

Alcoholic Drinks in Oman

Market Direction | 2022-07-05 | 55 pages | Euromonitor

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Report description:

Total volume sales of alcoholic drinks declined again in 2021 as the COVID-19 pandemic accelerated the narrowing of the core consumer base for the category. With local people officially banned from buying and consuming alcohol, industry players rely on demand among expatriates for sales, while the ban on the marketing of alcoholic drinks makes it challenging for brand owners to influence consumer choices. Within this negative scenario, sales continued to decline throughout 2020 and 2021.

Euromonitor International's Alcoholic Drinks in Oman report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2017-2021), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Alcoholic Drinks market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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