic beer and standard lager to spur growth

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