



# AHK World Business Outlook Oman

Spring 2025



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

# Summary

Omani companies are largely optimistic, with 63% reporting a **favorable business situation** and only 8% assess the current business situation as bad.

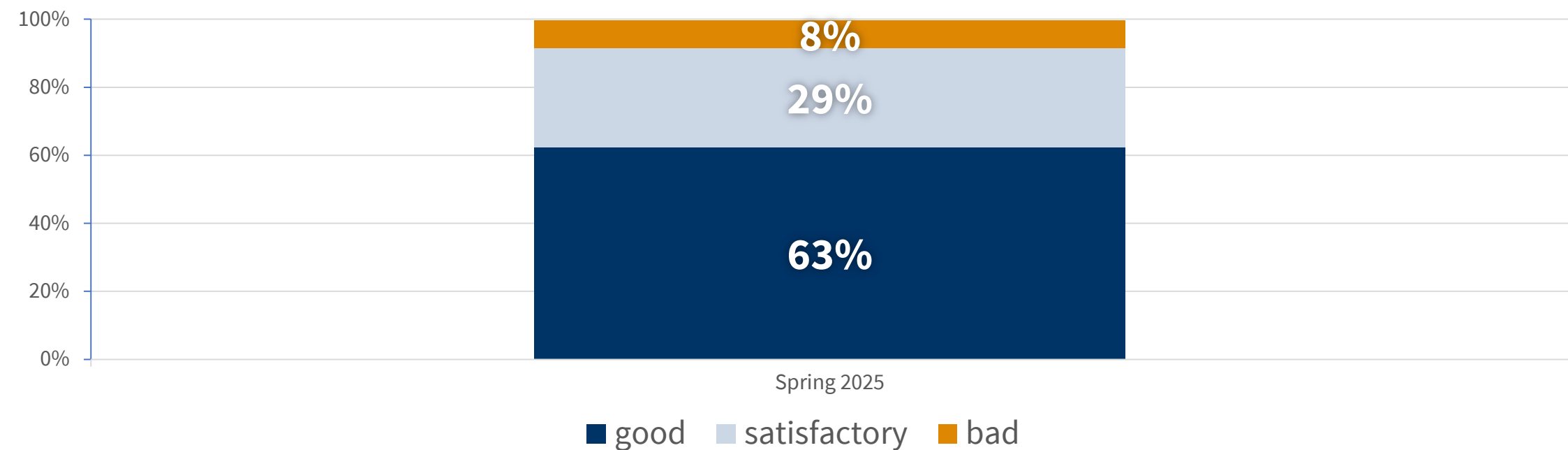
Looking ahead, 71% expect business to grow and 29% foresee stability in the market, which is a very optimistic sign in terms of **future business development**.

In the next year, 46% anticipate **positive economic changes**, while 37% expect no change and 17% predict a downturn. **Investment forecasts** are mixed, with 37% expecting an increase and 38% anticipating a decrease or stagnation.

**Employment prospects** are strong, with 42% planning to expand their workforce and 54% maintaining current staffing levels. However, challenges loom, as 46% cite **demand as a key risk**, followed by concerns over economic policy (42%) and a skilled labor shortage (38%).

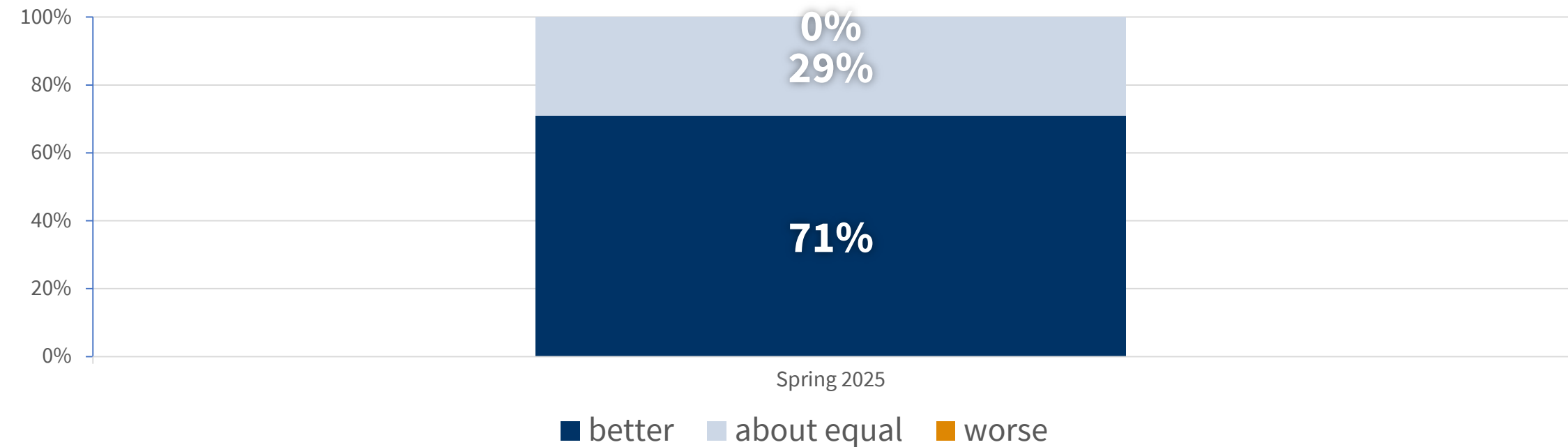
Additionally, 58% of companies fear **negative impacts from uncertain U.S. trade policy**, with 75% highlighting trade barriers and conflicts as major **global challenges** over the next five years. Among those concerned about trade issues, 70% anticipate complications from tariffs and counter-tariffs.

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



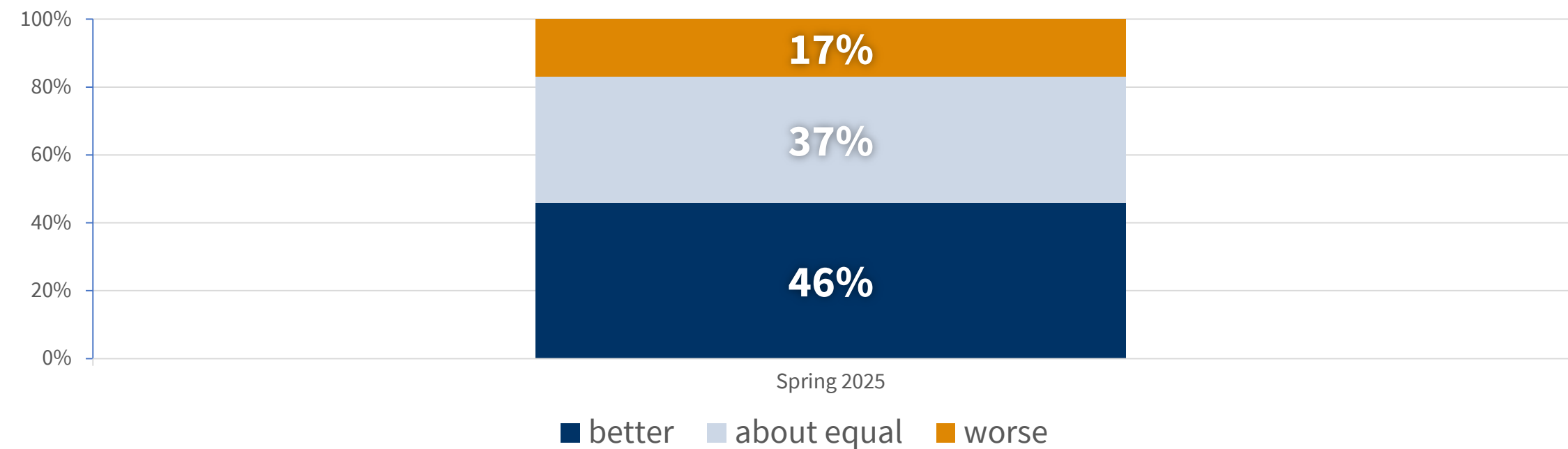
The outlook among companies in the Oman is largely positive, with 63% expressing that their current situation is good. Only 8 percent of the companies assess the current business situation as bad.

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



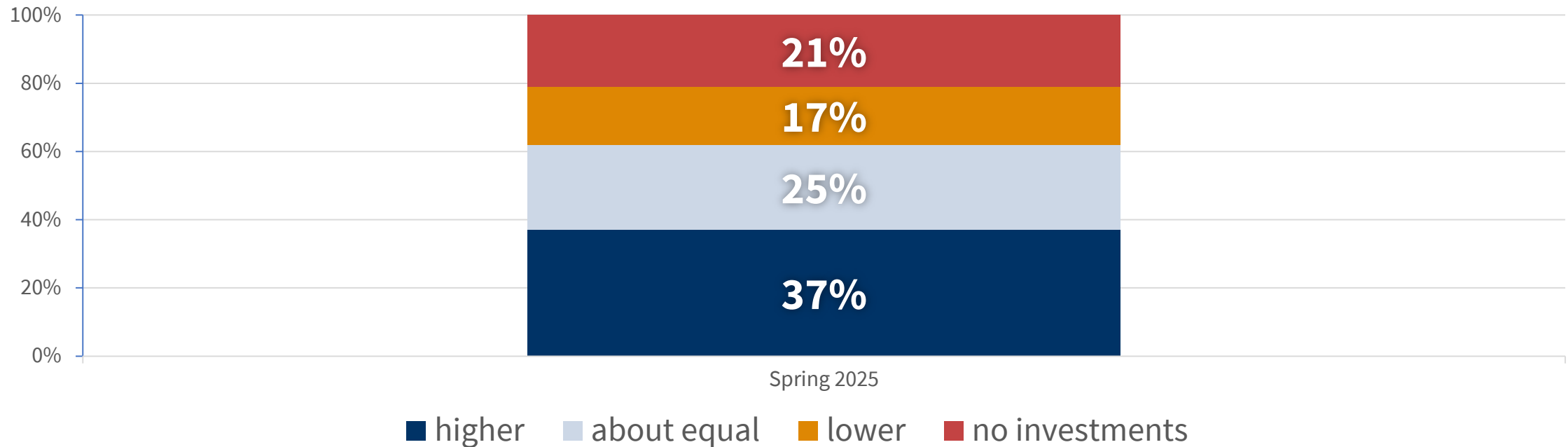
The overall expectation for the business development within the Omani market is positive with 71% forecasting an improvement. 29% foresee a stable situation.

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



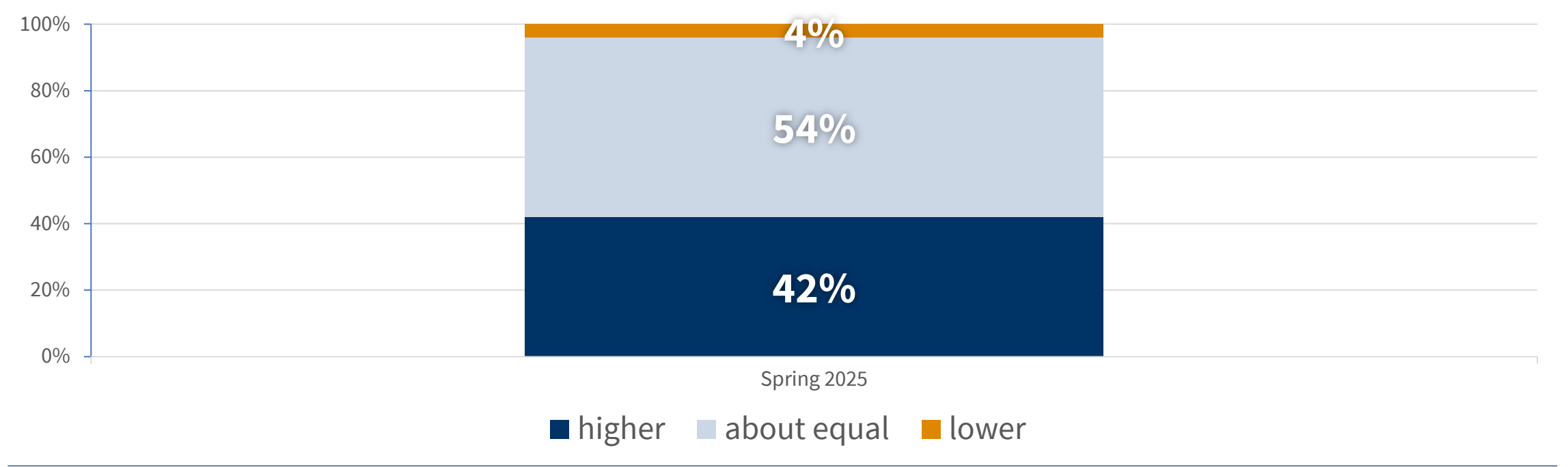
Almost half of the companies (46%) anticipate an improvement of the local economic development within the next 12 months. 37% expect the situation to remain equal while only 17% foresee a decline in the economic development.

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



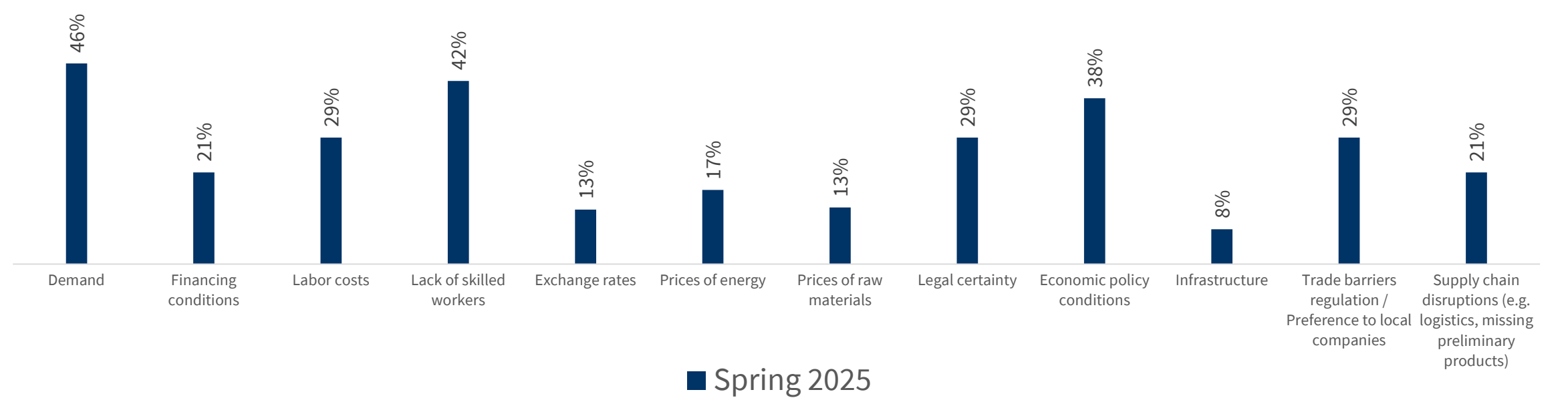
The forecast for local investment in the next 12 months is mixed. 37% expect higher local investments while 38% anticipate lower or no investments.

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



Within the next 12 months, the outlook for local employment appears optimistic. 42% plan to grow the work force while 54% foresee a stable labour force.

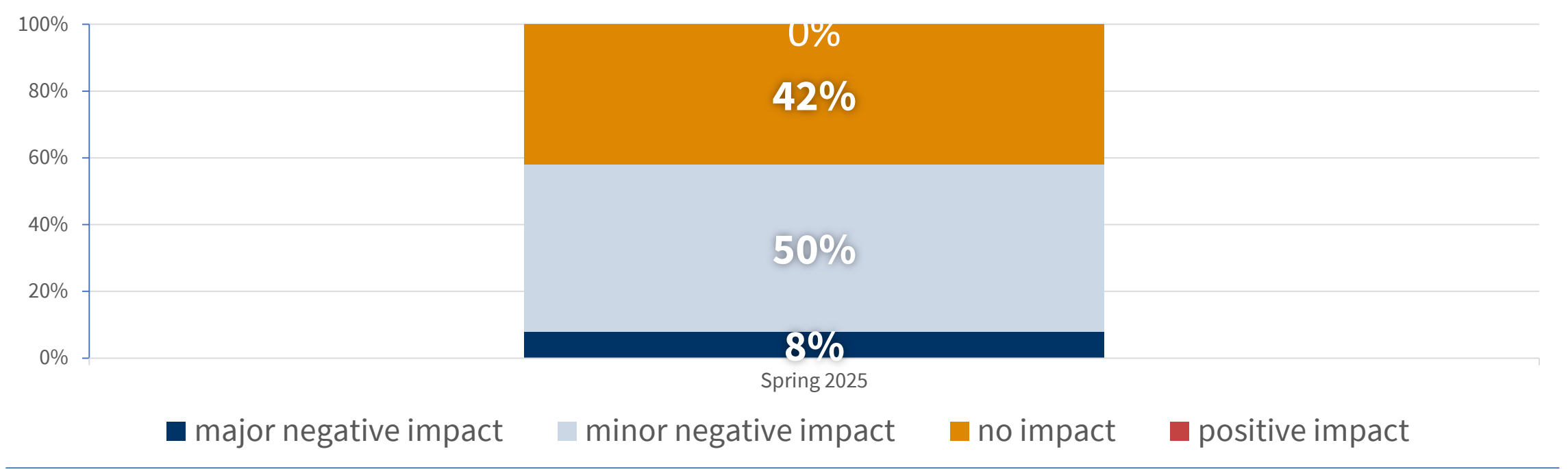
# 6. What are the biggest risks for your company’s economic development in the next twelve months?



46% of the participating companies identify demand as one of the biggest risks in terms of company’s economic development, followed by economic policy conditions with 42% , and a shortage of skilled workers (38%).

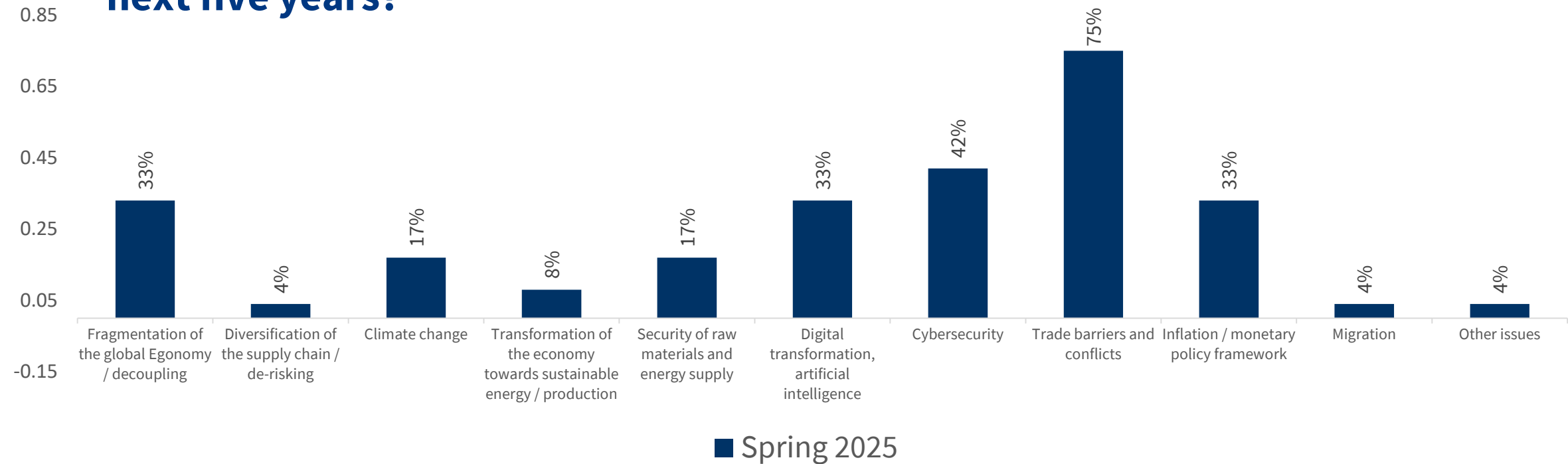


# 7. What impact do you expect the new US trade policy to have on your company's local business?



The current uncertainty surrounding U.S. trade policy is affecting the expectations of local businesses. 58% of the companies anticipate negative impacts on their business, whether major or minor. 42% foresee no consequences while none expect a positive impact.

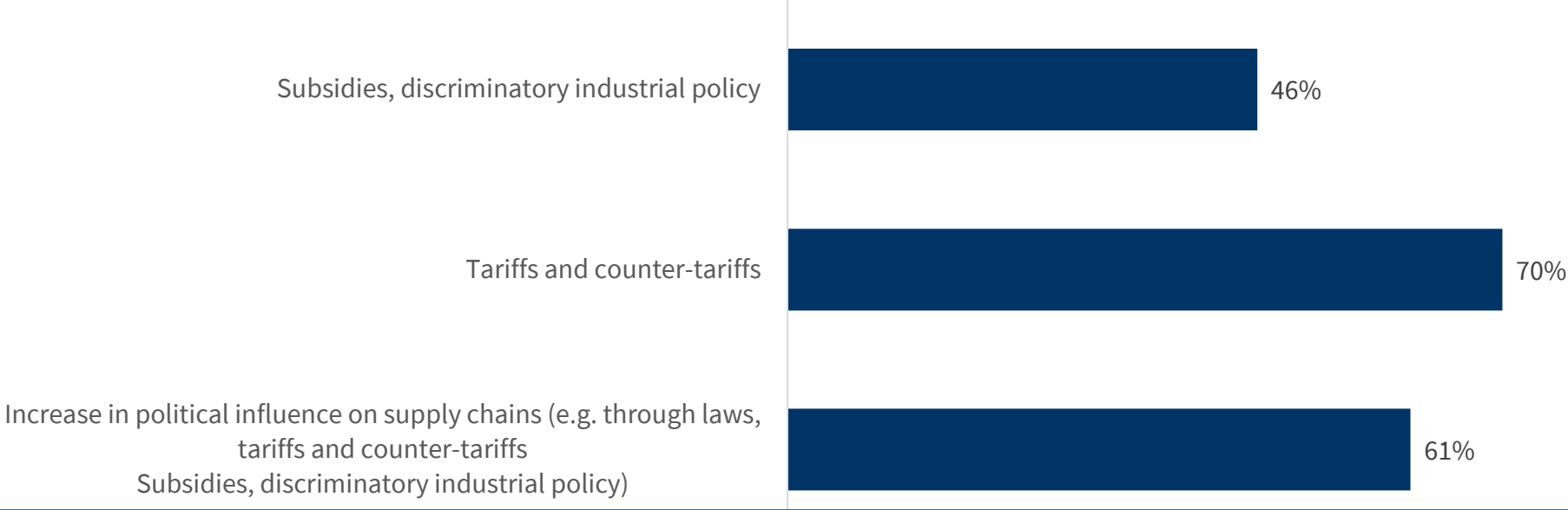
# 8. From your company's perspective, what are the biggest global challenges in the next five years?



When asked about the biggest expected global challenges within the next five years, 75% of the companies mark trade barriers and trade conflicts followed by Cybersecurity (42%).

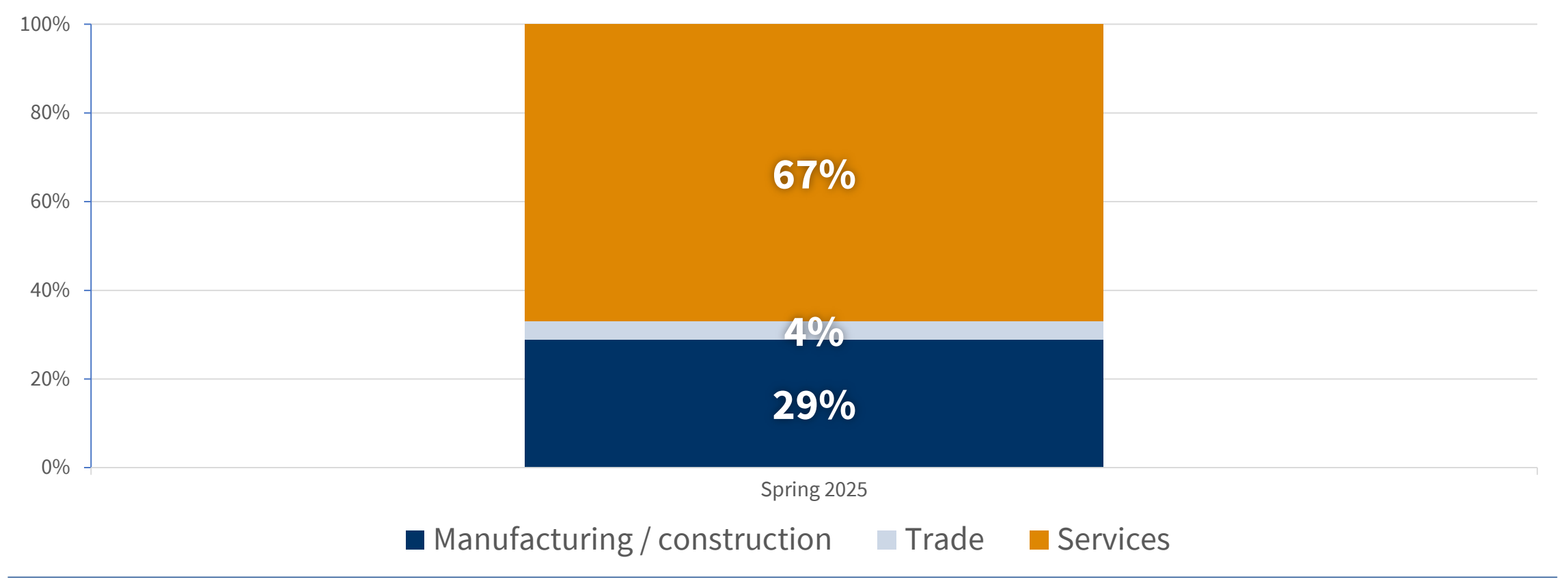
# 8.1. From your company's perspective, what are the biggest global challenges in the next five years?

## Trade barriers and conflicts

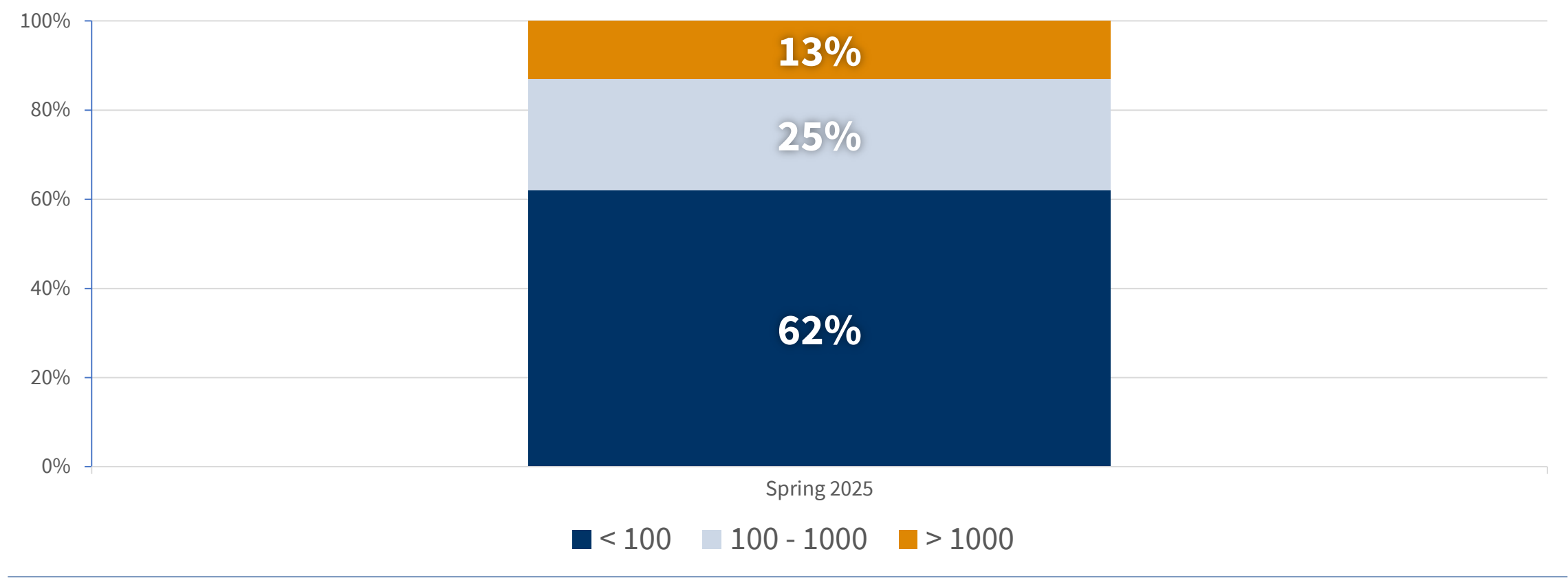


Of the companies considering trade barriers and conflicts a challenge, 70% are expecting issues caused by tariffs and counter-tariffs.

# 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).**

This survey collected feedback from more than 4,600 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. The survey was conducted from 17 March to 14 April 2025.

The global results are also available on the AHK UAE website ([www.ahkuae.com](http://www.ahkuae.com))

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