



AHK World Business Outlook Oman

Fall 2025



German Emirati Joint Council
for Industry and Commerce
المجلس الألماني الإماراتي
المشترك للصناعة و التجارة



Summary

Companies in Oman remain generally positive, however less bullish than 6 months ago. 35% report a good current **business situation**, 40% consider it satisfactory and 25% see it as bad, compared to 60%, 29% and 8% respectively.

Looking ahead, 65% expect the **own business** to grow and 20% foresee stability in the market. While these numbers show a strong confidence regarding the own products' market position, the result is also less positive than in spring 2025.

The same slightly negative trend compared to the very strong results in the spring survey counts for the **anticipated economic development in the next 12 months**: 35% anticipate a positive economic development, while 45% expect no change and 20% predict a downturn.

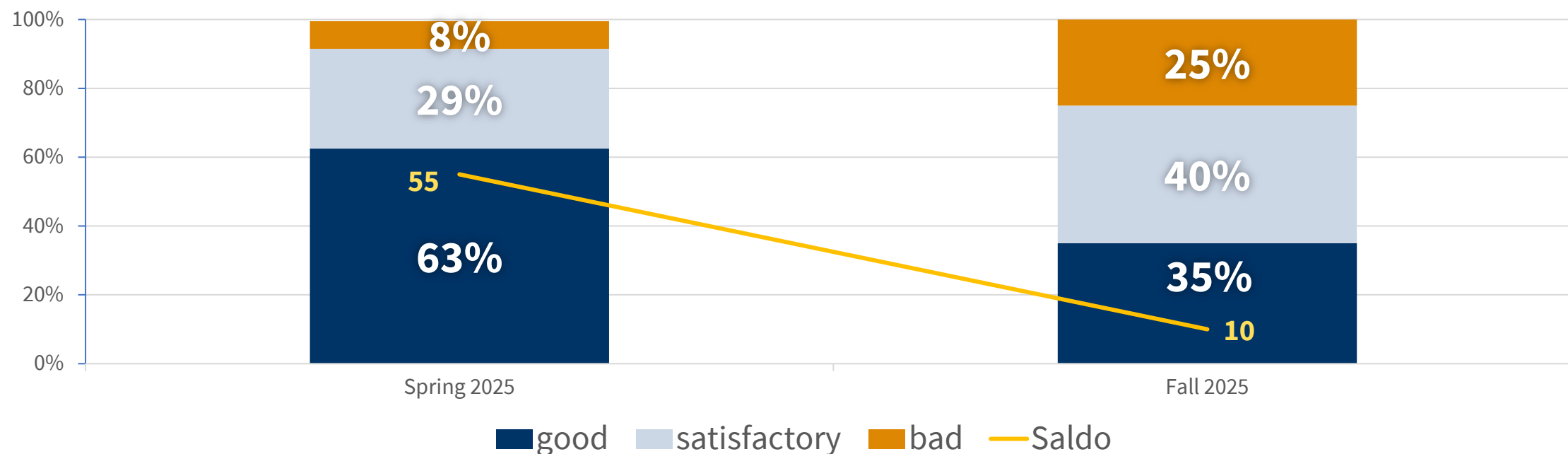
The outlook for **local employment** shows a clear decline. Only 20% of companies plan to increase their workforce, while 30% expect to reduce staff. In contrast, the **investment forecast** improved, with 40% expecting an increase in investment and 35% anticipating an investment comparable to in the past.

In their risk assessment for the coming 12 months, 47% cite **financing risk**, followed by concerns over **reduced demand** and a **skilled labor shortage**, both with 42%.

The ongoing **uncertainty around US trade policy** continues to influence local business expectations with 40% of the companies anticipate negative impacts on their business. This is however 18% less than 6 months ago.

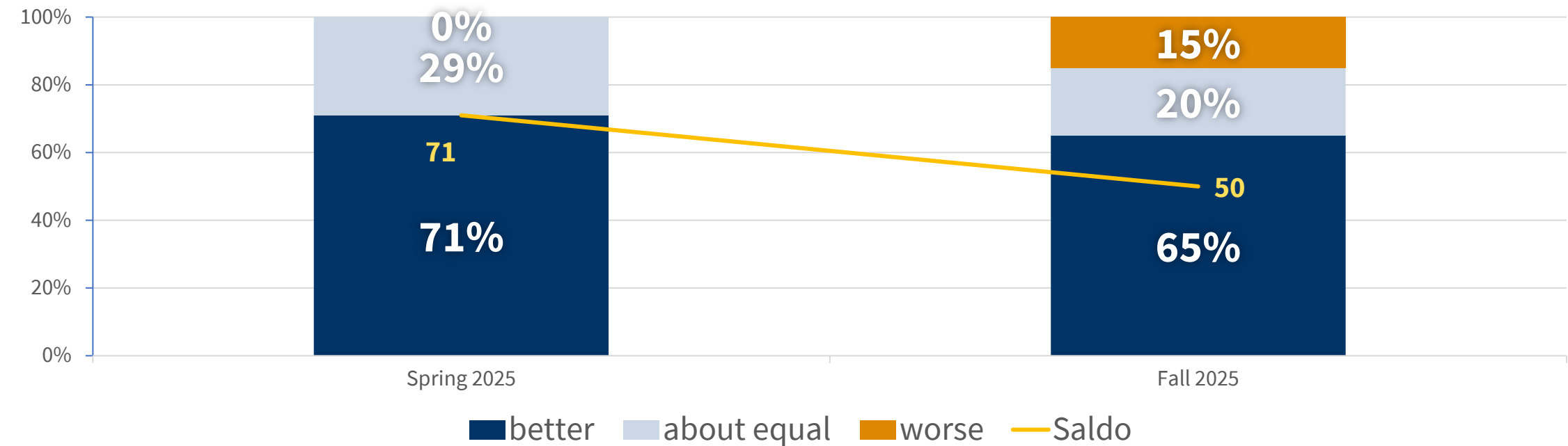


1. How do you assess the current business situation of your company?



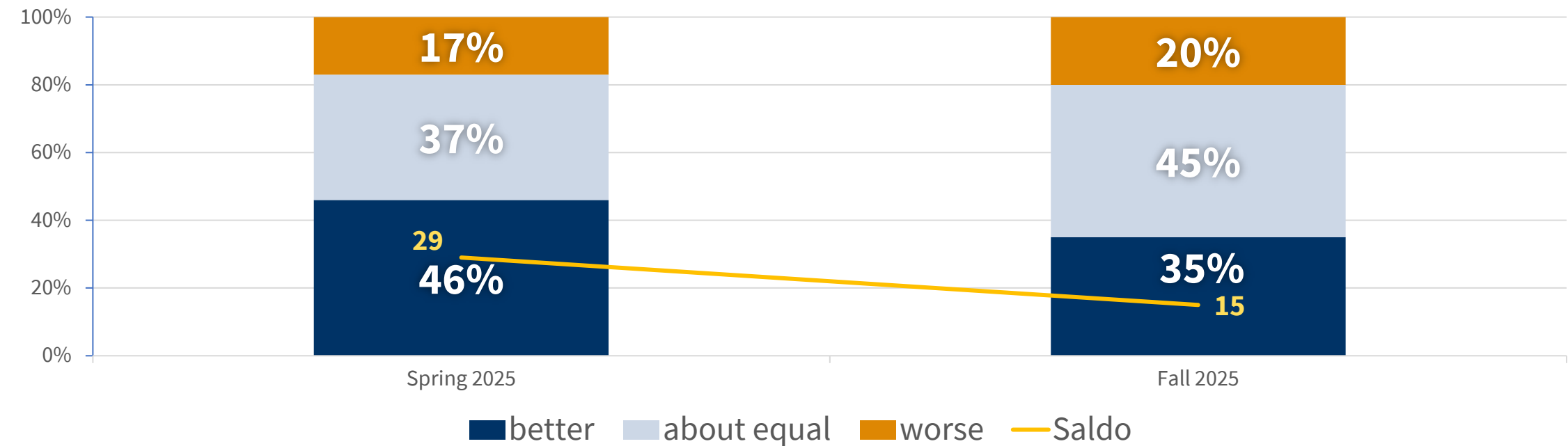
The outlook among companies in Oman remains positive, with 35% describing their current situation as good and 40% as satisfactory. However, compared to the Spring survey, there is overall a downward trend, as reflected in the saldo (difference between “good” and “bad”).

2. Which business development does your company expect for the next 12 months?



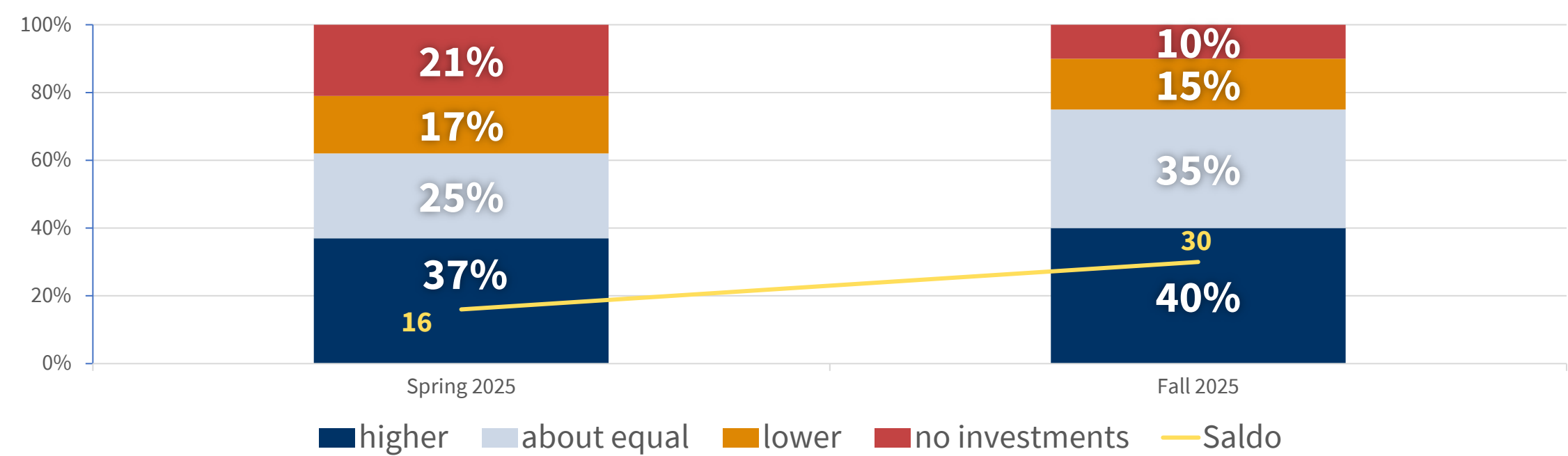
The overall 12 months expectation for the business development within the Omani market remains very positive with 65% forecasting an improvement. 20% foresee a stable situation. However, 15% of companies expect their business to get worse in the next 12 months compared to none in the Spring survey.

3. How do you judge the local economic development in the next 12 months?



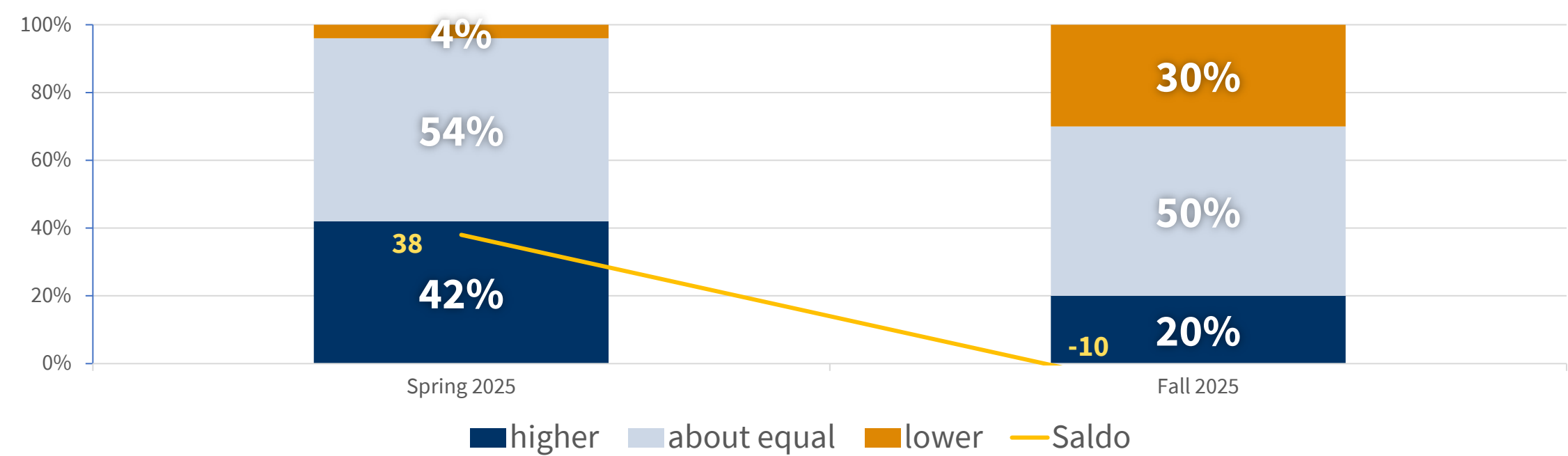
35% of the companies anticipate an improvement of the local economic development within the next 12 months. 45% expect the situation to remain equal while 20% foresee a decline in the economic development.

4. How do you think local investments of your company are likely to develop in the next 12 months?



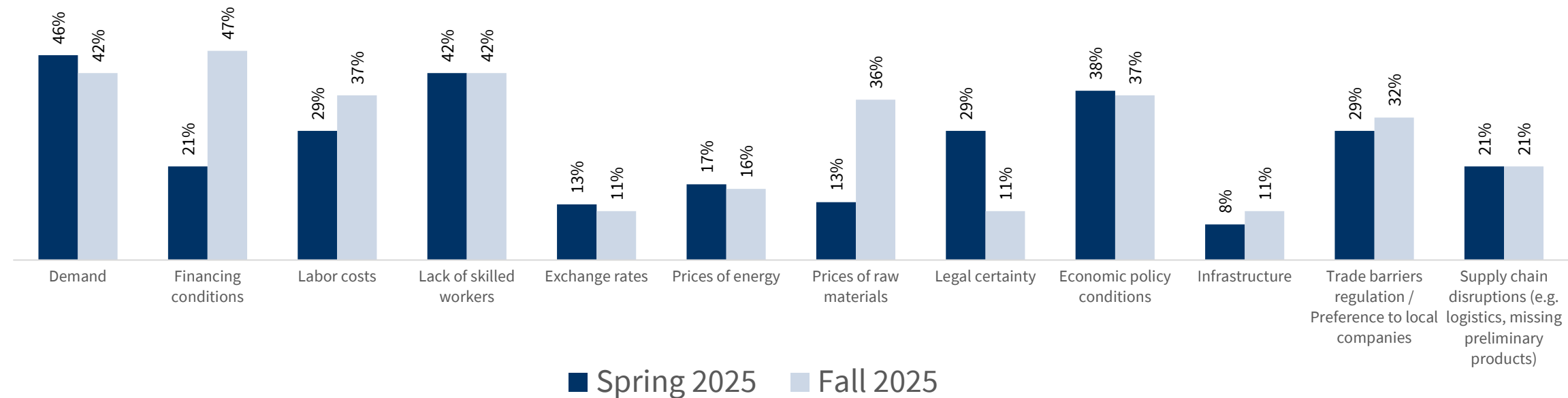
The outlook for local investment over the next 12 months is more positive than it was six months ago. 40% of companies expect to increase their local investments, while 25% foresee lower or no investments.

5. How do you think local employment of your company is likely to develop in the next 12 months?



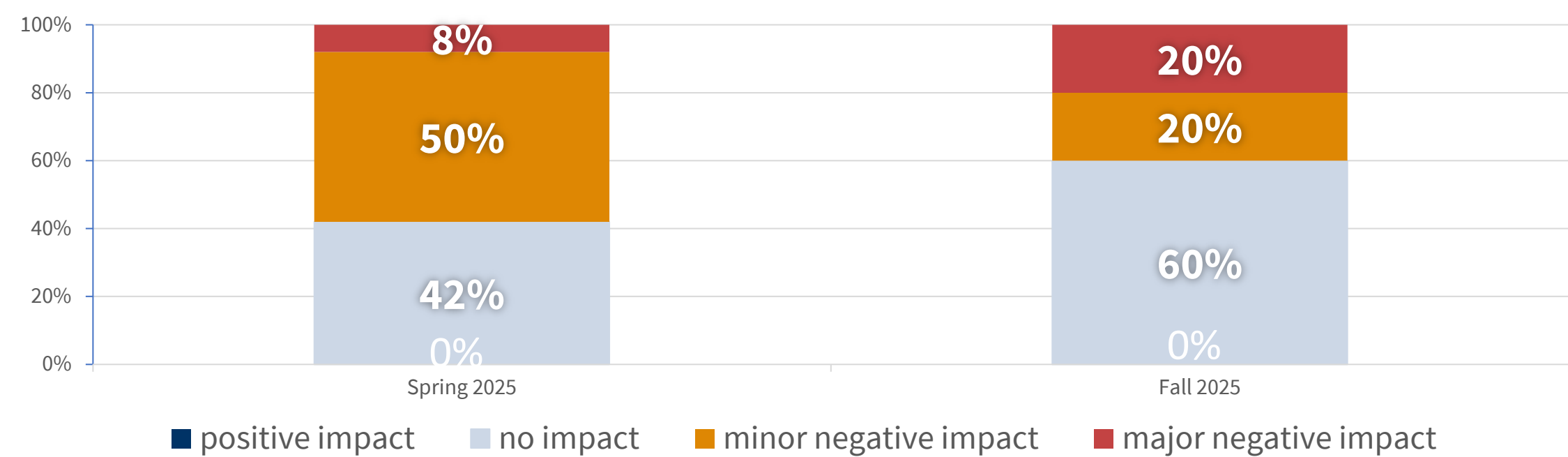
Over the next 12 months, the outlook for local employment shows a clear decline. Only 20% of companies plan to increase their workforce, while 30% expect to reduce staff.

6. What are the biggest risks for your company's economic development in the next twelve months?



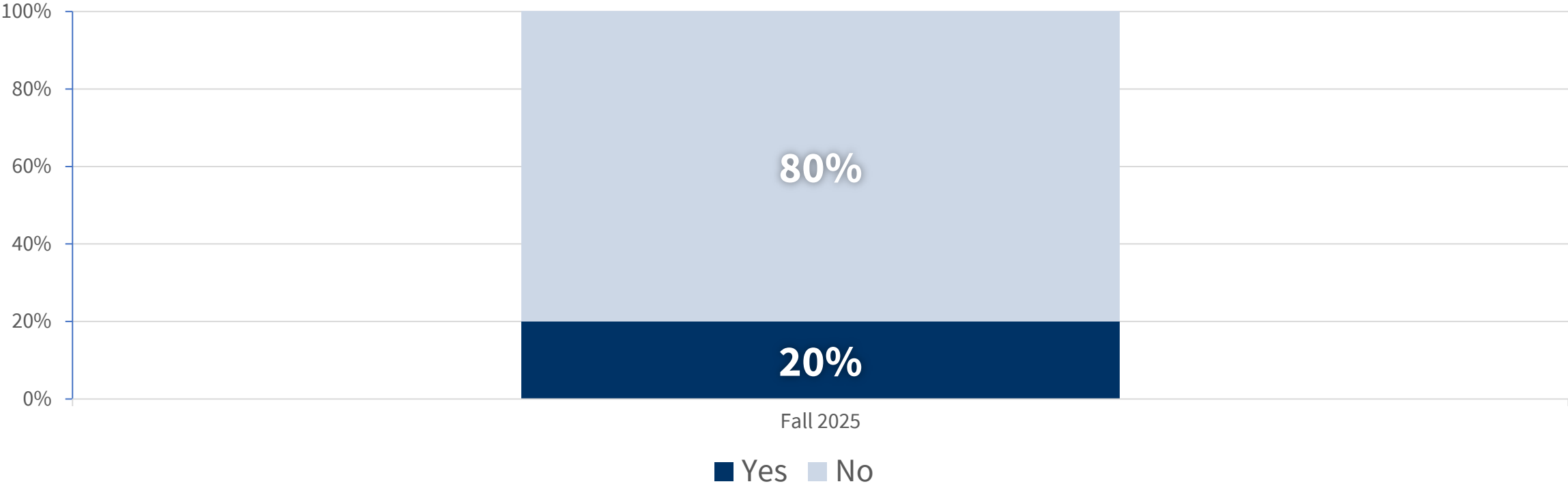
47% of the participating companies identify financing conditions as one of the biggest risks in terms of company's economic development. With this, the number of companies with concerns about financing more than double within 6 months. Further risks often named by companies are demand and a shortage of skilled workers, both with 42%.

7. What impact do you expect the new US trade policy to have on your company's local business?



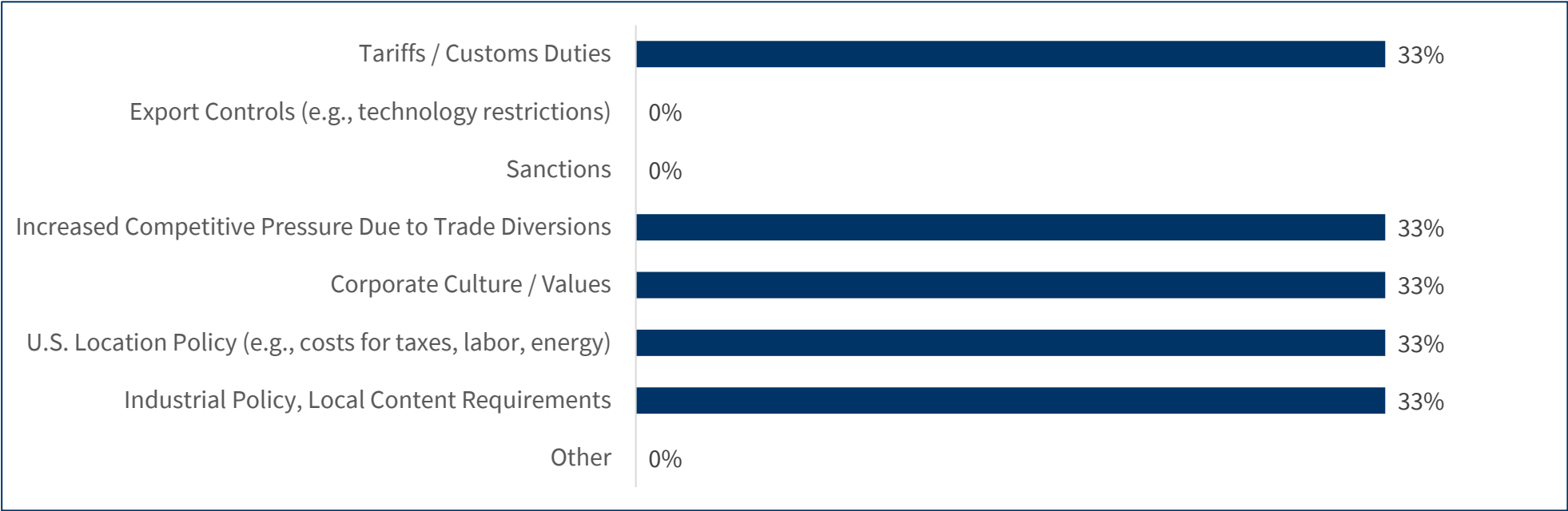
The ongoing uncertainty around US trade policy continues to influence local business expectations. However, the concerns have decreased compared to the Spring survey. Now, 40% of the companies anticipate negative impacts on their business, whether major or minor, compared to 58% 6 months ago. 60% foresee no consequences.

8. Is your company currently engaged in any business activities in the US?



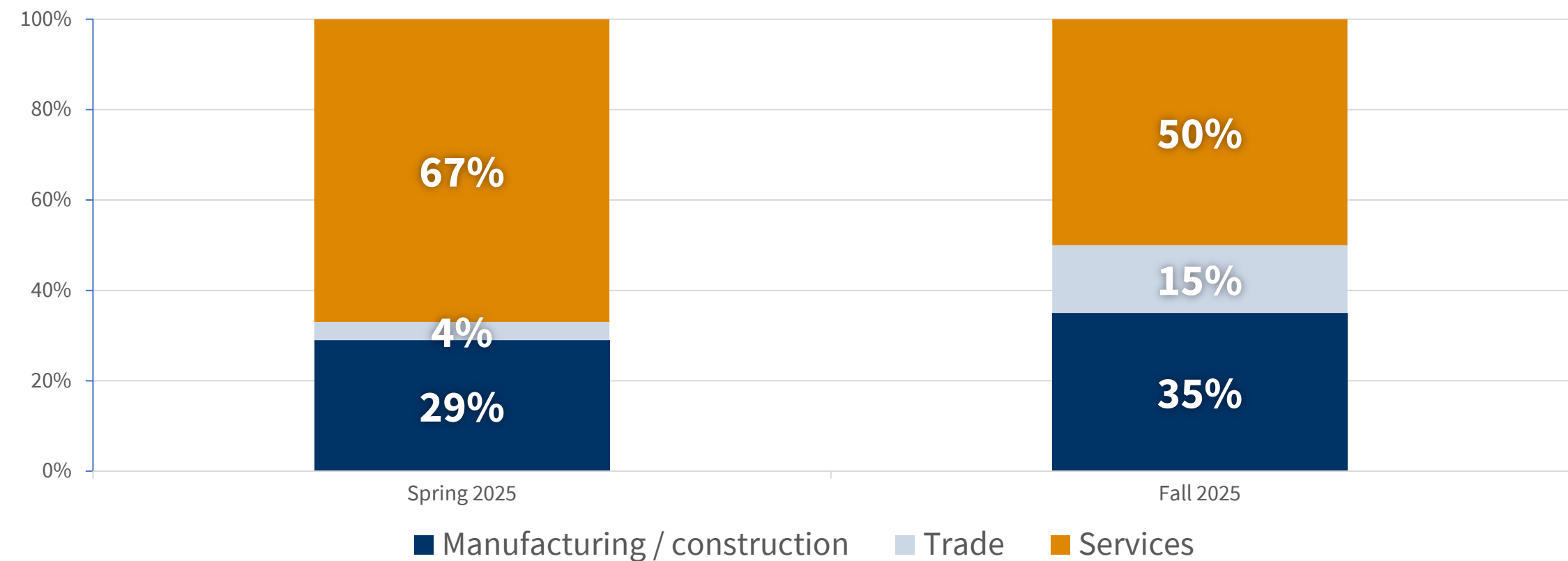


8.1. What are the key aspects and challenges of US economic policy?

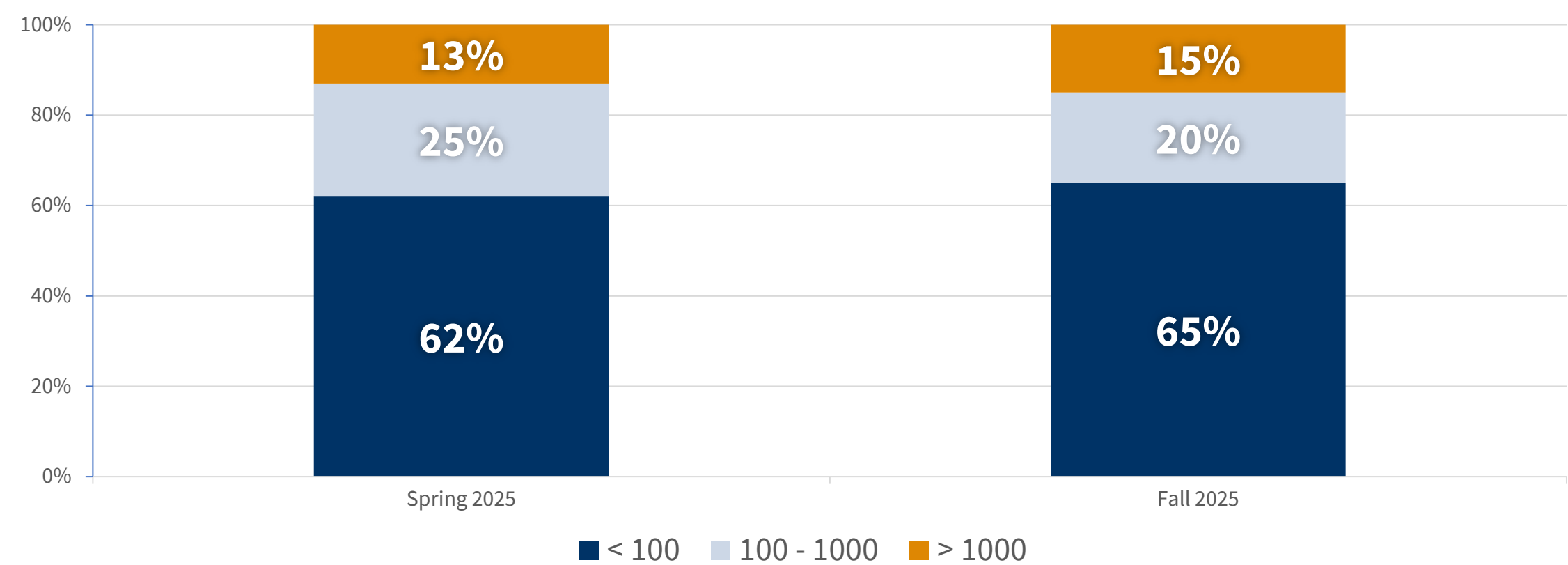


Companies operating in the United States cite tariffs and customs duties, increased competition from trade diversions, corporate culture, as well as US location and industrial policies as key challenges.

9. Participating companies per sector



10. Participating companies per number of employees worldwide



The **AHK World Business Outlook** is based on a regular DIHK survey of member companies of the German Chambers of Commerce Abroad, delegations and representative offices (AHKs). In fall 2025, it collected feedback from over 3,500 German companies, branches and subsidiaries worldwide, as well as companies with close ties to Germany.

The survey was conducted from 29 September to 17 October 2025.

The global results are also available on the AHK UAE website (www.ahkuae.com)

For inquiries, please contact: info@ahkuae.com



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