

## **Hot Drinks in Iraq**

Market Direction | 2022-12-15 | 33 pages | Euromonitor

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### **Report description:**

The biggest influences on sales of hot drink in 2022 were high inflation and the devaluation of the dinar. While consumption in the most popular category of tea was not hugely affected as tea is still affordable for most, steep unit price rises undermined demand for coffee, especially in the on-trade. Suppliers have been striving to maintain price stability whilst investing in better distribution. A recovery in demand for coffee is expected due to population growth and spreading affluence.

Euromonitor International's Hot Drinks in Iraq report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Coffee, Other Hot Drinks, Tea.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Hot Drinks market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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