

Manufacturing of High Absorbency Incontinence Medical Pads



استثمر في عُمان
Invest OMAN

WHY OMAN



100% Ownership



Up to 10 Years Investor Residency



30 Years Tax Exemption



4th globally in quality of life index



No minimum capital



Market Access



Long Usufruct agreement



Free Trade Agreements with: USA, Singapore,
South Korea & European Union

MOODY'S
Ba1
Stable outlook

**STANDARD
& POOR'S**
BB+
Positive outlook

FitchRatings
BB+
Stable outlook

Sector Overview

Oman's healthcare sector is evolving rapidly, driven by:

- Government investment in hospitals and elderly care centers
- Increased public awareness around hygiene and long-term care
- A rising elderly population, projected to grow significantly over the next decade
- A national strategy to enhance private sector participation in health services

This creates strong demand for medical-grade incontinence medical pad products, which are now essential in:

- Hospitals and clinics
- Elderly care homes
- Rehabilitation centers
- Home healthcare services

Incontinence care is no longer a taboo—it's a priority for comfort and dignity in modern healthcare.

Market Attractiveness

Global Market +5.3%

CAGR (2035-2025) in the Incontinence pad Products Market

USD 11.75 billion

Estimated for the disposable incontinence pad products value in 2025

Governments and players involvement

Active governments:



The key market players:



Overview Opportunity

Description

This manufacturing operation focuses on the production of high-absorbency materials for managing urinary incontinence. It includes a wide range of products such as pads, liners, covers, and other related items, designed to meet the needs of all age groups experiencing varying degrees of incontinence. These products are essential components in healthcare and patient care settings, offering comfort, hygiene, and dignity to users while reducing the burden on caregiver

Rationale

Local Demand:

With the growing number of elderly people and increasing awareness of personal health, there is a rising demand for high-quality incontinence products.

Import Dependency:

The Omani market relies heavily on imported products, creating an opportunity for local manufacturing to reduce this dependency.

Government Support:

The Omani government is actively working to promote local manufacturing in the healthcare sector as part of Oman Vision 2040.



Key indicators

Total Investment Value

2,700,500 OMR

Land Availability

8,000 sqm

IRR

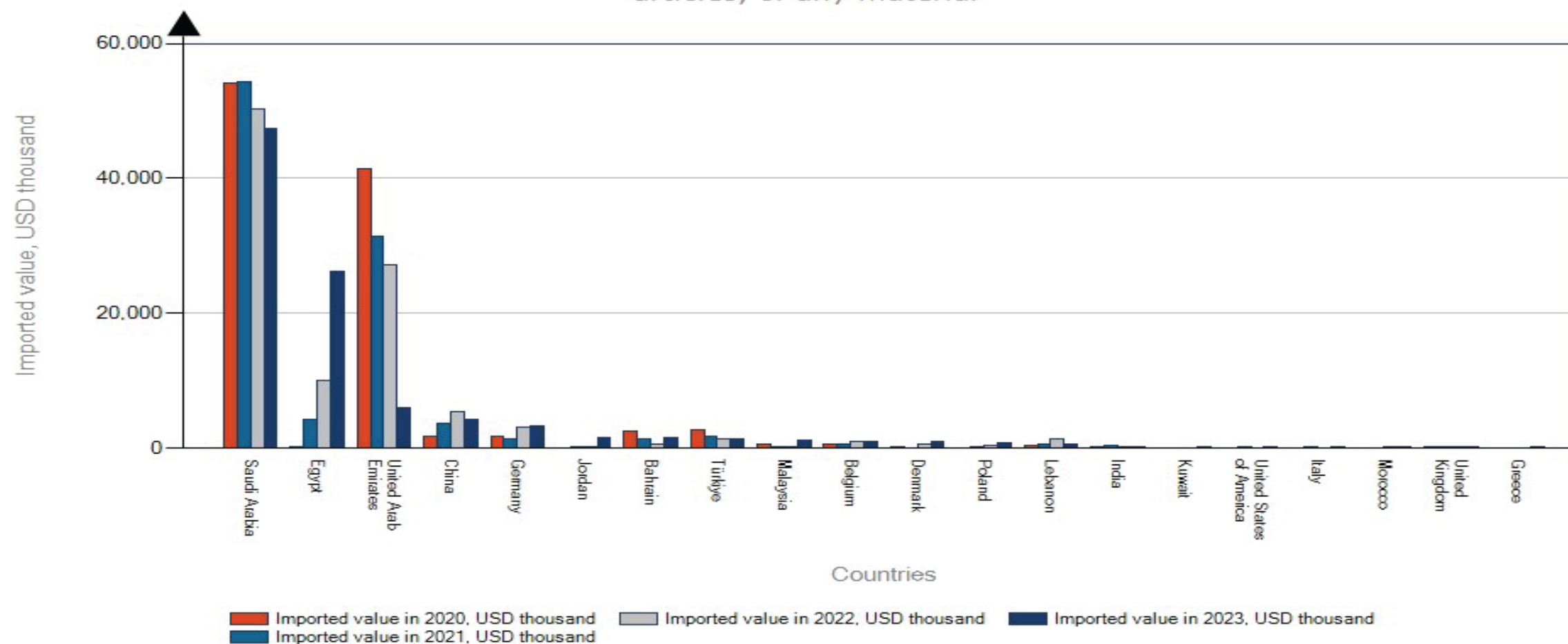
14%

Project Capacity

1,000,000 units per year

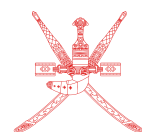
Demand Analysis

List of supplying markets for a product imported by Oman
Product: 9619 Sanitary towels (pads) and tampons, napkins and napkin liners for babies, and similar articles, of any material



Stakeholder's interaction and incentives

Sultanate of Oman سلطنة عُمان
وزارة التجارة والصناعة وترويج الاستثمار
Ministry of Commerce, Industry & Investment Promotion



الهيئة العامة للمناطق الاقتصادية الخاصة والمناطق الحرة
Public Authority for Special Economic Zones and Free Zones
Sultanate of Oman سلطنة عمان



وزارة الصحة
Ministry of Health





Contact Us

+968 8000 0222

Info@investoman.om