

## **Oman E-commerce - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-04-28 | 150 pages | Mordor Intelligence

### **AVAILABLE LICENSES:**

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

### **Report description:**

The Oman E-commerce Market size is estimated at USD 0.75 billion in 2025, and is expected to reach USD 1.41 billion by 2030, at a CAGR of 13.54% during the forecast period (2025-2030).

Oman's population exceeds 4.61 million, with an internet penetration rate of over 80%. The e-commerce sector in Oman has seen significant growth recently, fueled by factors like increasing internet usage, rising smartphone ownership, and a growing young demographic. As online shopping gains popularity for its convenience, businesses are realizing the vast opportunities in e-commerce in Oman.

While e-commerce activity in the private sector is currently limited, the government is actively promoting digital society and e-government services through the Information Technology Authority (ITA). The government's Vision 2040, as outlined in the National Digital Economy Program, focuses on three main pillars: digital government, digitalizing businesses, and digital society. Key executive programs under this initiative include government digital transformation (2021-2025), e-commerce, artificial intelligence, advanced technologies, space, and the digital industry. The government's initiatives to use digitalization are encouraging people, which will help the growth of the market between 2024 and 2029.

Moreover, Omani online shoppers predominantly purchase clothing, airline tickets, beauty products, and hotel services. China remains the top destination for cross-border online shopping, particularly for items like furniture, machinery, and construction materials. There is a growing trend among businesses, especially Omani-owned SMEs and entrepreneurs, to leverage social media to promote and sell their products. The main challenge in the e-commerce market lies in changing consumer mindsets, as many still prefer buying directly from physical stores.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

### Raising Internet Penetration in Oman has a Positive Impact on the Market

- Oman's population exceeds 4.61 million, with an internet penetration rate of over 80%. The country is rapidly approaching full smartphone penetration, boasting high mobile broadband coverage and extensive 4G availability.
- In recent years, significant investments in IT infrastructure have been made at both governmental and private levels. Mobile phone subscriptions in Oman are on the rise, surpassing a penetration rate of 150%. The latest data from the National Centre for Statistics and Information indicates a notable increase in internet subscriptions.
- By the end of 2023, mobile broadband subscriptions had reached 6 million, marking a 5.5% growth from the previous year. Fixed internet subscriptions also saw growth, reaching 563.7 by the end of 2023, a 4.6% increase from the previous year.
- Oman's international internet capacity has expanded, with subscriptions hitting 2.6 million by the end of 2023, a 5.3% increase from 2022. This trend underscores the country's growing reliance on mobile internet services and the sustained demand for fast and reliable connectivity. Key market players are continuously enhancing their offerings to meet the needs of this burgeoning market.

### Increased Disposable Income and Urbanization is Expected to Fuel this Market

The growth of e-commerce in Oman is projected to witness a substantial rise in the upcoming years. This surge can be attributed to the rise in disposable incomes and the growing urban population. As joint families become less prevalent and nuclear families gain popularity, Omanis are increasingly adopting online shopping for its convenience and time-saving advantages. With hectic lifestyles and a preference for tailored experiences, consumers are gravitating toward e-commerce platforms to cater to their varied requirements.

### Oman E-commerce Industry Overview

The report covers major international players operating in the Oman e-commerce market. In terms of market share, some of the major players currently dominate the market. However, with technological advancements, data analytics, AI, web design, creative programming, digital marketing, cataloging and app development, and product innovations, major companies are gaining a competitive advantage and increasing their market presence by securing new contracts and tapping into new markets. Some of the major players are Amazon, eBay, Aliexpress, Namshi, and Talabat.

#### Additional Benefits:

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

#### **Table of Contents:**

##### 1 INTRODUCTION

###### 1.1 Study Assumptions and Market Definition

###### 1.2 Scope of the Study

##### 2 RESEARCH METHODOLOGY

##### 3 EXECUTIVE SUMMARY

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

## 4 MARKET DYNAMICS

### 4.1 Market Overview

### 4.2 Market Drivers

#### 4.2.1 Government Initiatives to Drive the Market

### 4.3 Market Restraints

#### 4.3.1 Trust and Security Concerns may Hamper the Market Growth

### 4.4 Market Opportunities

#### 4.4.1 Cross Border E-commerce

#### 4.4.2 E-commerce in the B2B Segment

### 4.5 Value Chain/Supply Chain Analysis

### 4.6 Porter's Five Forces Analysis

#### 4.6.1 Threat of New Entrants

#### 4.6.2 Bargaining Power of Buyers/Consumers

#### 4.6.3 Bargaining Power of Suppliers

#### 4.6.4 Threat of Substitute Products

#### 4.6.5 Intensity of Competitive Rivalry

## 5 MARKET SEGMENTATION

### 5.1 Product Type

#### 5.1.1 Apparel and Footwear

#### 5.1.2 Consumer Appliances and Electronics

#### 5.1.3 Consumer Healthcare

#### 5.1.4 Food and Beverages

#### 5.1.5 Home Care and Home Furnishing

#### 5.1.6 Pet Care

#### 5.1.7 Toys, Games, and Baby Products

#### 5.1.8 Sports and Outdoor and Other Products

#### 5.1.9 Accessories and Eyewear

## 6 COMPETITIVE LANDSCAPE

### 6.1 Company Profiles

#### 6.1.1 Amazon

#### 6.1.2 eBay

#### 6.1.3 Aliexpress

#### 6.1.4 Namshi

#### 6.1.5 Talabat

#### 6.1.6 Shein.com

#### 6.1.7 Jazp.com

#### 6.1.8 Haraj

#### 6.1.9 Mumzworld

#### 6.1.10 Vogacloset.com\*

## 7 FUTURE MARKET TRENDS

## 8 DISCLAIMER AND ABOUT US

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## Oman E-commerce - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-04-28 | 150 pages | Mordor Intelligence

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-03
		Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com



**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)  
[www.scotts-international.com](http://www.scotts-international.com)