



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

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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

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

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Wide availability of coffee brands, especially in instant coffee

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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

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Nestlé leads with its Nescafé and Nespresso brands

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Innovation and cultural trends spur growth of tea in Oman

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

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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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