



Euromonitor
International

Staple Foods in Oman

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Staple Foods in Oman

EXECUTIVE SUMMARY

Population growth, lifestyle changes, and innovation drive expansion

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Population growth and economic diversification drive sales

Health and wellness trend gains traction

Busier lifestyles shape consumer purchasing habits

WHAT'S NEXT?

Continued growth amid staple prices

Continued development of health and wellness-focused products

Affordability will remain a priority

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Health and wellness will shape consumer purchasing behaviour

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