

## **Dairy Products and Alternatives in Oman**

Market Direction | 2022-09-08 | 28 pages | Euromonitor

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### **Report description:**

Increasingly hectic lifestyles and growth in the number of working mothers is boosting demand for packaged dairy and baby food which is widely available via the country's well-developed grocery retail channels. The government's investment in infrastructure is set to see economic growth rebound in 2022, although its ongoing Omanisation programme will likely continue to restrict population growth. The COVID-19 pandemic is no longer having a negative impact and recovery is being seen.

Euromonitor International's Dairy Products and Alternatives in Oman report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Baby Food, Dairy, Plant-based Dairy.

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

#### **Why buy this report?**

- \* Get a detailed picture of the Dairy Products and Alternatives 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.

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Euromonitor International

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