

## **Oman in 2040: The Future Demographic**

Market Direction | 2024-03-18 | 18 pages | Euromonitor

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### **Report description:**

The population increase in Oman from 2021-2040 will be driven by positive natural change, as births outweigh deaths. Improved living standards and healthcare will support ageing; however, the population 65+ will remain low, having limited impact on the consumer landscape. While urbanisation will rise, government policies encourage the employment of citizens, limiting migration. A rising population and growing middle class will make Oman an increasingly attractive consumer market in 2040.

Euromonitor's Oman in 2040: The Future Demographic report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

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

Why buy this report?

- \* Get a detailed picture of the Consumer Lifestyles 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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