

Beauty and Personal Care in Iraq

Market Direction | 2023-04-28 | 73 pages | Euromonitor

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Report description:

Demand for beauty and personal care came under pressure in 2022 as high inflation undermined consumer spending. This flowed from the 23% devaluation of the dinar and the global supply chain crisis as higher prices led to the launch of low-quality products and a boom in the illicit trade. An influx of parallel imports was seen as small traders, mainly from Turkey, took advantage of the situation, pushing the leading brands to invest more in maintaining sales via the expansion of distribution.

Euromonitor International's Beauty and Personal Care 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 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun 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 Beauty and Personal 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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