

AHK World Business Outlook
Oman

Fall 2026

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

Summary

Business sentiment in Oman is positive, with 52% of companies rating their current situation as good and 33% as satisfactory.

Looking ahead, **business expectations** for the next 12 months remain broadly positive, with 55% foreseeing improvement and 45% expecting stable conditions,.

The outlook for Oman's **economic development** has improved, topping even the score before the tensions in the region began. While 39% of companies expect an improvement, 43% anticipate a development equal to the past.

Investment plans slightly improved, 40% intend to increase local investments, while still 30% foresee to keep it stable.

Employment expectations remain stable, with 36% of companies planning to expand their workforce and 55% expecting to maintain current staffing levels.

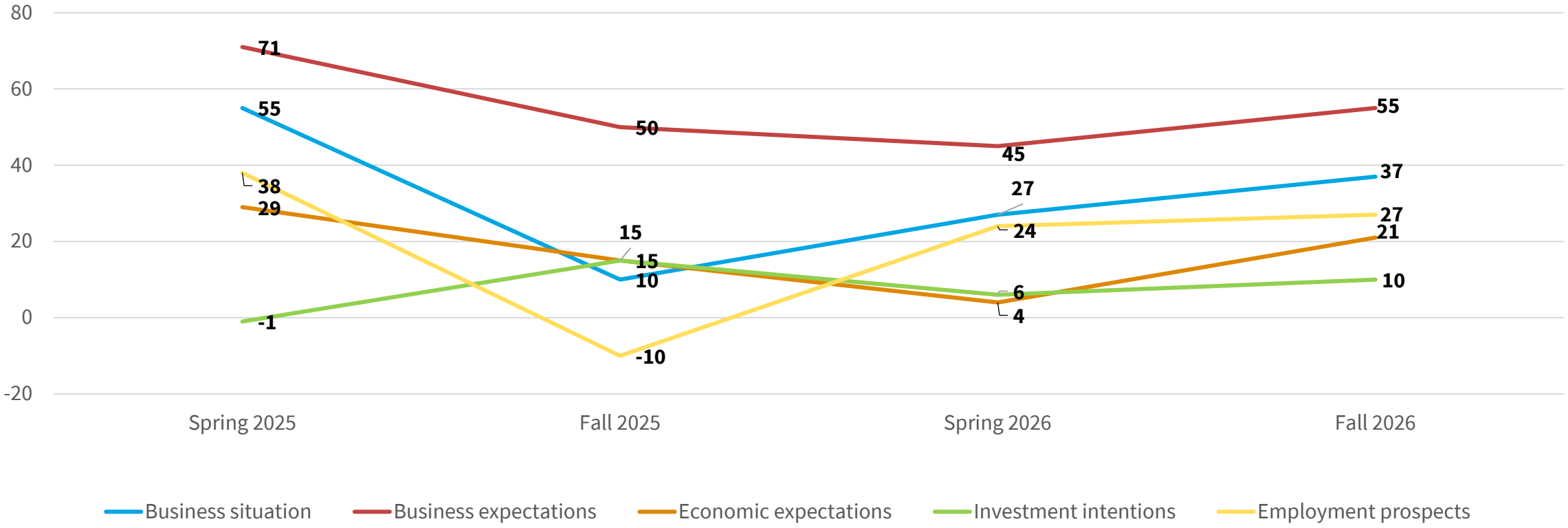
In terms of **risks**, supply chain disruptions are still perceived as the greatest risks by companies with 61%, followed economic policy conditions and raw material prices (each with 45%)

Competition from Chinese companies is perceived in different ways by the German companies in Oman. While 46% report no increased pressure, 36% feel a moderate to strong impact. In response, companies are exploring new sales and procurement markets, investing in product innovation and focusing on cost reduction.

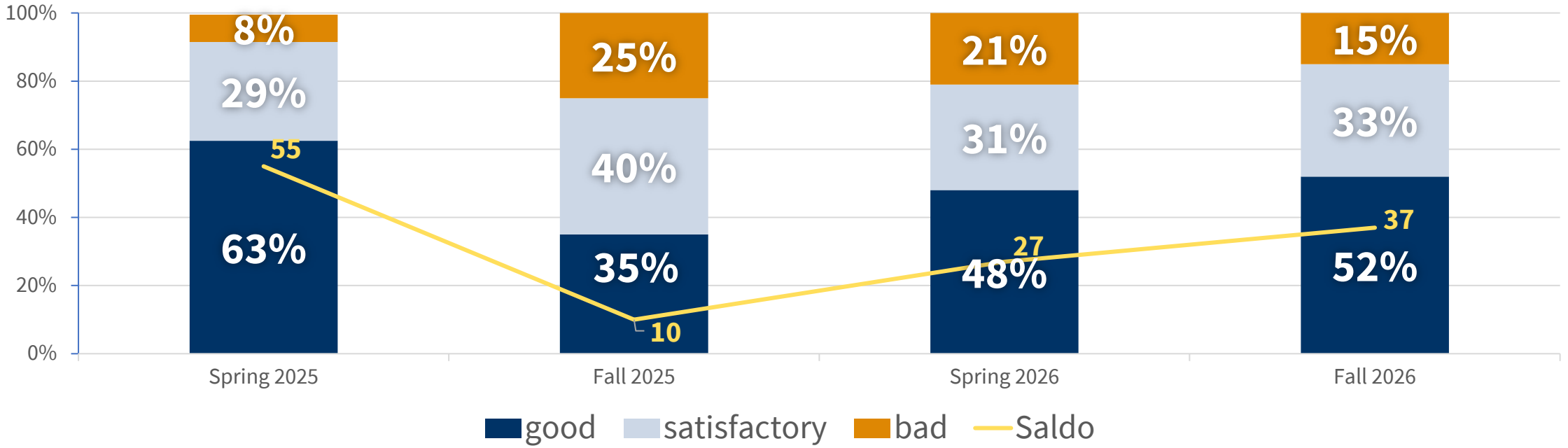
Companies continue to regard Oman as an **attractive business location**. Over the next five years, 52% expect improvements in infrastructure and logistics, while 43% anticipate positive market growth.

Summary: Situation and forecast - German companies in Oman

Saldo in points

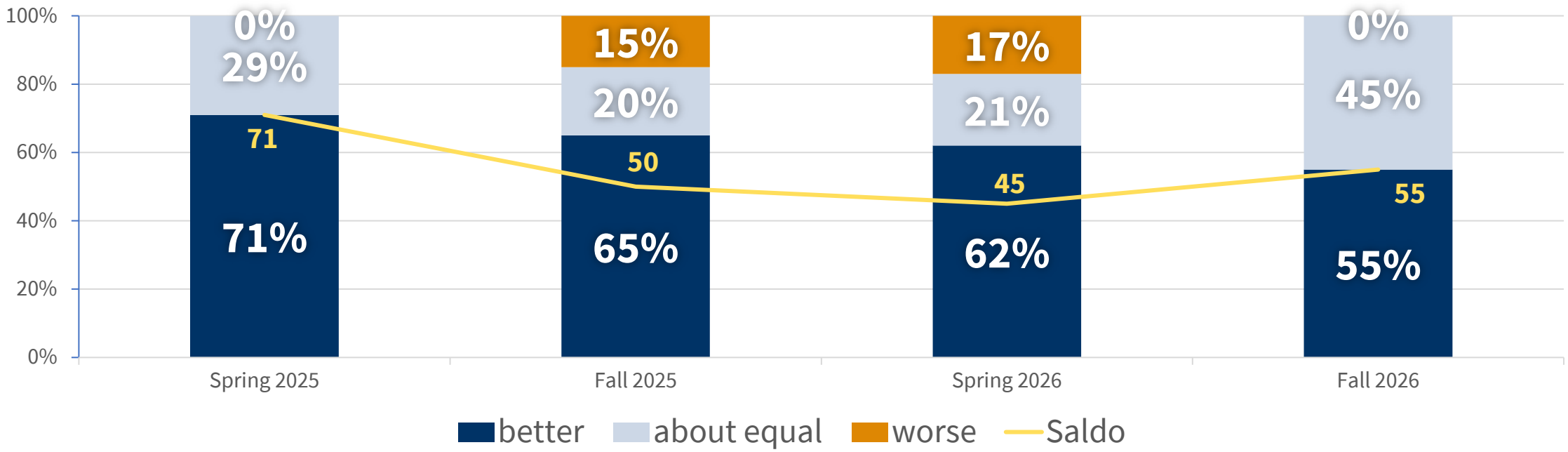


1. How do you assess the current business situation of your company?



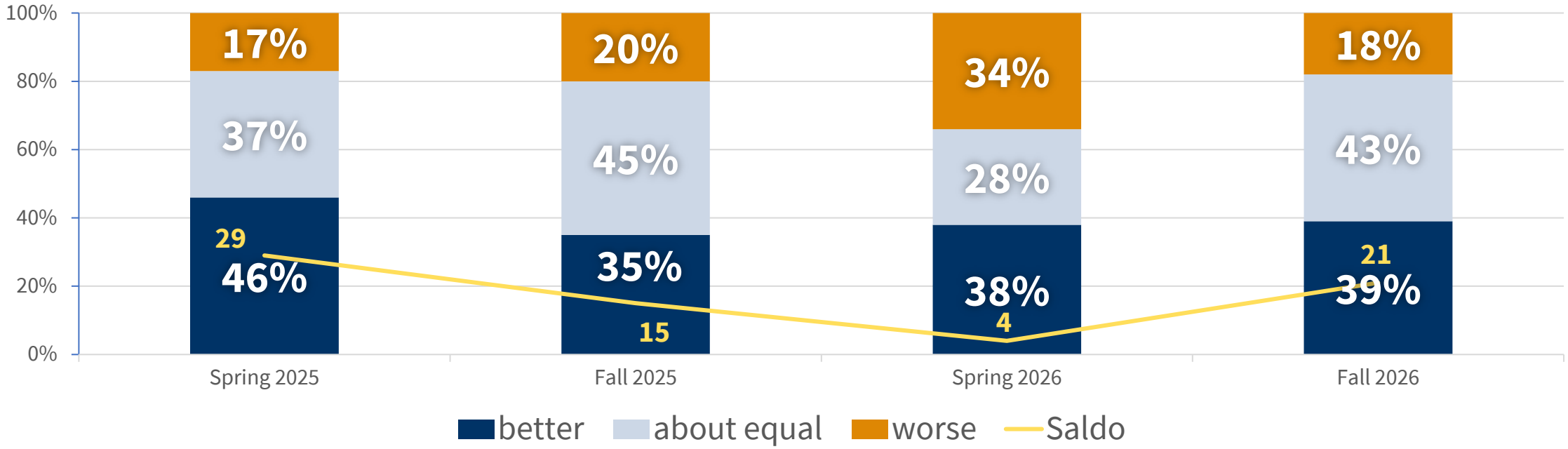
Companies in Oman assess their current business situation positively, with 52% describing it as good and 33% as satisfactory. Compared to six months ago, the saldo (difference between “good” and “bad”) has further increased from 10 points to 37 points.

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



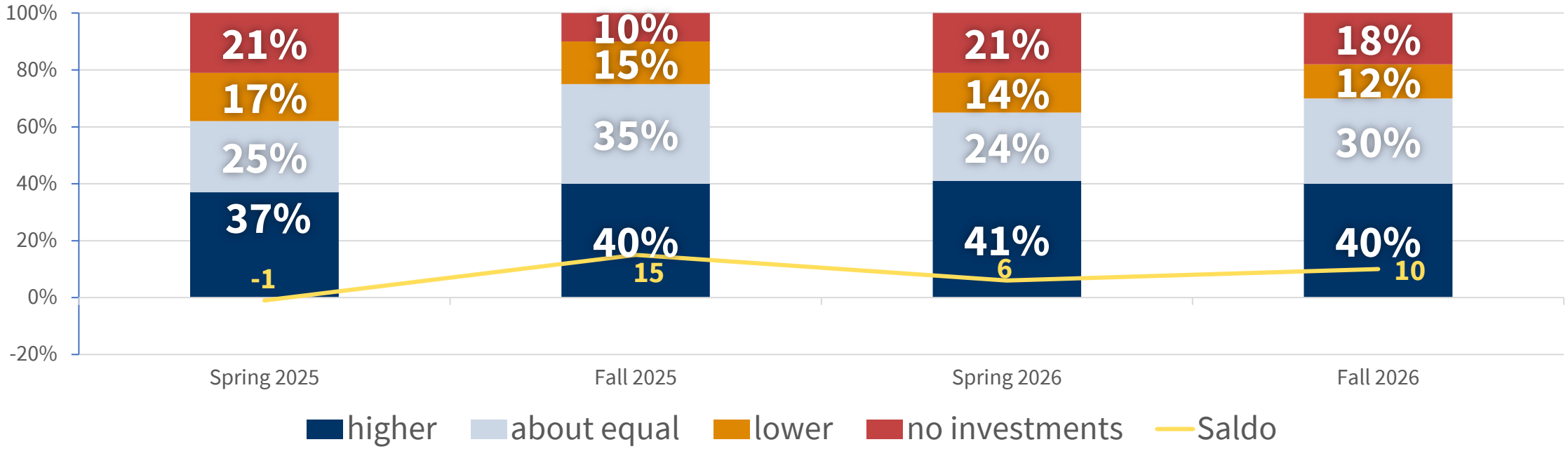
The overall 12 months expectation for the business development remains positive as well, with 55% of the companies forecasting an improvement. 45% foresee a stable situation. The saldo increased from 45 to 55 compared to spring 2026.

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



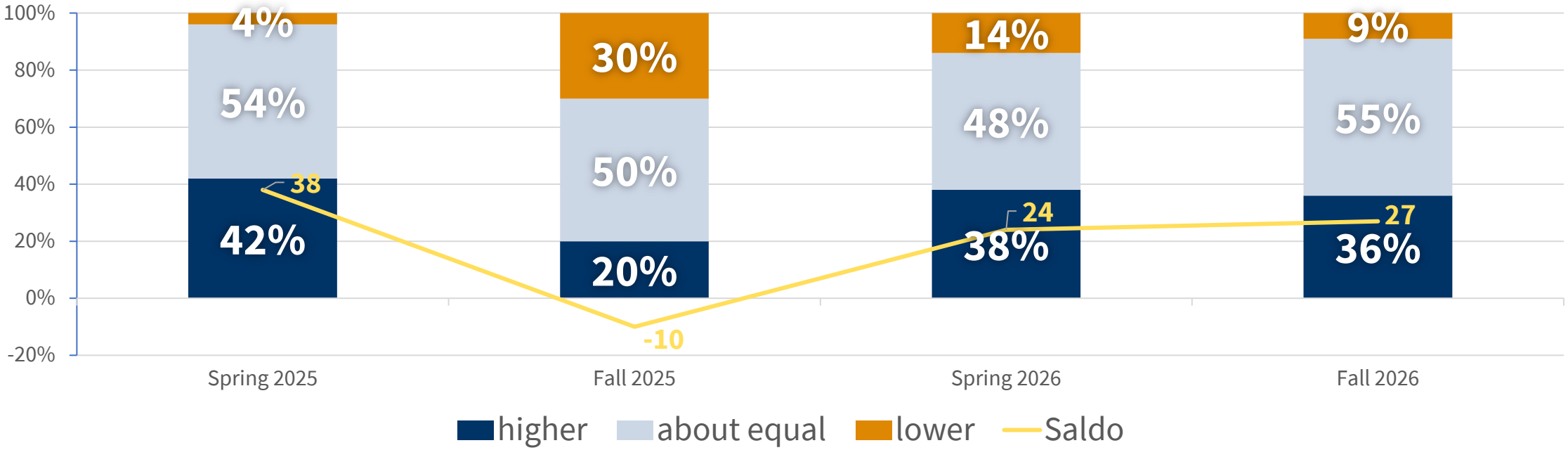
The outlook for Oman's economic development has improved, topping even the score before the tensions in the region began. While 39% of companies expect an improvement, 43% anticipate a development equal to the past, only 18% foresee a worsening.

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



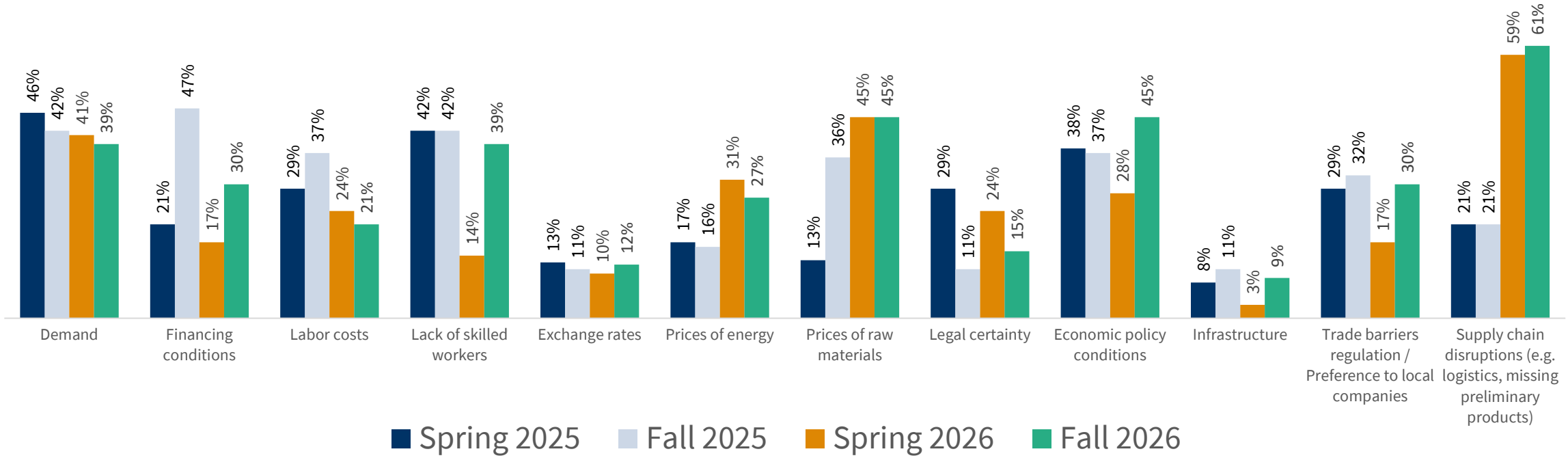
The overall outlook for local investment over the next 12 months has slightly improved compared to six months ago. 40% of companies expect to increase their local investments, 30% will keep it stable.

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



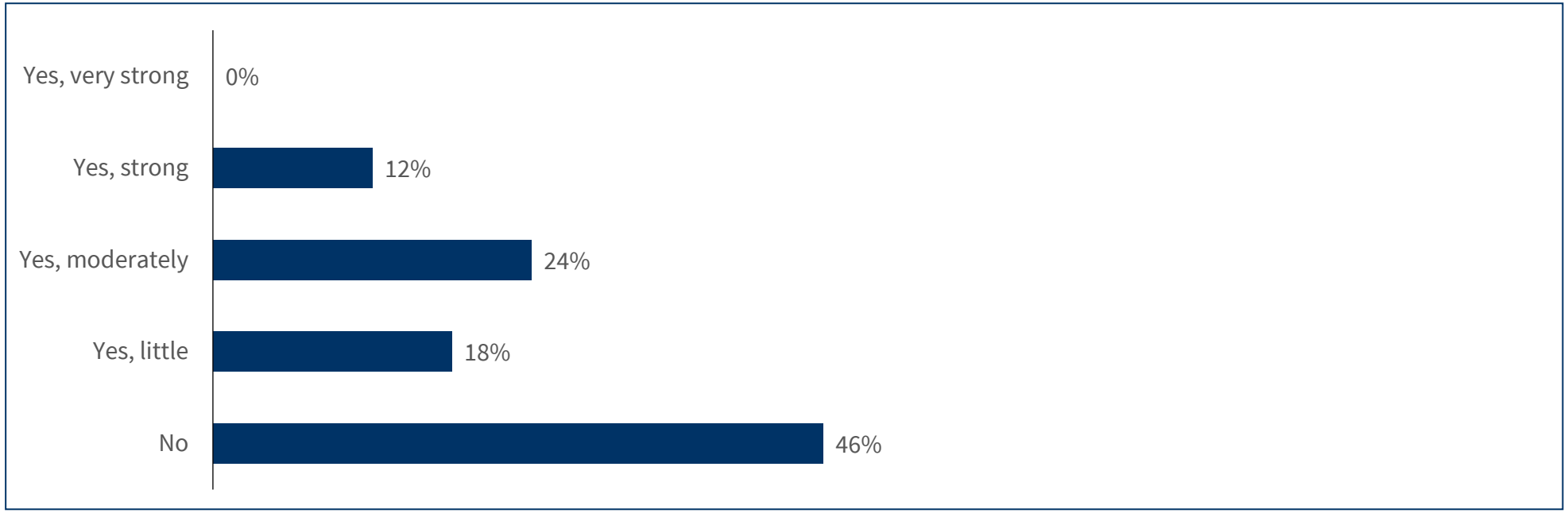
Employment expectations remain stable, with 36% of companies planning to expand their workforce and 55% expecting to maintain current staffing levels, indicating an overall positive outlook.

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



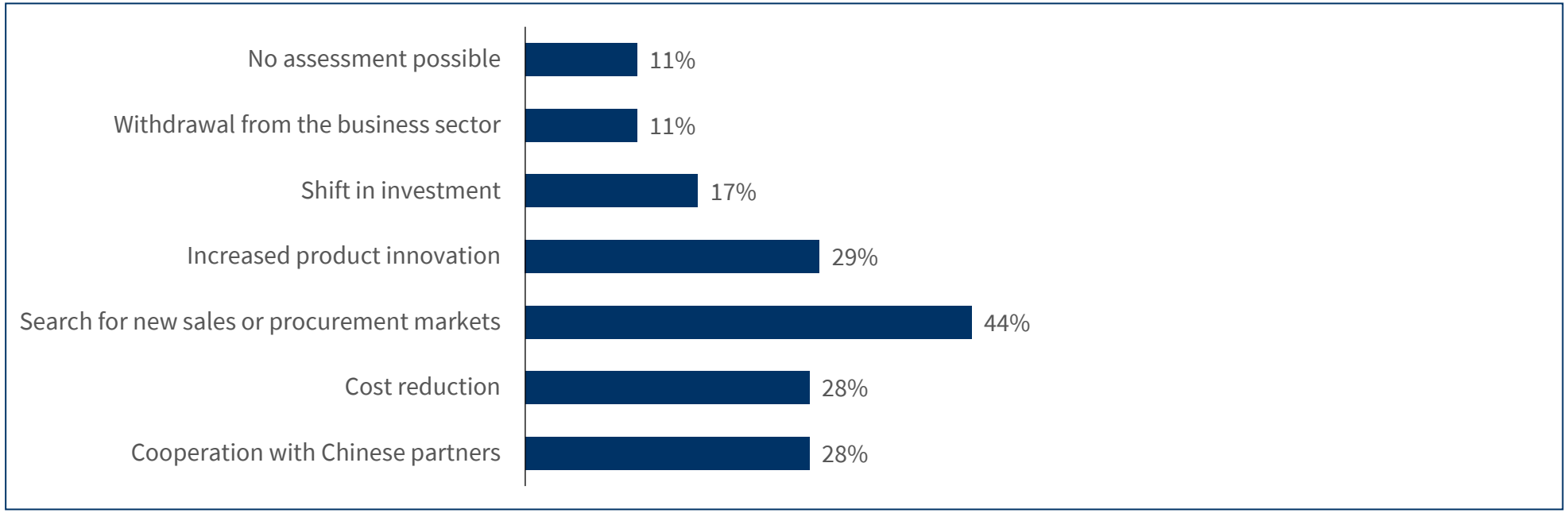
Supply chain disruptions are still perceived as the greatest risks by companies with 61%. Additionally, there is a steep increase in the number of companies indicating economic policy conditions as growing challenge (45%). Raw material prices continue to pose a challenge, highlighted by 45% of respondents.

7. Is your company experiencing increasing competition from Chinese competitors?



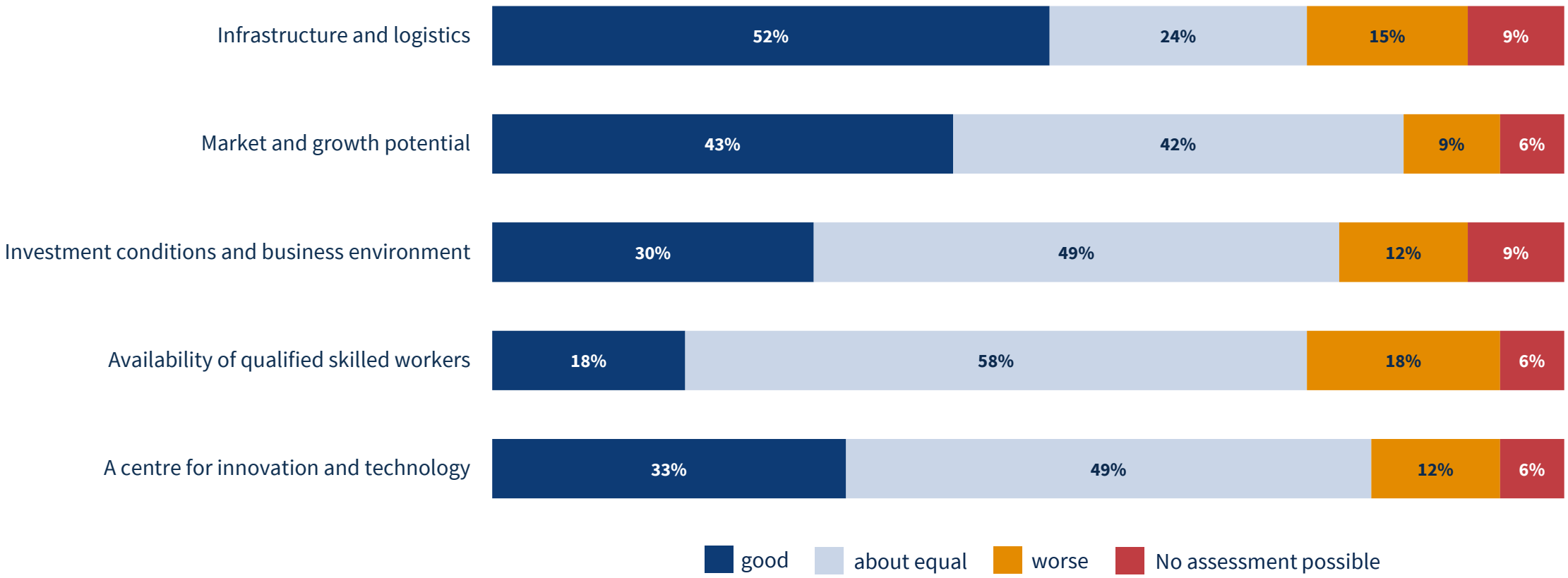
46% of respondents do not perceive any increased competition from Chinese companies. However, a total of 36% report a moderate to strong impact.

8. How is your company at your site responding to the growing competition from China?

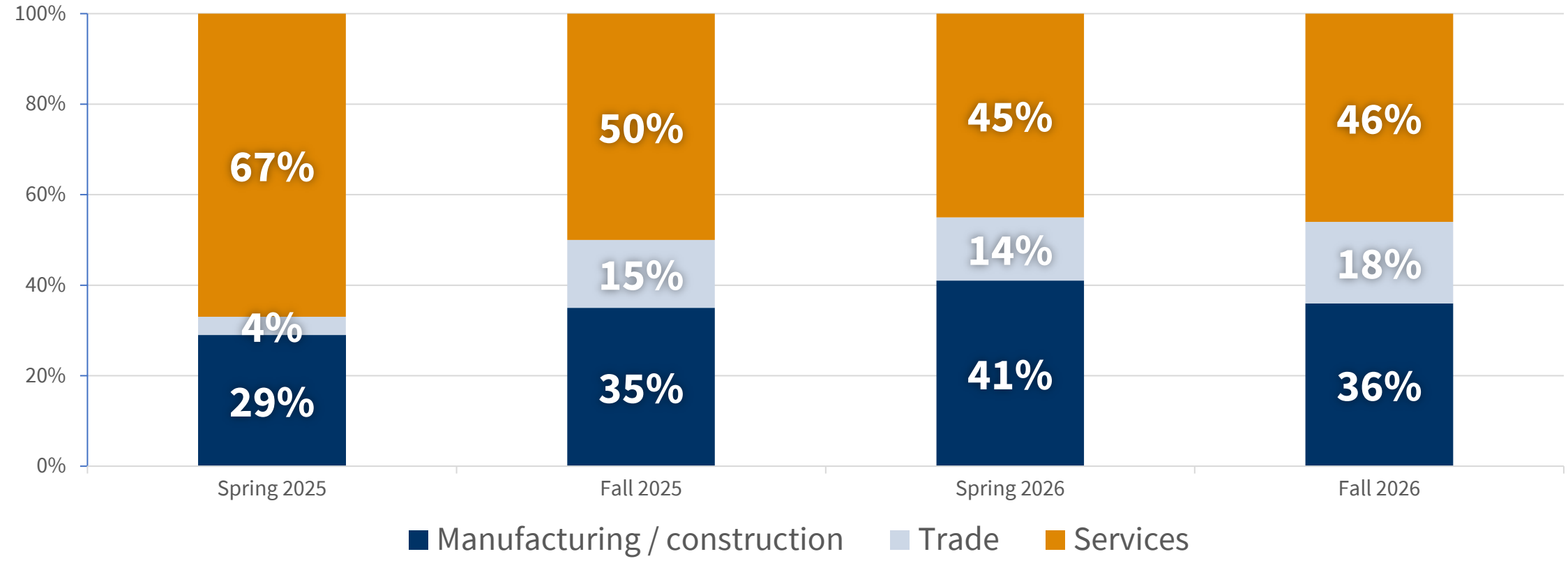


44% of companies state that they explore new sales and procurements markets in response to increased competition from China. 29% of companies state that they are focusing more on product innovation while 28% try to reduce costs.

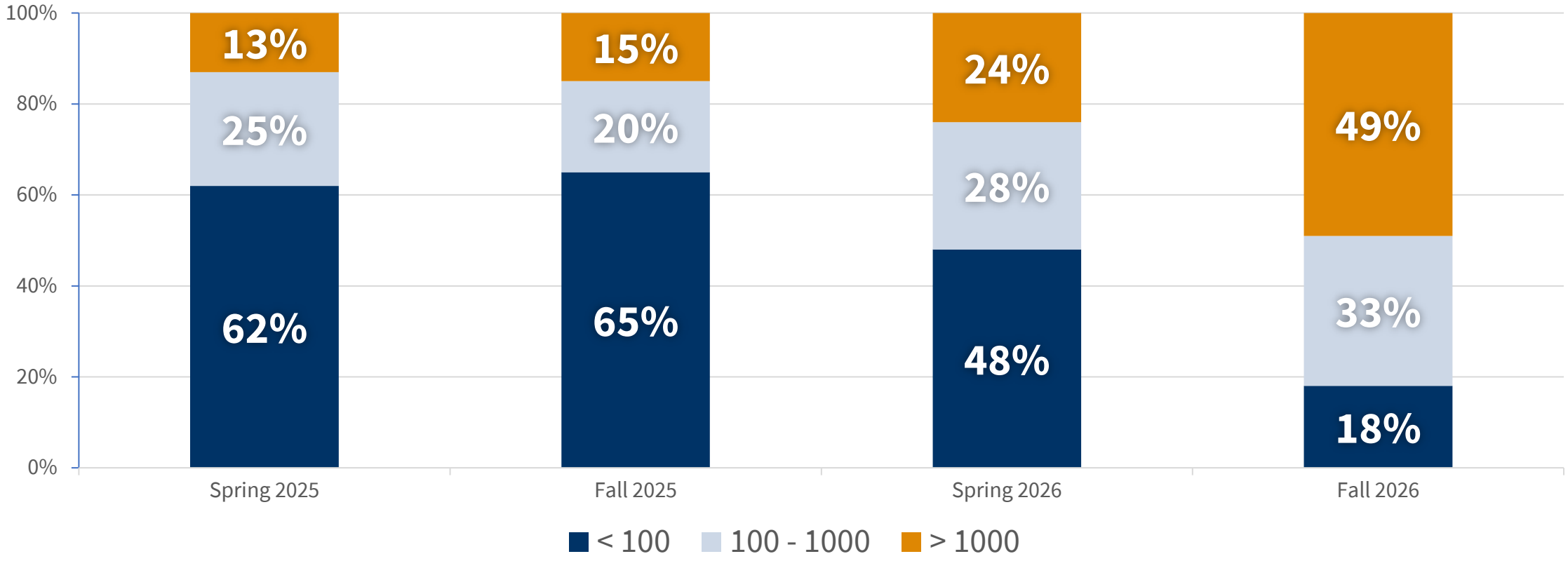
9. How do you expect the following business location factors to evolve over the next five years from your company's perspective?



10. Participating companies per sector



11. 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 3.454 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 05 October till 23 October 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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