

Oman Fruits and Vegetables Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 103 pages | Mordor Intelligence

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Report description:

The Omani fruits and vegetables market is projected to register a CAGR of 5.1% during the forecast period 2022-2027.

The fruits and vegetables sector was unaffected by the COVID-19 pandemic. Since agriculture is considered the pillar of economic growth, the Omani government responded immediately to the pandemic to ensure food safety and security in the country. According to Oman's agriculture ministry, despite the COVID-19 pandemic, the agriculture and fisheries sectors witnessed a growth of 9.8% in 2019-2020.

Owing to increasing disposable incomes, people in Oman are presently more focused on healthier diets, with more inclusion of fruits and vegetables. In addition, with the rising ex-pat population in Oman, there is a shift in traditional dietary habits toward organic food. This will influence vegetable production in the country. Production of primary fruits and vegetables in the country accounted for 546.9 thousand ton and 713.1 thousand ton, respectively, in 2020. Tomato is a prominent vegetable produced in the country, followed by eggplants, cauliflower, chilies and peppers, potato, carrots, turnips, cabbages, and other brassicas. Dates and watermelon were produced mostly among fruits, followed by banana, mango, lemon, and papaya in 2020.

Furthermore, the Oman Investment Authority (OIA) announced the launch of a new project to market vegetables and fruits in the Sultanate in cooperation with the Ministry of Agriculture and Fisheries in 2020. The project aims to establish model farms in various governorates according to the comparative advantage, diversity of climates, and environments suitable for the growth of various crops. Thus, considering the aforementioned factors, the market is projected to record steady growth.

Oman Fruits & Vegetables Market Trends

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Growing Preference for Organic Produce

The demand for organic food is gaining traction among consumers, bolstered by consumers' growing concern for health and wellness. Demand is strong for fresh fruits and vegetables. Higher disposable incomes have resulted in consumers shifting from a carbohydrate-based staple diet to a nutrition-rich diet. In addition, the growing awareness of health among a larger section of the population, especially millennials, is leading them to move toward organic products. To meet this demand, many organic farms have launched new products. The Masrooq farm in Ibri, Al Dhahirah Governorate, completely switched to organic cultivation in 2018 by focusing on organic dates. The Ministry of Agriculture and Fisheries, in cooperation with the authorities concerned, is endeavoring to adopt organic farming through research and development efforts that contribute to the promotion of organic farming. Thus, the efforts by the government to promote sustainable farming and the growing preference of consumers for natural products are expected to drive the demand for organic fruits and vegetables in the country.

Demand for Cucumber Dominating the Market

Local Omani cucumber is among the most important traditional vegetable crops grown in the Sultanate of Oman. Different names, such as Samail, Bahla, and Nizwa, were given to local types, resulting in about 24 different accessions of local cucumber. The increased consumer demand for cucumber in recent years has resulted in the expansion of the area under cultivation and the introduction of new hybrid cultivars. The damping-off disease is the most important biological constraint to greenhouse cucumber production in Oman. Average losses of over 6% of seedlings are common, with much higher losses occurring on many farms, especially where crop management practices are poor, thus acting as a hindrance to the production of cucumbers in the country. However, with the increasing focus on boosting crop production, various awareness programs are being conducted on crop management practices, which in turn, is leading to the growth of the market.

Oman Fruits & Vegetables Market Competitor Analysis

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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