



Euromonitor
International

Cooking Ingredients and Meals in Oman

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EXECUTIVE SUMMARY

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Consistent rises in prices reflect Oman's reliance on imported goods

Growing obesity problem sparks consumer interest in health and wellness cooking ingredients and meals

Growth trend of retail e-commerce as modern grocery retailers invest in omni-channels

WHAT'S NEXT?

Value sales of cooking ingredients and meals rise over the forecast period.

Increasing time pressures reduce frequency of home cooking and boost the on-trade

Health-conscious consumers drive growth in nutritional cooking ingredients and meals

COMPETITIVE LANDSCAPE

Maggi's wide and popular portfolio sustains Nestlé's lead in cooking ingredients and meals

Budget-friendly private label gains the most momentum amid rising costs

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What's Next?

Sales of edible oils rise over the forecast period

Olive oil remains a fragmented category

Competitive Landscape

Savola Group retains its lead in edible oils

Private label experiences the greatest dynamism at the end of the review period

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What's Next?

Sales of meals and soups rise over the forecast period

Competitive Landscape

Nestlé SA retains a strong lead in meals and soups

Private label records strong growth from a low base

Channels

Supermarkets retains a strong lead in the distribution of meals and soups

Strong growth of retail e-commerce although the channel remains highly niche for meals and soups

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Spices, and tomato pastes and purées feature heavily in local dishes

What's Next?

Sales of sauces, dips and condiments are expected to rise over the forecast period

Rising health consciousness leads to a switch in demand towards better for you variants

Increasing urbanisation favours demand for essentials and a growing number of restaurants

Competitive Landscape

Nestlé SA retains its lead in sauces, dips and condiments through its popular Maggi brand

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Product innovation is focused on health and wellness while packaged honey is curtailed by demand for locally produced products

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