



وزارة التجارة والصناعة وترويج الاستثمار  
Ministry of Commerce, Industry and  
Investment Promotion







# Al Khuwair Downtown

**“The future of Muscat, where tradition meets innovation.”**



# WHY OMAN

-  100% Ownership
-  30 Years Tax Exemption
-  No minimum capital
-  Long Usufruct agreement

-  Up to 10 Years Investor Residency
-  4th globally in quality of life index
-  Market Access
-  Free Trade Agreements with:  
USA, Singapore, South Korea &  
European Union





**MOODY'S**  
Baa3  
Stable outlook

**STANDARD  
& POOR'S**  
BBB-  
Stable

**Fitch Ratings**  
BB+  
Stable outlook

## Real estate Sector Overview

For the period 2025-2031, the global real estate market presents a powerful investment opportunity, quantified by steady growth from \$4.65 trillion to \$6.42 trillion (5.52% CAGR) . The residential sector alone is a \$210 billion market , supported by a \$15.8 trillion real estate and mortgage ecosystem . With investment volumes already up 14% to \$703 billion in 2024 , this sector offers the liquidity, scale, and long-term stability that institutional investors seek in today's economic climate.

### Market Attractiveness

#### Global Market:

- CAGR 5.5%
- 6.8% from 2025 to 2031 in real estate and related sectors

#### Governments and players involvement



#### The key market players:

**CBRE**

**PROLOGIS**

**Colliers**  
INTERNATIONAL



# Overview Opportunity

## Description:

Al Khuwair Downtown is a landmark, government-backed waterfront regeneration project in the heart of Muscat. Designed by Zaha Hadid Architects, it transforms an underutilized site into a vibrant, mixed-use downtown integrating residential, commercial, hospitality, retail, and cultural assets. As a flagship initiative within Oman's Future Cities Programme and a core component of the Greater Muscat Structure Plan, it offers a rare, institutionally credible investment opportunity in one of the GCC's most stable and reform-driven economies

## Rationale

This project transforms a vacant central site into a mixed-use waterfront district that reconnects Muscat to its coastline. It addresses car dependency through transit-oriented design, activates state land to capture infrastructure-led value, and spreads risk across three construction phases. Unlike peripheral mega-projects, this infill development benefits from immediate connectivity to existing roads, airports, and labor markets. With strong governance and an 18-hour activation strategy, it is designed as a durable civic and economic asset for Muscat.

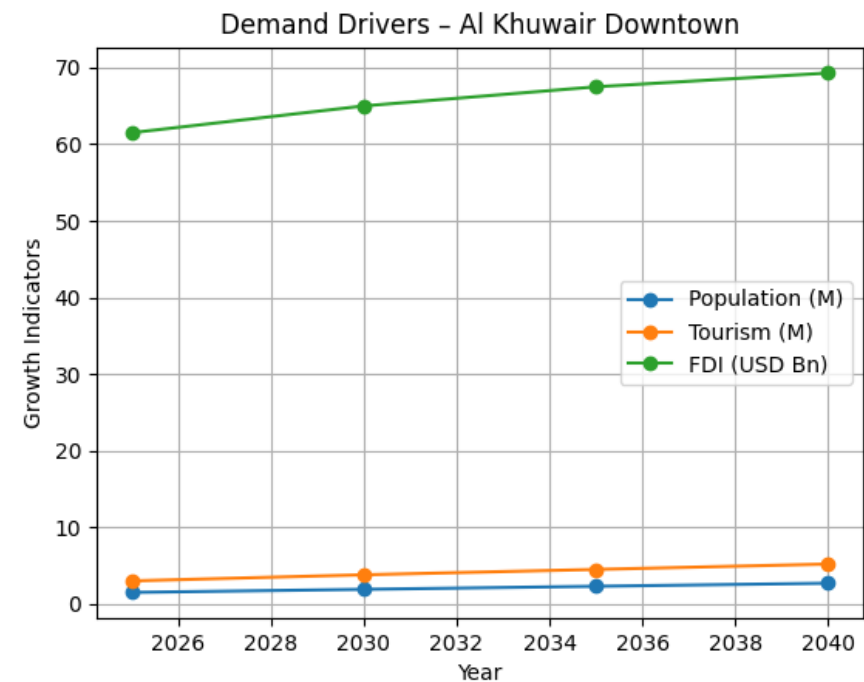
## Key indicators

Total Investment Value	<b>OMR 2.5 Billion</b>
Phased Construction	<b>2026 - 2040</b>
Land Availability	<b>1.6M m<sup>2</sup></b>

## Demand Analysis

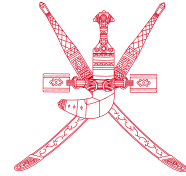
The infographic highlights that Al Khuwair Downtown is supported by a powerful combination of demand drivers rooted in Muscat's rapid urban growth. The city's population is projected to increase from 1.5 million to 2.7 million by 2040, creating substantial demand for residential units, services, and integrated urban communities. This growth is reinforced by a significant structural housing deficit (190,000–340,000 units) and high occupancy rates exceeding 85%, indicating a strong landlord's market where new, high-quality developments are expected to be quickly absorbed. At the same time, Muscat's growing appeal as a tourism destination, with over 3 million annual visitors, directly supports the project's hospitality, waterfront, and lifestyle components.

In parallel, strong economic fundamentals further underpin demand. The rise in foreign direct investment to \$69.3 billion (+12.8% YoY) and a 17.9% increase in real estate transactions reflect a highly active and liquid market with sustained investor confidence. This environment drives demand for prime, institutional-grade assets, particularly in the office and mixed-use segments, aligning directly with the project's Class-A commercial offerings. Together, these factors create a "perfect storm" of demand, positioning Al Khuwair Downtown to achieve high occupancy levels, stable income streams, and long-term investment resilience in the heart of Muscat.

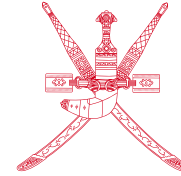


## Stakeholder's interaction and incentives

وزارة الإسكان والتخطيط العمراني  
Ministry of Housing and Urban Planning



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The investor must prepare their own feasibility study. Any data or information provided is for guidance only, and the recipient understands that such data or information may become outdated or inaccurate. It does not constitute a commitment or guarantee of profit.