



Staple Foods in Oman

February 2026

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Staple Foods in Oman

EXECUTIVE SUMMARY

Population growth, lifestyle changes, and innovation drive expansion

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Population growth and economic diversification drive sales

Health and wellness trend gains traction

Busier lifestyles shape consumer purchasing habits

WHAT'S NEXT?

Continued growth amid staple prices

Continued development of health and wellness-focused products

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Packaged leavened bread drives growth

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Health and wellness will shape consumer purchasing behaviour

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