Euromonitor International

Processed Meat, Seafood and Alternatives to Meat in Oman

November 2026

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Value-driven protein demand sustains steady growth amid cost pressures
A'Saffa Foods strengthens frozen processed poultry offering for budget-aware households
Major retailers expand private label offer to capture value-seeking consumers
Chart 1 Value Sales 2021-2031
Chart 2 Volume Sales 2021-2031
Chart 3 Value Sales by Category 2026

WHAT'S NEXT?

Processed meat drives expansion as processed seafood faces decline
Plant-based alternatives stay niche as traditional proteins dominate
Chart 1 Forecast Value Sales 2021-2031
Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Gulf Technical & Trading gradually strengthens, but fragmentation marginally increases
Established brands leverage broad offerings and wide availability to defend against private label expansion
Chart 1 Company Shares 2026
Chart 2 Brand Shares 2026

CHANNELS

Hypermarkets maintain leadership as value-seeking consumers favour one-stop shopping
Retail e-commerce expands from small base as retailer-operated platforms gain traction
Chart 1 Retail Channels 2021-2026

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

COUNTRY REPORTS DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-oman/report.