



Herbal/Traditional Products in Oman

October 2026

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KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Frankincense-based remedies drive routine preventive use and stable demand
Himalaya wellness syrups expand preventive immunity routines and boost sales

WHAT'S NEXT?

Rising consumer focus on prevention to drive routine purchases
Cough and cold remedies to attract new users with immunity benefits
Expanded marketing and retail reach set to broaden consumer base

CHANNELS

Pharmacies secure trust as sole gateway for herbal remedies
Online platforms gain ground with convenience-driven buyers

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031
Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031
Chart 2 Population by Generation 2026
Chart 3 Consumer Expenditure 2021-2031

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