

Consumer Health in Oman

Market Direction | 2024-10-10 | 59 pages | Euromonitor

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Report description:

Consumer health continues to grow in Oman in 2024, driven by population growth, rising GDP per capita improving brand availability and greater affordability due to increased local production and a wider range of generics. OTC categories remain popular as consumers become more proactive about health. Herbal/traditional categories are benefiting from demand for natural products and improved consumer education. Overall, consumers are taking a more holistic approach to health.

Euromonitor International's Consumer Health 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. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

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 Health 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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