



Euromonitor  
International

# Hot Drinks in Oman

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### EXECUTIVE SUMMARY

Moderate growth of hot drinks in 2025 with tea achieving the highest growth

### KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

An easing of inflation relative to earlier years of the review period and a slowdown in unit price rises boost consumption of hot drinks

Coffee premiumisation stalls amid high commodity costs and consumer price sensitivity

Health trends pressure other hot drinks as parents become increasingly nutritionally aware

### WHAT'S NEXT?

Despite growing adoption of pod machines, demand for on-trade coffee has the potential to erode off-trade sales

The cultural significance of tea and innovation drive growth in Oman

Cooperative societies emerge and expand over the forecast period

### COMPETITIVE LANDSCAPE

Nestlé Middle East FZE tops hot drinks in 2025, driven by Nescafé and Nespresso

Power Root (M) Sdn Bhd is the most dynamic in hot drinks in 2025

### CHANNELS

Promotions and pricing provide hypermarkets with an edge in sales of hot drinks

Online sales surge for hot drinks, driven by deals and new entrants

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### COUNTRY REPORTS DISCLAIMER

## COFFEE

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Growth in coffee sales stimulated in part by the rising popularity of fresh ground coffee

### Industry performance

The coffee culture continues to thrive in Oman

Wide availability of coffee brands, especially in instant coffee

### What's next?

Retail value sales of coffee grow steadily over the forecast period

Coffee pod machine adoption boosts growth in fresh ground coffee pods

Elevated commodity prices threaten coffee premiumisation over the forecast period

### Competitive landscape

Nestlé leads with its Nescafé and Nespresso brands

Strong growth of Lebanese player Al Najjar Co and its Café Najjar brand

### Channels

Hypermarkets maintains the leading position in the distribution of coffee

Hypermarkets has a strong presence in urban areas where shopping is considered a leisure activity

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### Industry performance

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Tea bags black records a strong increase in popularity

### What's next?

Forecast period sales growth given the deep rooted popularity of tea

Innovation and cultural trends spur growth of tea in Oman

Health trends support growth of fruit/herbal tea and green tea, although high prices limit mass appeal of the former

### Competitive landscape

Lipton Teas & Infusions Gulf FZE leads the category, harnessing the global renown of its Lipton brand

Ahmad Tea is the most dynamic company in 2025

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## OTHER HOT DRINKS

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2025 developments

Retail value sales of other hot drinks increase in 2025

Industry performance

Chocolate-based flavoured powder drinks achieves dynamism in 2025

Teenagers, young adults and older consumers comprise the main consumer groups for other hot drinks

What's next?

Retail value sales of other hot drinks rise over the forecast period

Health awareness stimulates the development and launch of healthier variants

Some consolidation in other hot drinks over the forecast period

Competitive landscape

Nestlé Middle East FZE is the leading company in other hot drinks at the end of the review period

Mondelez Eastern Europe, Middle East & Africa FZE

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While still a small channel, retail e-commerce records strong growth for sales of other hot drinks

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