

Oman Poultry Meat - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Oman Poultry Meat Market size is estimated at 200.1 million USD in 2025, and is expected to reach 217.8 million USD by 2030, growing at a CAGR of 1.71% during the forecast period (2025-2030).

Advancements in payment and delivery technologies propelling retail stores' sales

- People are spending more on their daily food intake. In 2022, Omani families spent about 24% of their household budget on food, which is fueling both on-trade and off-trade sales. Moreover, consumers are increasingly seeking convenient food options due to their busy lifestyles, thus boosting the demand for processed poultry products, which, in turn, is fueling off-trade channels. Stores like Carrefour and Lulu Group, which operate with around 24 stores across 10 cities in the country, are continuously investing in expanding their footprint and advancing their delivery techniques to gain consumers' interest.
- On-trade accounted for the major share of the market, witnessing a growth in sales value of 17.4% from 2020 to 2022. Normalization of the dine-out trend and the increased number of travelers has also fueled the segment's growth. For instance, as of 2022, the number of international arrivals reached 15,261, compared to 8,075 in 2021, recording a Y-o-Y hike of 89%.
- However, within the off-trade channel, supermarkets/hypermarkets accounted for more than 60% of the market share in terms of value in 2022, which is further projected to witness a CAGR value of 2.12% during the forecast period. Meanwhile, online channels are projected to be the fastest-growing off-trade segment, with a projected CAGR value of 10.56% during the forecast period. The advancements in delivery apps, like acceptance of digital payments, fast delivery methods, improved packaging, and contactless deliveries, have gained consumers' interest in ordering through delivery apps, as they accept orders 24*7 and deliver within the shortest period.

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Oman Poultry Meat Market Trends

High consumption of poultry meat and government investments are increasing production

- The number of Omani youth aged 18 to 29 years is 0.54 million men and women, representing 19.4% of the total population, which mainly consumes processed poultry meat. However, the total population of Oman reached 4.51 million in 2021, out of which 2.8 million were Omanis and 1.74 million were expatriates who highly consume processed poultry products. Due to their hectic lifestyles, they prefer to purchase products with longer shelf lives, increasing the demand for frozen, canned, and processed poultry meat in the country.
- Poultry production accounted for the fourth highest share of 4.4% of total meat production in the country. The country is focused more on imports to meet consumers' demand; therefore, around 0.13 million tonnes of poultry meat was imported in 2021. Due to high import prices and increasing demand for fresh/chilled poultry meat, the government is investing in increasing domestic production. It is also taking initiatives to increase domestic poultry production, as the per capita consumption of poultry meat is high in the country and is expected to grow gradually in the upcoming years, thus creating a market for international poultry producers.
- Domestic poultry meat production increased by approximately 10 to 15 tonnes compared to 2020, reaching 6,500 metric tonnes in 2021. Of the total production, Dhofar produced approximately 5,000 tonnes of poultry meat in 2021. The company is a prominent poultry producer and supplier of chicken, with a processing facility and farms located in Salalah, Oman, and other GCC countries. The company had planned to increase its revenue to USD 31.1 million in 2021 from USD 5.2 million in 2020.

Rising international tourism and high spending on meat are increasing the market prices

- The sales value of poultry meat increased by 7.3% from 2020 to 2022, reaching USD 187.27 million in 2022 due to the increase in average prices for poultry meat, which rose by 4.34% from 1.74 per kg in 2020 to 1.81 per kg in 2022. The rising international tourism and the large Muslim population are key factors driving the sales of poultry meat in the country. For instance, around 273.01 thousand visitors came to Oman in 2022, which was 161.58 thousand higher than the 2021 data.
- However, due to the high Muslim population in the country, which accounts for more than 95% of the population, the demand for poultry meat is high, as people prefer to eat meat on a regular basis. The spending on food in Oman is high, as 24% of the household budget was spent on food in the country in 2021, while the prices for poultry meat were the lowest, around 30% lower than red meat prices. Thus, the demand for poultry meat is high, as its protein content range is 26 to 28 g per 100 g of meat, which is sufficient to meet regular intake.
- Oman's inflation rate has been on the rise, increasing the cost of poultry meat. The inflation rate in Oman in 2021 was 2.4%, driven by a 4.9% increase in food prices and a 2.9% rise in hotel and restaurant prices compared to the same period of the previous year. The prices of poultry meat were particularly high in 2021 and 2022, reaching as high as 1.79 per kg in 2021 and as low as 1.81 per kg in 2022, due to the country's high reliance on imports, which exceeded 126.96 thousand tons in 2021. As a result of the rise in import prices and increased taxes on meat, the government has shifted its focus to domestic production.

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Oman Poultry Meat Industry Overview

The Oman Poultry Meat Market is fragmented, with the top five companies occupying 27.99%. The major players in this market are A'Saffa Food S.A.O.G, Al faaw Poultry Co LLC, Al Zain Farms LLC, BRF S.A. and The Savola Group (sorted alphabetically).

Additional Benefits:

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

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