

Oman E-commerce - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

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Report description:

Oman E-commerce Market Analysis

The Oman e-commerce market is expected to grow from USD 0.75 billion in 2025 to USD 0.85 billion in 2026 and is forecast to reach USD 1.59 billion by 2031 at 13.34% CAGR over 2026-2031. Sustained government backing through Vision 2040 digital-economy programs, nationwide roll-out of the Central Bank of Oman's e-Payment Gateway, and accelerating mobile-payment uptake have combined to keep growth momentum high despite a fragmented competitive field. Platform investment in logistics free-zones is lowering cross-border delivery friction, while intensified cross-border shopping from China and the wider GCC is broadening consumer choice and price transparency. In parallel, a youthful, mobile-first population continues to shift spending toward online grocery, fashion, and quick-commerce applications, anchoring long-term digital retail penetration. Competitive consolidation led by Talabat's USD 32 million InstaShop acquisition in March 2025 signals the emergence of scale players capable of orchestrating end-to-end service verticals across the GCC.

Oman E-commerce Market Trends and Insights

Government Vision 2040 Digital-Economy Programs Drive Infrastructure Modernization

Vision 2040 accelerated Oman's e-commerce infrastructure build-out as ministries shortened licensing cycles, digitized procurement rules, and funded last-mile logistics nodes. Foreign investment rose in fulfillment centers and payment-tech partnerships after barriers that once deterred SME onboarding were dismantled. Talent initiatives in coding and digital marketing

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improved merchant readiness, while joint ventures with global technology firms embedded advanced fraud-management and omnichannel checkout frameworks. These reforms have drawn regional cross-border merchants that now view the Oman e-commerce market as an efficient GCC entry point. Rising digital-skills penetration is expected to deepen merchant catalog diversity and bolster consumer trust, supporting consistent double-digit growth.

Expansion of National e-Payment Gateway Creates Seamless Transaction Environment

The Central Bank of Oman linked domestic issuers, acquirers, and international schemes into a single gateway that cut transaction fees and standardized security protocols. Phase-one deployment in Muscat and Sohar demonstrated a tangible lift in SME acceptance rates, prompting accelerated roll-out to interior governorates. Unified tokenization now supports both traditional cards and emerging wallets, reducing checkout abandonment and enabling auto-settlement for cross-border orders. Gateway interoperability with UnionPay and GCC-Net simplified currency conversion, which has fueled Chinese platform sales in the Oman e-commerce market. Early data from licensed PSPs shows higher daily transaction throughput and lower dispute ratios, signaling improving consumer confidence.

Limited Consumer-Protection Enforcement Online Creates Trust Deficits

The Public Authority for Consumer Protection's traditional retail frameworks struggled to resolve cross-border e-commerce disputes, leaving buyers with limited recourse against counterfeit goods or delivery failures. Complaint volumes rose as online sales expanded, but jurisdictional overlaps and resource constraints slowed resolution, persuading risk-averse shoppers to prefer cash-on-delivery or local retailers. The authority launched an online complaint portal, yet enforcement reach remains restricted beyond borders. Until bilateral redress mechanisms mature, fragmented oversight will temper near-term velocity in the Oman e-commerce market.

Other drivers and restraints analyzed in the detailed report include:

Surge in Mobile-Payment Transaction Volumes Transforms Consumer Behavior
Growing Cross-Border Shopping from China and GCC Reshapes Market Dynamics
High Last-Mile Costs in Interior Governorates Limit Market Penetration

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

The B2C segment held 71.06% Oman e-commerce market share in 2025, buoyed by mature online retail and on-demand food services. However, B2B platforms are forecast to post a 14.38% CAGR to 2031, outpacing consumer channels as enterprises digitize procurement workflows. Government e-tender modernization and SME cost-reduction mandates drive migration toward electronic catalogs and automated invoicing. Tradeling's localized marketplace and credit-line solutions illustrate new value propositions tailored to Omani wholesalers and micro-retailers.

B2C growth remains robust in Muscat and Al Batinah, where dense populations support same-day delivery. Yet as B2B marketplaces aggregate higher-value orders, investors increasingly prioritize enterprise-facing ventures. Fulfillment providers are pivoting to palletized, bulk-order logistics, signaling an ecosystem shift toward hybrid models that marry consumer and corporate demand within shared infrastructure. This convergence should further expand the Oman e-commerce market through higher utilization rates and improved economies of scale.

Cards commanded 44.12% of 2025 transaction value, retaining the largest slice of Oman e-commerce market size. Nevertheless, mobile wallets and QR solutions are advancing at a 14.74% CAGR on the back of widespread fintech promotions and youth

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adoption. Integration of card-on-file vaults within wallets ensures continuity for issuers while capturing convenience-oriented users.

Cash-on-delivery's share is ebbing as merchants incentivize prepaid orders through fee waivers and loyalty credits. The Central Bank's clamping down on interchange fees lowers PSP overheads, making digital acceptance profitable even for micro-sellers. Sustained wallet growth will dilute card predominance by the close of the decade, aligning payment patterns with wider GCC benchmarks and supporting frictionless expansion of the Oman e-commerce market.

The Oman E-Commerce Market Report is Segmented by Business Model (B2B, and B2C), Product Category for B2C E-Commerce (Beauty and Personal Care, Consumer Electronics, Fashion and Apparel, and More), Payment Mode for B2C E-Commerce (Credit/Debit Cards, Mobile Wallets, and More), and Device Type for B2C E-Commerce (Smartphone, Desktop/Laptop, and More). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

Amazon Inc. Noon AD Holdings Ltd. Talabat Middle East LLC Carrefour Oman (Majid Al Futtaim Retail LLC) Lulu Group International LLC Namshi General Trading LLC Shein Group Ltd. Alibaba Group Holding Ltd. Asyad Express SAOC Oman Post and ASYAAN Express SAOC Tradeling FZCO eMushrif SAOC CarrefourSA Online Jumia Technologies AG Azadea Group Holding SAL Muscat Duty Free LLC Qatar-based Snoonu Trading and Services InstaShop Limited Shipa Delivery LLC Swvl Holdings Corp.

Additional Benefits:

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

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