

OMAN'S FOOD ECONOMY

THE SILENT GIANT AWAKENS

From Import-Reliant to Self-Driven – What's Fueling Oman's F&B Future?

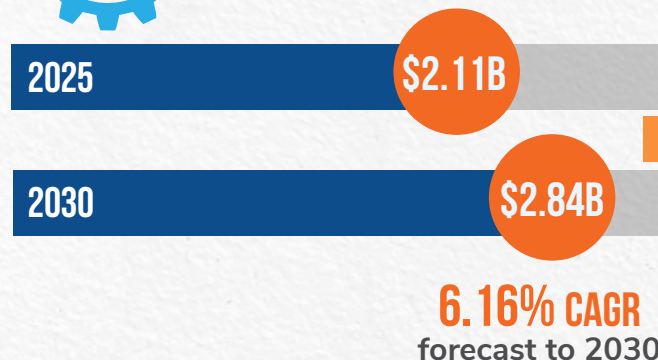
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Vision 2040: Oman's F&B Market Is Heating Up

Oman is no longer just watching the region's food race—it's investing billions to lead it.



Agriculture market



\$4.9B

invested (2016–2020) in



Agriculture



Fisheries

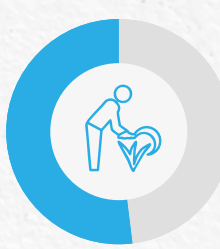


Infrastructure



70%

Food self-sufficiency targeted by 2040



48%

Food self-sufficiency already achieved

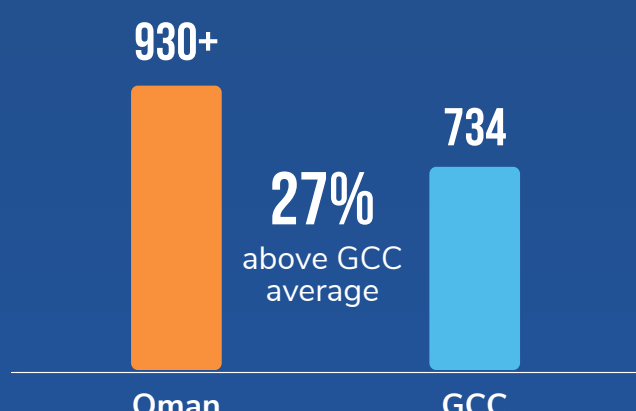


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One of the Region's Highest Food Consumption Rates

High per capita food consumption places Oman at the forefront of regional demand growth — a signal for both risk and reward.

Average consumption per capita Kg



30.4%

of household spend goes to **food**

dominate

26.4% share

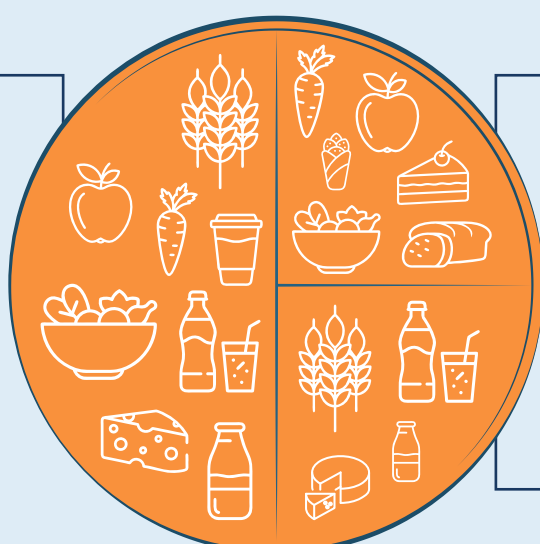
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Inside Oman's Food Basket: The Demand

Oman's food demand spans six high-potential categories — but the pace of localization varies widely.

Key categories:

Cereals
Protein
Fruits & Vegetables
Bakery
Dairy
Beverages



Fruits & Vegetables and Bakery are scaling up locally

Cereals, Dairy, and Beverages remain import-heavy

4

New Consumer, New Rules

The modern Omani consumer demands convenience, quality, and culture-aligned food.



Health-conscious eating on the rise



Preference for halal-certified, traceable, and omni-channel offerings



Strong demand for RTE, frozen, and functional foods



Demand shaped by global exposure + digital ordering habits

“Home-cooked food with restaurant-level convenience is redefining the Omani plate.”

The opportunity is here. Oman's food sector is maturing fast—don't wait to localize, partner, or invest.

Let's Talk Growth Opportunities

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Your Transformational Growth Journey Starts Here