

## **Hot Drinks in Oman**

Market Direction | 2024-11-18 | 34 pages | Euromonitor

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### **Report description:**

In Omani culture, hot drinks, particularly Omani coffee, are integral to hospitality. This cultural significance, coupled with a growing population, is key to driving growth in hot drinks. Coffee and tea appeal to a diverse demographic, including all age groups. Oman is seeing opportunities for local players offering Western-style coffee, which has become increasingly popular with younger consumers. Meanwhile, health and wellness trends are influencing associated ingredients like milk and sugar.

Euromonitor International's Hot 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 or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Coffee, Other Hot Drinks, Tea.

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

Why buy this report?

- \* Get a detailed picture of the Hot 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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