

Soft Drinks in Oman

Market Direction | 2024-01-23 | 66 pages | Euromonitor

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Report description:

In 2023, soft drinks in Oman have shown resilience post COVID-19. Soft drinks, including bottled water and juices, have rebounded positively, aligning with the resurgence of social events. Health and wellness trends continue to shape preferences, driving the popularity of sugar-free beverages. This trend is anticipated to grow further, reflecting a health-conscious population. Despite inflation, the excise tax on sugary drinks has helped mitigate its impact on the industry, ensuring steady perfo...

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 (2019-2023), 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 2028 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.

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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