



Euromonitor
International

Spirits in Oman

August 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Spirits Summary

INDUSTRY PERFORMANCE

Expatriates Shift Demand as Incomes and Inflation Diverge

Blended Scotch Whisky Retains Loyalty While Vodka Eyes Growth

Flavour-Led Launches Attract Younger Adults and Drive Premium Sales

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Vodka and Gin Attract Expatriates as Cocktail Menus Evolve

Importers Manage Supply Risks as On-Trade Shifts to Premium

Expatriate Growth and Cocktail Culture Expand Premium Demand

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Diageo Leverages Brand Strength to Retain Lead

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

CHANNELS

Oman United Agencies and African + Eastern Drive Specialist Growth for Expatriate Consumers

Retail E-Commerce Remains Marginal

ECONOMIC CONTEXT

Chart 7 - Economic Context for Spirits

Chart 8 - Real GDP Growth 2020-2030

Chart 9 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 10 - Consumer Context for Spirits

Chart 11 - Population 2020-2030

Chart 12 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Alcoholic Drinks in Oman - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 13 - Key Industry Trends for Alcoholic Drinks

INDUSTRY PERFORMANCE

High-Income Expatriates Drive Premium Spirits While Middle-Income Shift to Value Options

Non Alcoholic Beer Dominates Sales as New Brands Broaden Appeal

Chart 14 - New Product Launches across Non Alcoholic Beer Spur Growth

Premium Whisky and Vodka Gain Traction among Affluent Expatriates as Value Seekers Trade Down

Chart 15 - Higher Expatriate and Tourist Flows Drive Growth and Polarisation

Chart 16 - Volume Sales 2020-2030

Chart 17 - Volume Sales by Category 2025

WHAT'S NEXT?

Expatriate Inflows and Tourism Fuel Rising Demand Despite Regional Disruption

Beer to Retain Leadership as Spirits and New World Wines Diversify Consumption

Shipping Disruption and Inflation Challenge Supply but Drive Resilience Strategies

Chart 18 - Forecast Volume Sales 2020-2030

Chart 19 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Chart 20 - Analyst Insight for Alcoholic Drinks

New Entrants Diversify Beer and Spirits

New Product Launches Target Expatriates and Broaden Appeal with Innovative Flavours

Chart 21 - Company Shares 2025

Chart 22 - Brand Shares 2025

CHANNELS

Hypermarkets Gains Leadership as Non Alcoholic Beer Drives Footfall

Food/Drink/Tobacco Specialists Attracts Expatriate Demand as Wine Diversifies

Regulatory Barriers Keep E-Commerce Marginal Despite Global Trends

MARKET BACKGROUND

Legislation

Legal Purchasing Age and Legal Drinking Age

Drink Driving

Advertising

Smoking Ban

Opening Hours

On-Trade Establishments

TAXATION AND DUTY LEVIES

OPERATING ENVIRONMENT

Contraband/Parallel Trade

Duty Free

Cross-Border/Private Imports

ECONOMIC CONTEXT

Chart 23 - Economic Context for Alcoholic Drinks

Chart 24 - Real GDP Growth 2020-2030

Chart 25 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 26 - Consumer Context for Alcoholic Drinks

Chart 27 - Population 2020-2030

Chart 28 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/spirits-in-oman/report.