

Home Care in Iraq

Market Direction | 2023-01-25 | 50 pages | Euromonitor

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Report description:

Demand continued to increase in most home care categories in 2022 due to population growth and spreading affluence. However, high inflation led many consumers to prefer low-cost options, with imported products facing steep unit price hikes and, in some cases, sporadic availability. This, combined with government policies that are highly favourable to local manufacturers, led to the emergence of a wider range of locally produced brands in various home care categories during 2022.

Euromonitor International's Home Care in Iraq market report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (historic date range), 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 new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Surface Care, Toilet Care.

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

Why buy this report?

- * Get a detailed picture of the Home Care 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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Table of Contents:

Home Care in Iraq
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List Of Contents And Tables

HOME CARE IN IRAQ

EXECUTIVE SUMMARY

Home care in 2022: The big picture

Country background

Socioeconomic trends

Logistics/infrastructure

What next for home care?

MARKET DATA

Table 1 Sales of Home Care by Category: Value 2017-2022

Table 2 Sales of Home Care by Category: % Value Growth 2017-2022

Table 3 NBO Company Shares of Home Care: % Value 2018-2022

Table 4 LBN Brand Shares of Home Care: % Value 2019-2022

Table 5 Distribution of Home Care by Format: % Value 2017-2022

Table 6 Distribution of Home Care by Format and Category: % Value 2022

Table 7 Forecast Sales of Home Care by Category: Value 2022-2027

Table 8 Forecast Sales of Home Care by Category: % Value Growth 2022-2027

DISCLAIMER

LAUNDRY CARE

2022 Developments

Prospects and Opportunities

Category Data

Table 9 Sales of Laundry Care by Category: Value 2017-2022

Table 10 □Sales of Laundry Care by Category: % Value Growth 2017-2022

Table 11 □Sales of Laundry Aids by Category: Value 2017-2022

Table 12 □Sales of Laundry Aids by Category: % Value Growth 2017-2022

Table 13 □Sales of Laundry Detergents by Category: Value 2017-2022

Table 14 □Sales of Laundry Detergents by Category: % Value Growth 2017-2022

Table 15 □NBO Company Shares of Laundry Care: % Value 2018-2022

Table 16 □LBN Brand Shares of Laundry Care: % Value 2019-2022

Table 17 □Forecast Sales of Laundry Care by Category: Value 2022-2027

Table 18 □Forecast Sales of Laundry Care by Category: % Value Growth 2022-2027

DISHWASHING

Table 19 □Sales of Dishwashing by Category: Value 2017-2022

Table 20 □Sales of Dishwashing by Category: % Value Growth 2017-2022

Table 21 □NBO Company Shares of Dishwashing: % Value 2018-2022

Table 22 □LBN Brand Shares of Dishwashing: % Value 2019-2022

Table 23 □Forecast Sales of Dishwashing by Category: Value 2022-2027

Table 24 □Forecast Sales of Dishwashing by Category: % Value Growth 2022-2027

SURFACE CARE

Table 25 □Sales of Surface Care by Category: Value 2017-2022

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Table 26 □Sales of Surface Care by Category: % Value Growth 2017-2022

Table 27 □Sales of Home Care Wipes and Floor Cleaning Systems by Category: Value 2017-2022

Table 28 □Sales of Home Care Wipes and Floor Cleaning Systems by Category: % Value Growth 2017-2022

Table 29 □NBO Company Shares of Surface Care: % Value 2018-2022

Table 30 □LBN Brand Shares of Surface Care: % Value 2019-2022

Table 31 □Forecast Sales of Surface Care by Category: Value 2022-2027

Table 32 □Forecast Sales of Surface Care by Category: % Value Growth 2022-2027

BLEACH

Table 33 □Sales of Bleach: Value 2017-2022

Table 34 □Sales of Bleach: % Value Growth 2017-2022

Table 35 □NBO Company Shares of Bleach: % Value 2018-2022

Table 36 □LBN Brand Shares of Bleach: % Value 2019-2022

Table 37 □Forecast Sales of Bleach: Value 2022-2027

Table 38 □Forecast Sales of Bleach: % Value Growth 2022-2027

TOILET CARE

Table 39 □Sales of Toilet Care by Category: Value 2017-2022

Table 40 □Sales of Toilet Care by Category: % Value Growth 2017-2022

Table 41 □NBO Company Shares of Toilet Care: % Value 2018-2022

Table 42 □LBN Brand Shares of Toilet Care: % Value 2019-2022

Table 43 □Forecast Sales of Toilet Care by Category: Value 2022-2027

Table 44 □Forecast Sales of Toilet Care by Category: % Value Growth 2022-2027

POLISHES

Table 45 □Sales of Polishes by Category: Value 2017-2022

Table 46 □Sales of Polishes by Category: % Value Growth 2017-2022

Table 47 □NBO Company Shares of Polishes: % Value 2018-2022

Table 48 □LBN Brand Shares of Polishes: % Value 2019-2022

Table 49 □Forecast Sales of Polishes by Category: Value 2022-2027

Table 50 □Forecast Sales of Polishes by Category: % Value Growth 2022-2027

AIR CARE

Table 51 □Sales of Air Care by Category: Value 2017-2022

Table 52 □Sales of Air Care by Category: % Value Growth 2017-2022

Table 53 □NBO Company Shares of Air Care: % Value 2018-2022

Table 54 □LBN Brand Shares of Air Care: % Value 2019-2022

Table 55 □Forecast Sales of Air Care by Category: Value 2022-2027

Table 56 □Forecast Sales of Air Care by Category: % Value Growth 2022-2027

HOME INSECTICIDES

Table 57 □Sales of Home Insecticides by Category: Value 2017-2022

Table 58 □Sales of Home Insecticides by Category: % Value Growth 2017-2022

Table 59 □NBO Company Shares of Home Insecticides: % Value 2018-2022

Table 60 □LBN Brand Shares of Home Insecticides: % Value 2019-2022

Table 61 □Forecast Sales of Home Insecticides by Category: Value 2022-2027

Table 62 □Forecast Sales of Home Insecticides by Category: % Value Growth 2022-2027

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