



Euromonitor  
International

# Snacks in Oman

July 2025

Table of Contents

### EXECUTIVE SUMMARY

Snacks in 2025: The big picture

Key trends in 2025

Competitive Landscape

Channel developments

What next for snacks?

### MARKET DATA

Table 1 - Sales of Snacks by Category: Volume 2020-2025

Table 2 - Sales of Snacks by Category: Value 2020-2025

Table 3 - Sales of Snacks by Category: % Volume Growth 2020-2025

Table 4 - Sales of Snacks by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Snacks: % Value 2021-2025

Table 6 - LBN Brand Shares of Snacks: % Value 2022-2025

Table 7 - Distribution of Snacks by Format: % Value 2020-2025

Table 8 - Forecast Sales of Snacks by Category: Volume 2025-2030

Table 9 - Forecast Sales of Snacks by Category: Value 2025-2030

Table 10 - Forecast Sales of Snacks by Category: % Volume Growth 2025-2030

Table 11 - Forecast Sales of Snacks by Category: % Value Growth 2025-2030

### DISCLAIMER

Summary 1 - Research Sources

### CONFECTIONERY

Key Data Findings

2025 Developments

Value sales of confectionery grow as consumers increasingly favour regional and local brands

Global brands continue to hold significant brand equity though consumers increasingly flavour regional and local alternatives

Hypermarkets and supermarkets remain the most important channels for confectionery in Oman

Prospects and Opportunities

Growing interest in healthy snacks gains traction over the forecast period

Cultural pride and a growing preference for local flavours favour local and regional industry players

Ongoing progression of family-orientated consumption and shared indulgence

Category Data

Table 12 - Sales of Confectionery by Category: Volume 2020-2025

Table 13 - Sales of Confectionery by Category: Value 2020-2025

Table 14 - Sales of Confectionery by Category: % Volume Growth 2020-2025

Table 15 - Sales of Confectionery by Category: % Value Growth 2020-2025

Table 16 - NBO Company Shares of Confectionery: % Value 2021-2025

Table 17 - LBN Brand Shares of Confectionery: % Value 2022-2025

Table 18 - Forecast Sales of Confectionery by Category: Volume 2025-2030

Table 19 - Forecast Sales of Confectionery by Category: Value 2025-2030

Table 20 - Forecast Sales of Confectionery by Category: % Volume Growth 2025-2030

Table 21 - Forecast Sales of Confectionery by Category: % Value Growth 2025-2030

### SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS

Key Data Findings

2025 Developments

Sales of sweet biscuits, snack bars and fruit snacks rise in 2025 thanks to the enduring popularity of sweet biscuits

Britannia Industries retains the leading spot in sweet biscuits, snack bars and fruit snacks with its eponymous brand

Small local grocers remains the leading channel for sweet biscuits, snack bars and fruit snacks

## Prospects and Opportunities

Forecast period growth of sweet biscuits, snack bars and fruit snacks

Digital and technological advancements reshape the sweet biscuits, snack bars and fruit snacks category

Retailers expand their multipack offers while the category benefits from wider availability and greater assortment

## Category Data

Table 22 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2020-2025

Table 23 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2020-2025

Table 24 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2020-2025

Table 25 - Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2020-2025

Table 26 - NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2021-2025

Table 27 - LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2022-2025

Table 28 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2025-2030

Table 29 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2025-2030

Table 30 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2025-2030

Table 31 - Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2025-2030

## ICE CREAM

### Key Data Findings

#### 2025 Developments

Sales of ice cream rise in 2025 thanks to the growing popularity of regional brands, flavour innovation and competitive pricing

Saudi Ice-Cream Factory leads just ahead of IFFCO Group with their respective Kwaliti and Igloo brands

Modern grocery retailers retain the lead in sales of ice cream while technological advancements boost demand via retail e-commerce

### Prospects and Opportunities

Forecast period sales growth of ice cream thanks to demographic and retail-driven factors

Flavour innovation around premium indulgence shapes forecast period sales

Demand for healthier alternatives gathers momentum over the forecast period driven by urban youth

## Category Data

Table 32 - Sales of Ice Cream by Category: Volume 2020-2025

Table 33 - Sales of Ice Cream by Category: Value 2020-2025

Table 34 - Sales of Ice Cream by Category: % Volume Growth 2020-2025

Table 35 - Sales of Ice Cream by Category: % Value Growth 2020-2025

Table 36 - NBO Company Shares of Ice Cream: % Value 2021-2025

Table 37 - LBN Brand Shares of Ice Cream: % Value 2022-2025

Table 38 - Forecast Sales of Ice Cream by Category: Volume 2025-2030

Table 39 - Forecast Sales of Ice Cream by Category: Value 2025-2030

Table 40 - Forecast Sales of Ice Cream by Category: % Volume Growth 2025-2030

Table 41 - Forecast Sales of Ice Cream by Category: % Value Growth 2025-2030

## SAVOURY SNACKS

### Key Data Findings

#### 2025 Developments

Sales growth of savoury snacks due to rising demand for affordable, everyday indulgences

Lay's retains the outright lead though its share is declining as it faces intensifying competition from Ali Shaihani Group of Industries LLC

Small local grocers remains the leading channel but faces increasing competition from supermarkets and hypermarkets

### Prospects and Opportunities

Savoury snacks sees steady growth over the forecast period

Increased digitisation in savoury snacks in both delivery and product innovation

Health and wellness and environmental awareness increasingly characterise savoury snacks

## Category Data

Table 42 - Sales of Savoury Snacks by Category: Volume 2020-2025

Table 43 - Sales of Savoury Snacks by Category: Value 2020-2025

Table 44 - Sales of Savoury Snacks by Category: % Volume Growth 2020-2025

Table 45 - Sales of Savoury Snacks by Category: % Value Growth 2020-2025

Table 46 - NBO Company Shares of Savoury Snacks: % Value 2021-2025

Table 47 - LBN Brand Shares of Savoury Snacks: % Value 2022-2025

Table 48 - Forecast Sales of Savoury Snacks by Category: Volume 2025-2030

Table 49 - Forecast Sales of Savoury Snacks by Category: Value 2025-2030

Table 50 - Forecast Sales of Savoury Snacks by Category: % Volume Growth 2025-2030

Table 51 - Forecast Sales of Savoury Snacks by Category: % Value Growth 2025-2030

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/snacks-in-oman/report](http://www.euromonitor.com/snacks-in-oman/report).