



AHK World Business Outlook Oman

Spring 2026



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

Summary

Business sentiment in Oman is positive, with 48% of companies rating their current situation as good and 31% as satisfactory.

Looking ahead, **business expectations** for the next 12 months remain broadly positive, with 62% foreseeing improvement and 21% expecting stable conditions, although sentiment has eased slightly compared to last year.

The **economic outlook** has softened further, with 38% expecting improvement and 28% stability. **Investment plans** are cautious, as 41% intend to increase local investments, while a growing number (36%) foresee lower or no activity.

Employment expectations grew, with 38% planning to expand their workforce and 48% maintaining current levels.

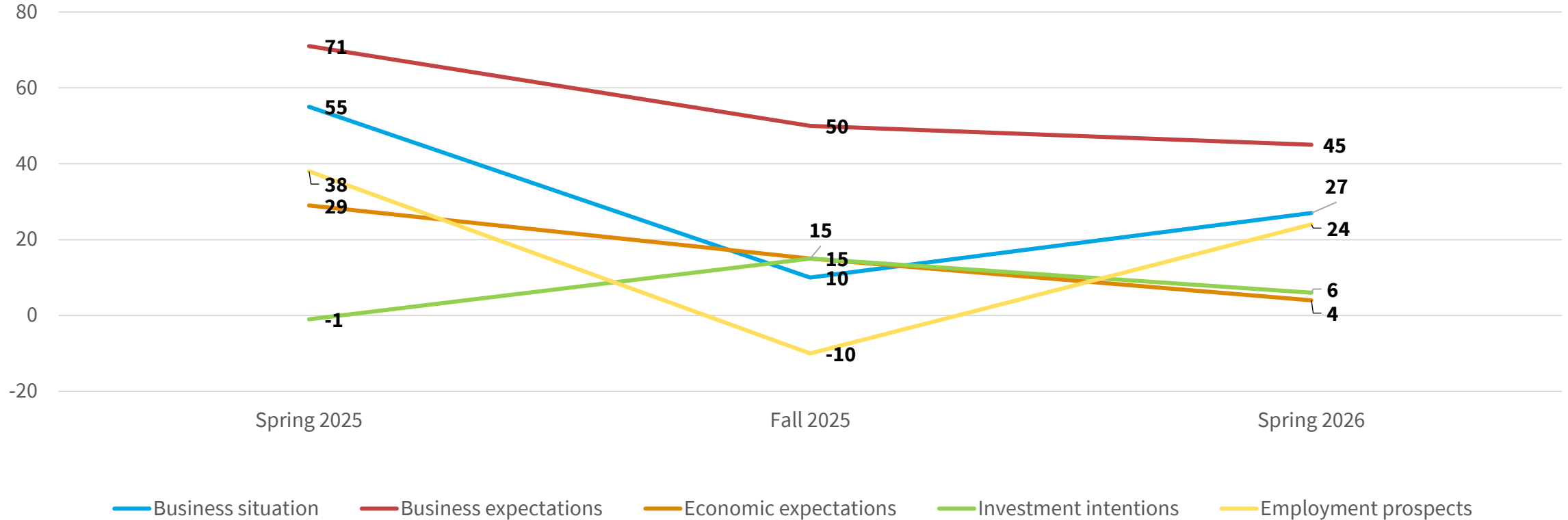
In terms of **risks**, supply chain disruptions are identified as the most significant challenge (59%), followed by rising raw material costs (45%) and demand constraints (41%). The current situation in the Middle East is expected to add further pressure, particularly in relation to higher input costs and continued supply chain issues.

In response, 40% of companies are already implementing adjustments, while a similar share plans to further expand their **supplier networks**. **Inventory strategies** remain mixed, with most companies holding back on increases. At the same time, market development remains active, as 27% have already entered **new sales markets** and 38% plan further expansion.

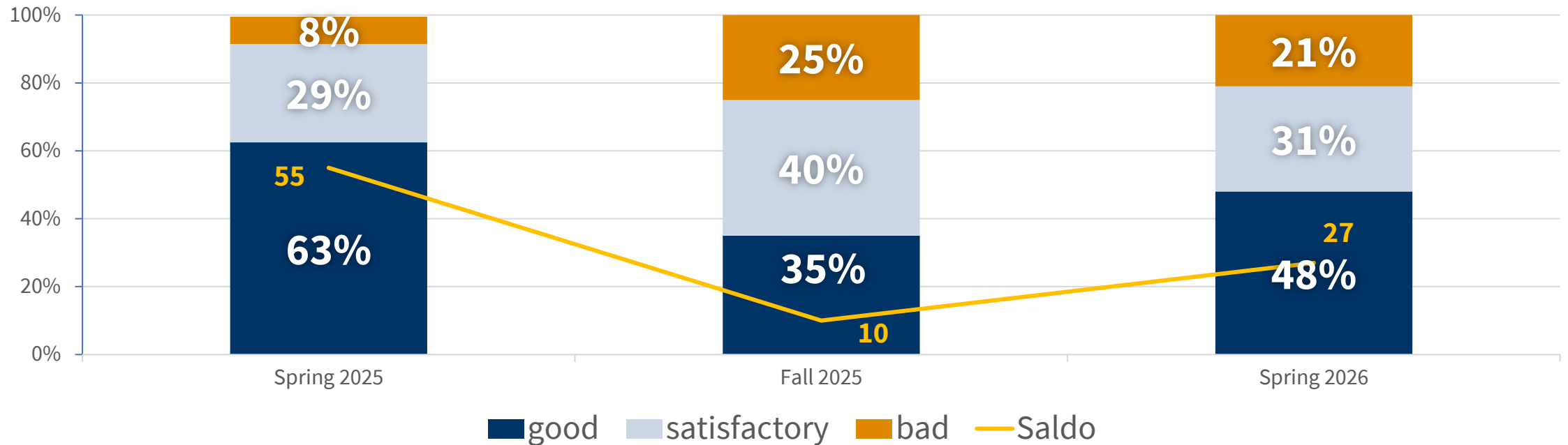
Despite these challenges, confidence in Oman remains strong, with 67% of companies not planning to relocate their operations.

Summary: Situation and forecast - German companies in Oman

Saldo in points

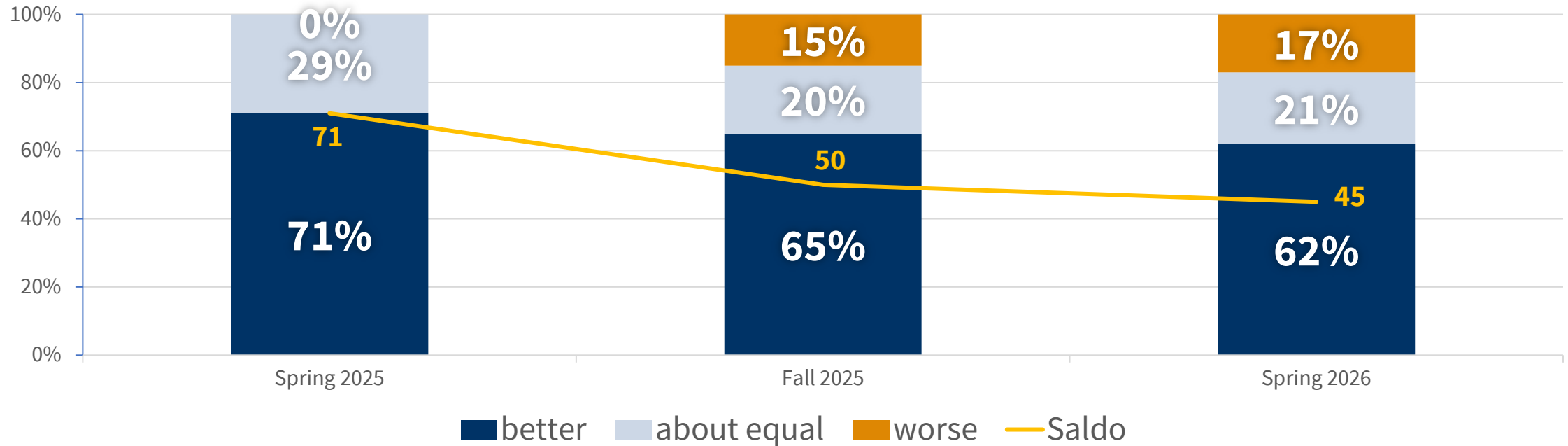


1. How do you assess the current business situation of your company?



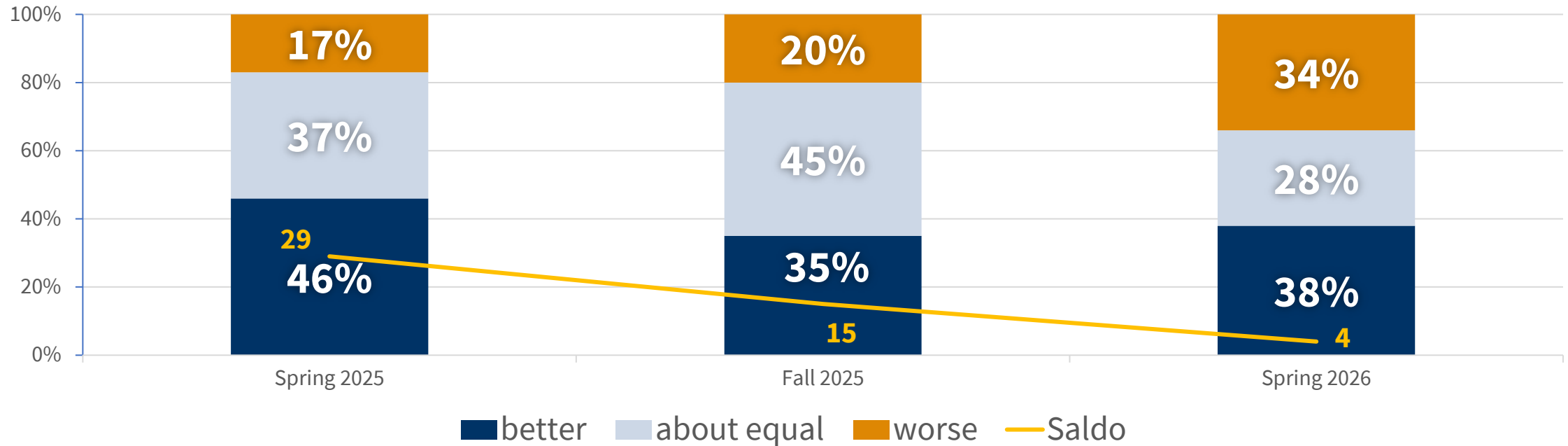
Companies in Oman assess their current business situation positively, with 48% describing it as good and 31% as satisfactory. Compared to six months ago, the balance (difference between “good” and “bad”) has increased from 10 to 27 points.

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



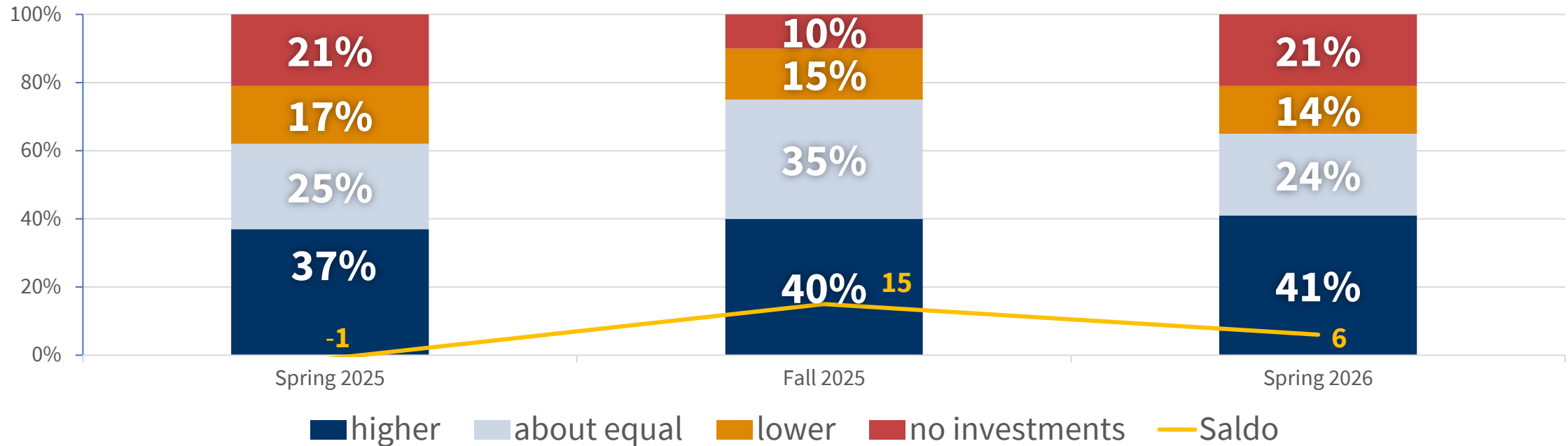
The overall 12 months expectation for the business development remains positive as well, with 62% of the companies forecasting an improvement. 21% foresee a stable situation. However, there is a slight downward trend compared to last year.

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



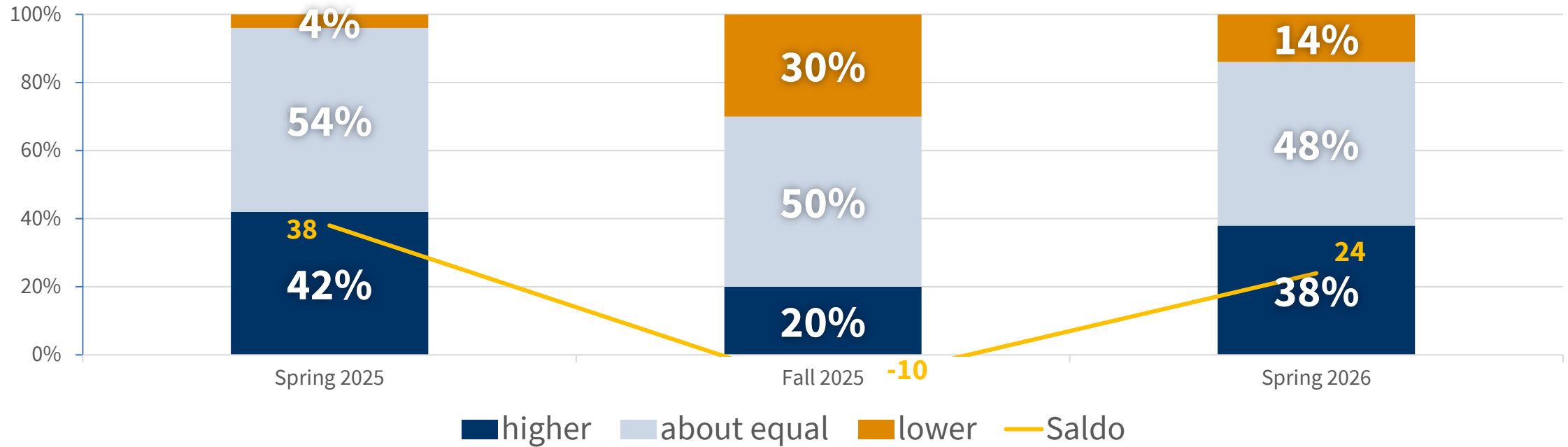
The outlook for Oman’s economic development has softened compared to last year. Nonetheless, 38% of companies expect improvement, while 28% anticipate stable conditions.

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



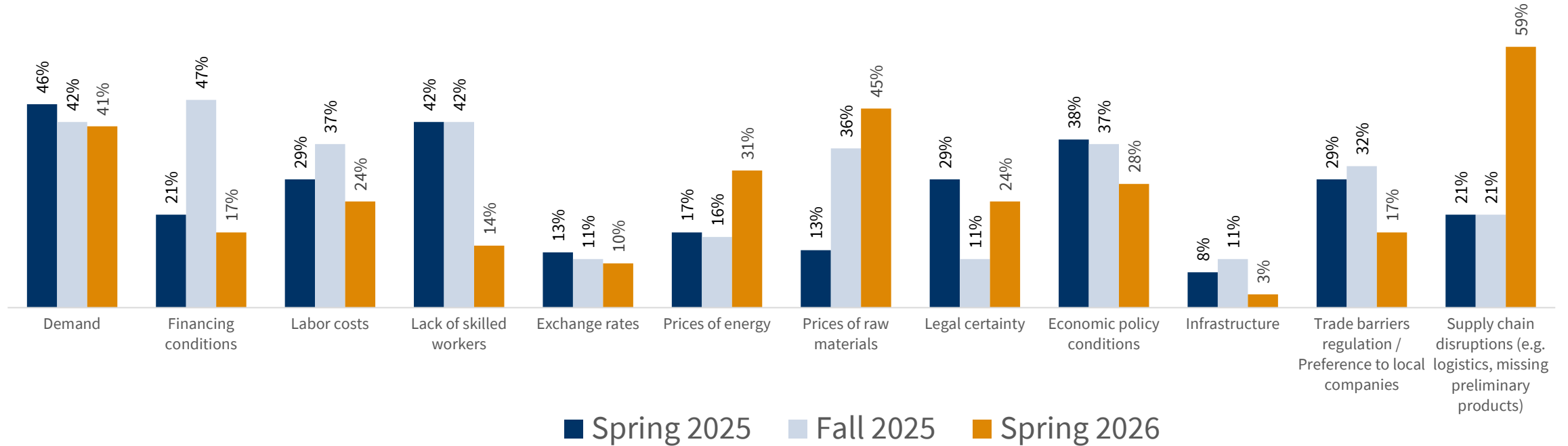
The outlook for local investment over the next 12 months has slightly softened compared to six months ago. 41% of companies expect to increase their local investments, while an increasing number (36%) foresee lower or no investments.

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



Expectations for local employment have increased, with 38% of companies planning to increase their workforce and 48% expecting to maintain current staffing levels. This signals an overall positive trend.

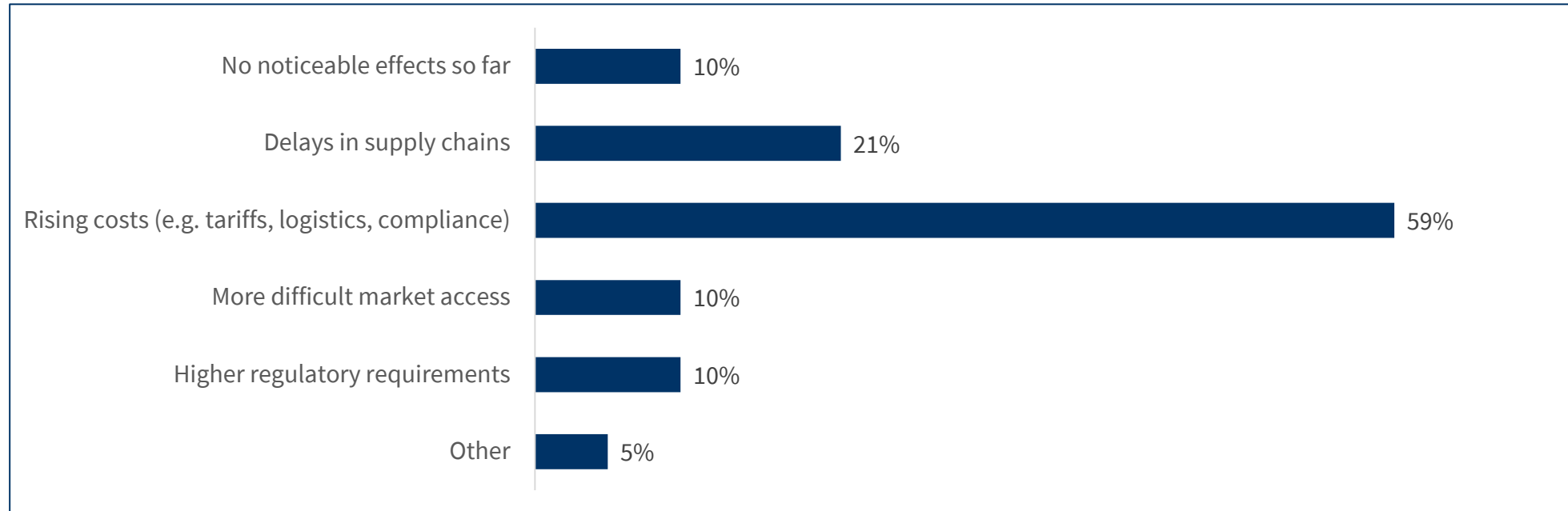
6. What are the biggest risks for your company's economic development in the next 12 months?



Supply chain disruptions are currently perceived as the greatest risks by companies with 59%. Additionally, there is an increase in the number of companies indicating prices of raw materials as growing challenge (45%). Demand remains an issue, cited by 41% of respondents. Energy prices are considered a risk by 31% of companies, while 28% express concern about economic policy conditions.

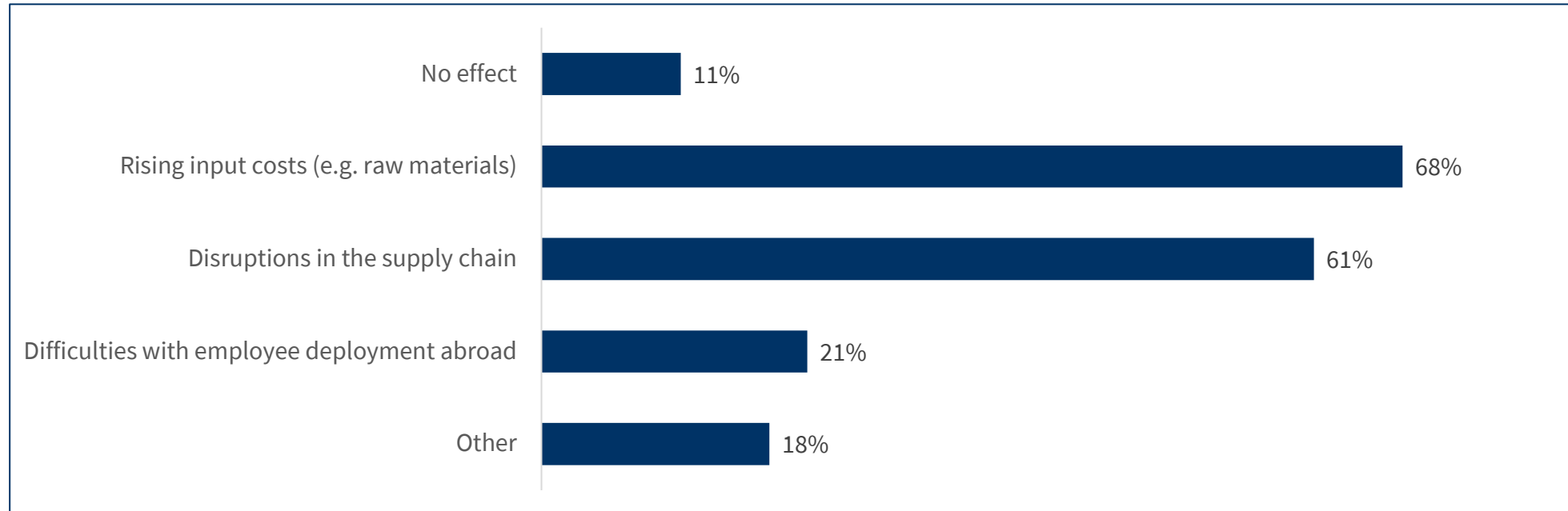


7. What specific effects are current trade policy developments having on your company's business?



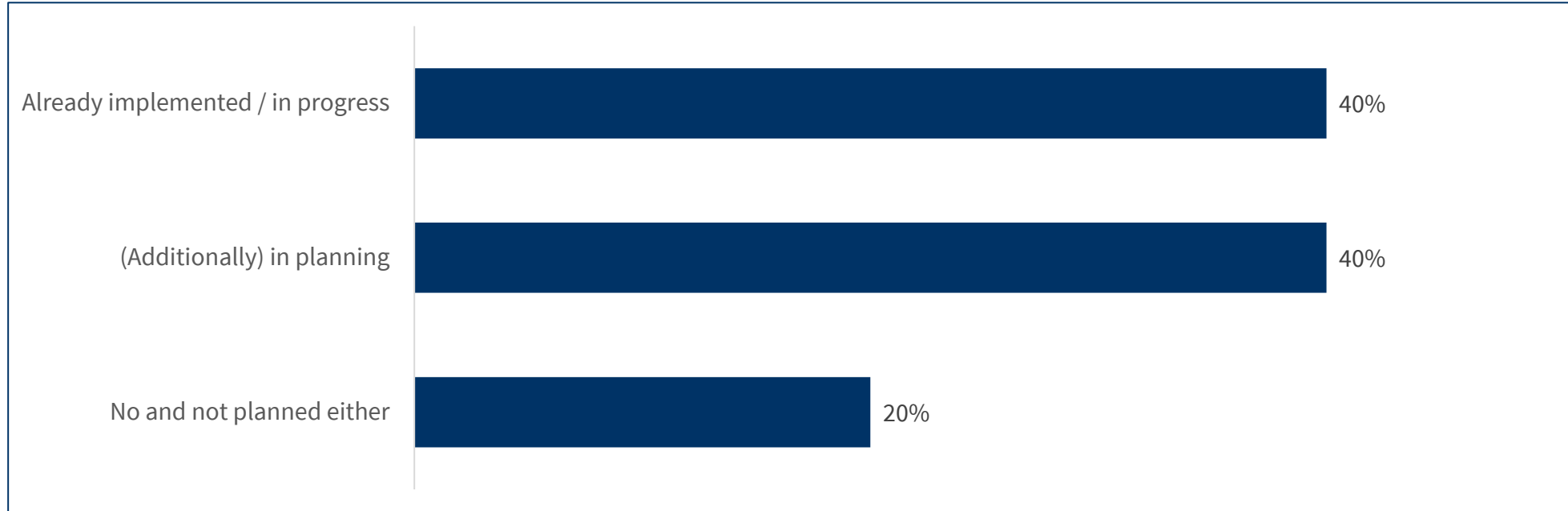
Current trade policy developments are contributing to rising costs, for example through logistics and tariffs. Furthermore, 21% of the companies experience supply chain delays.

8. What effects of the escalation in the Middle East conflict do you fear or already experience in your company's business?



The escalation in the Middle East is leading to rising input costs, cited by 68% of companies. 61% also anticipate challenges in the supply chain as a result of disruptions.

9. Do you plan an expansion of supplier network?



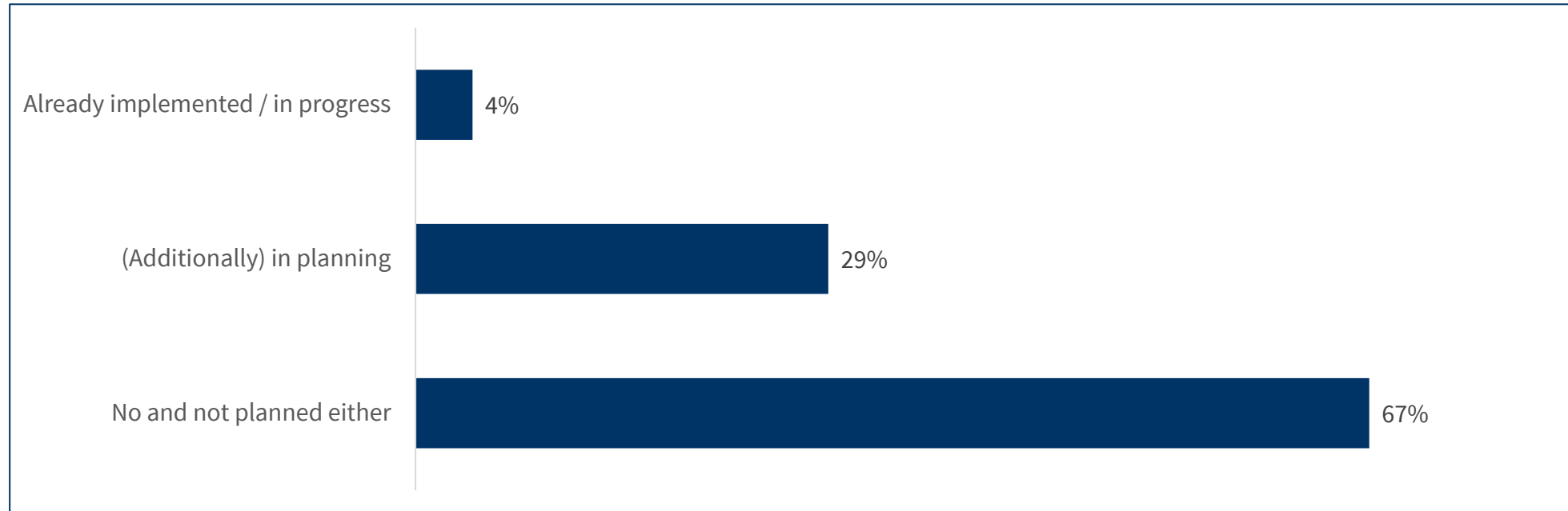
40% of the companies have already implemented or are currently implementing such measures. An equal number of companies plan to grow their supplier networks, while 20% neither currently do so nor intend to expand.

10. Do you consider exploring new sales markets?



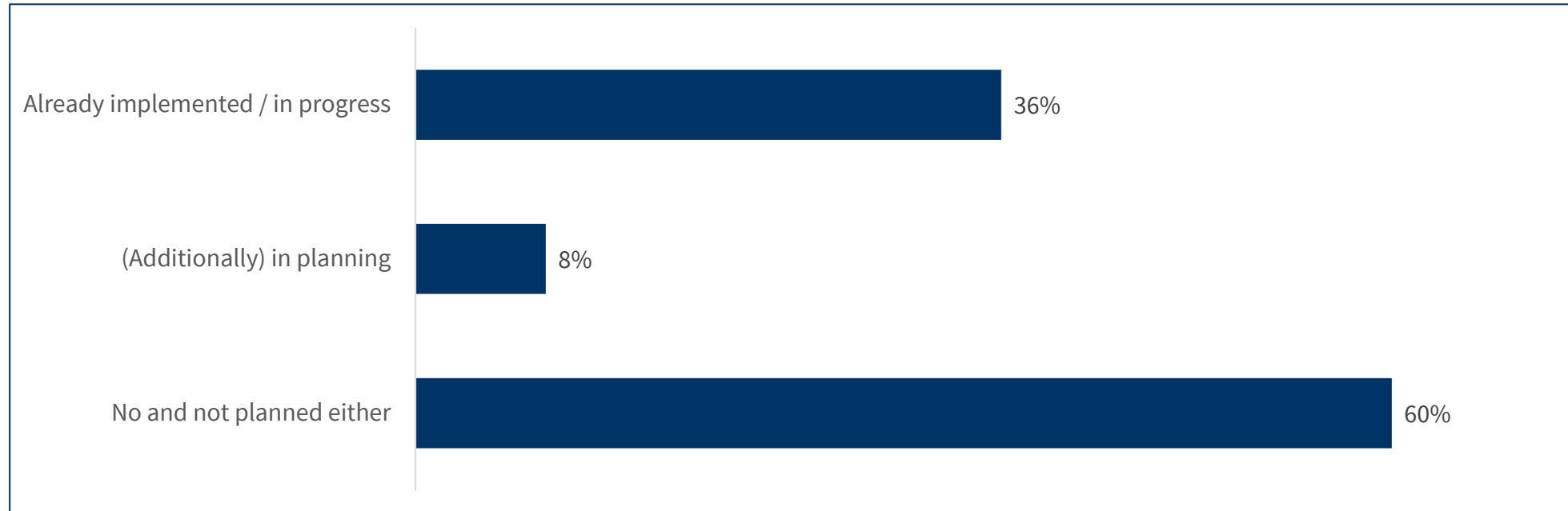
27% of companies are already exploring or have implemented new sales markets, while 38% plan to expand into additional markets.

11. Do you consider a relocation of production/facilities to new location?



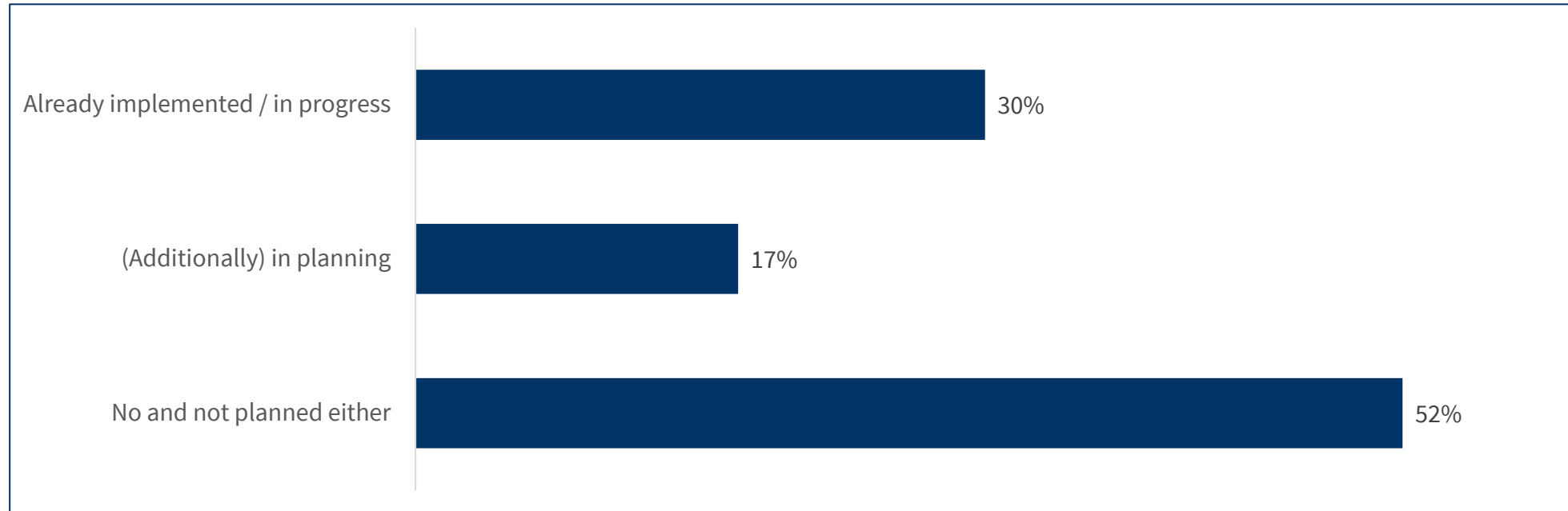
Confidence in Oman as business location remains solid, with 67% of the companies indicating no intention to relocate their local operations.

12. Do you consider an increase in investments at local site ?



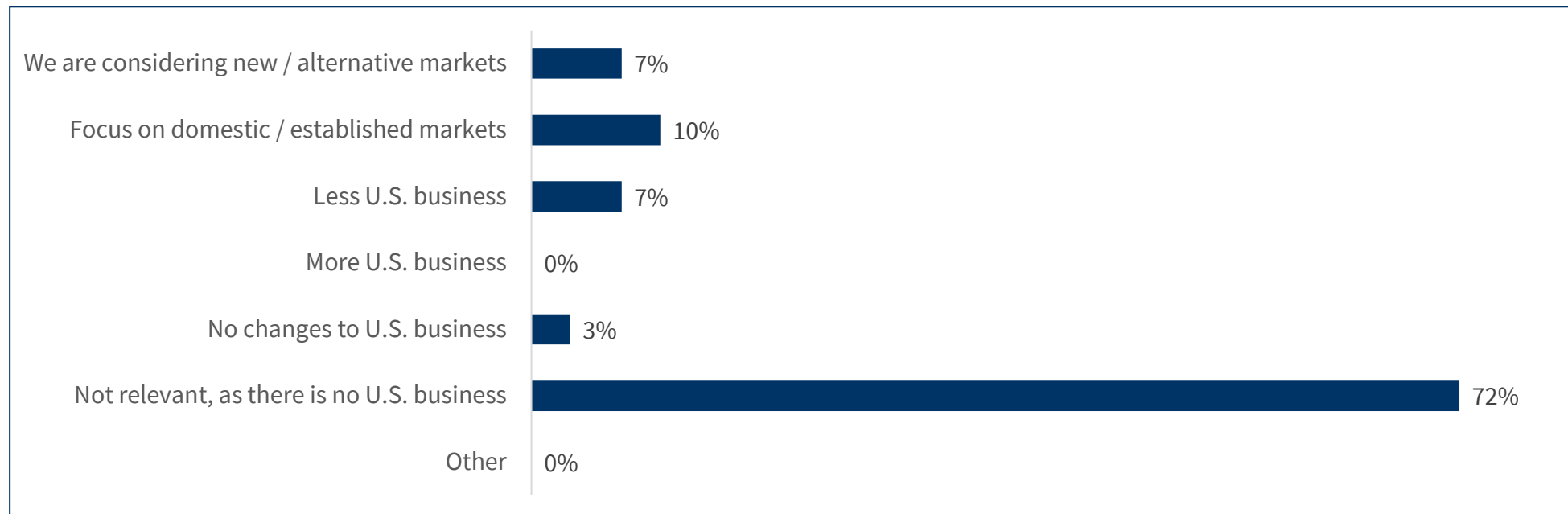
Investment sentiment remains cautious, with 60% of companies not planning to increase investments at their local sites. However, 36% are already in the process of further investing locally.

13. Do you consider an increase in inventory ?



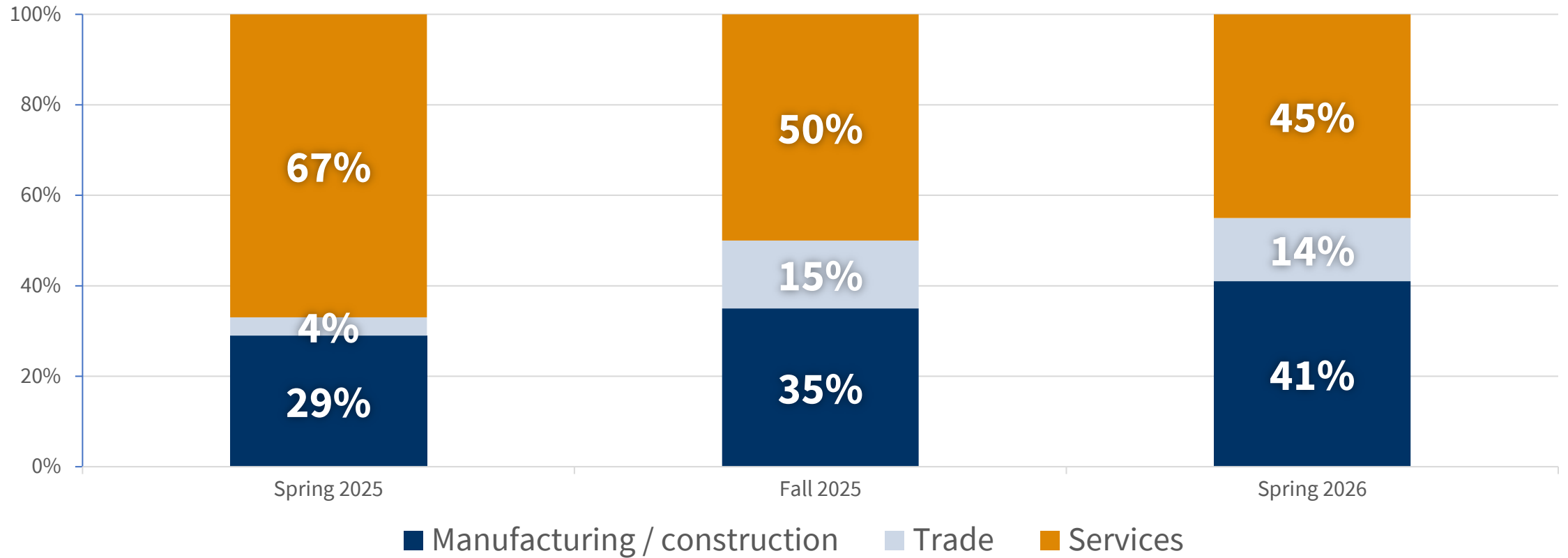
The majority of companies are neither considering nor planning any increase in inventory, while 30% have already increased or are currently increasing their stock levels.

14. Which consequences is your company drawing in response to U.S. trade policy?

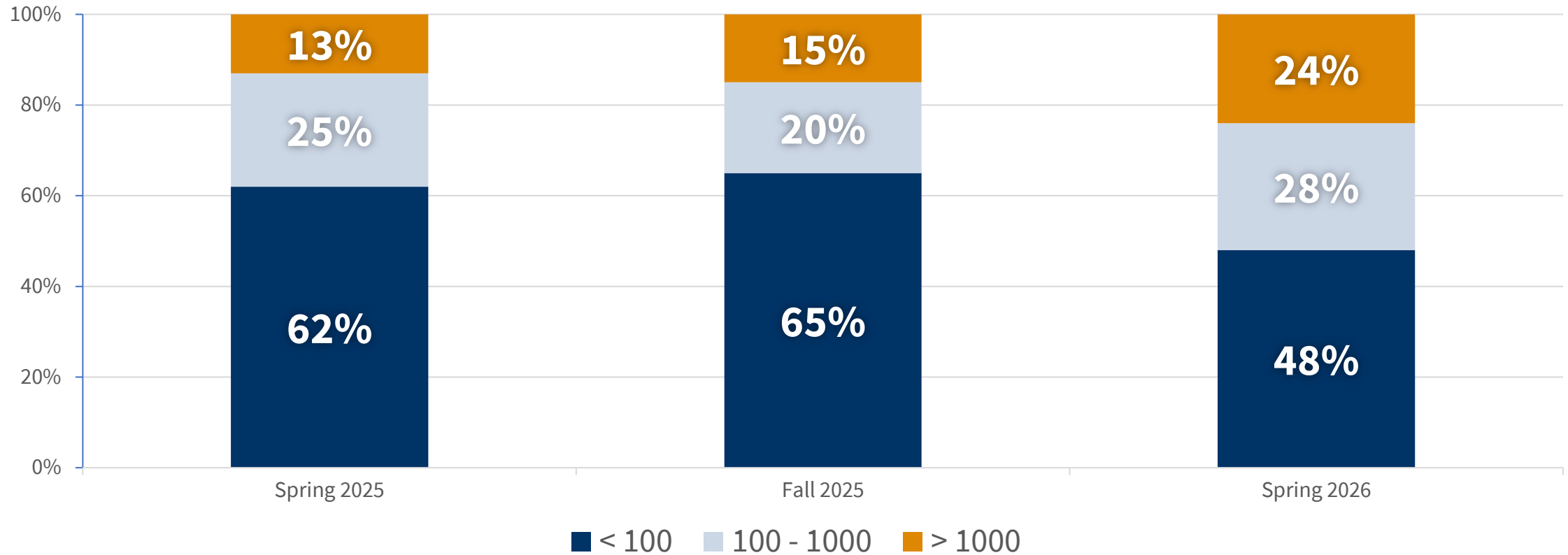


The impact of U.S. trade policy is limited, with 72% of companies unaffected as they have no business activities in the United States.

15. Participating companies per sector



16. 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).

This survey collected feedback from more than 4,500 German companies, branches and subsidiaries worldwide as well as companies with close ties to Germany. This includes a relevant sample size of participants from Oman whose replies are documented in this country specific evaluation.

The survey was conducted from 16 March till 10 April 2026.

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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