

Soft Drinks in Oman

Market Direction | 2022-12-22 | 65 pages | Euromonitor

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Report description:

Despite the COVID-19 pandemic coming to an end, soft drinks continues to struggle in 2022, however, some categories are witnessing a slight recovery. However, soft drinks in general are under fire due to steep taxes on sugary beverages and the departure of many expatriates as employment opportunities for foreigners narrowed due to the Omanisation programme. Consumers are also more concerned about sugar intake, with many curbing their sugary soft drinks consumption in response. Since the outbreak...

Euromonitor International's Soft 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, packaging or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

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

Why buy this report?

- * Get a detailed picture of the Soft 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.

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reliable information resources to help drive informed strategic planning.

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