



Euromonitor
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Soft Drinks in Oman

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EXECUTIVE SUMMARY

Economic and socio-political developments shape the soft drinks industry

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INDUSTRY PERFORMANCE

Consumer shifts and strategic packaging define Oman's soft drinks trends

Premium wellness drinks thrive among Oman's health-conscious consumers

Omani consumers prioritise price and convenience in soft drinks' choices

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Oman's soft drinks innovation accelerates towards wellness-driven offerings

Polarisation deepens in Oman's soft drinks industry amid economic pressures

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Carbonates achieves modest growth amid inflation and growth in local brands compared to foreign alternatives

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Tonic water/mixers/other bitters registers the strongest increase in popularity in 2025

Carbonates are popular among all age groups but especially children and teenagers

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