

Snacks in Iraq

Market Direction | 2023-07-10 | 45 pages | Euromonitor

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Report description:

The revaluation of the Iraqi dinar in 2023 eased pressure on prices to some degree, providing relief to brand owners in the snacks industry. Nonetheless, importers of major global brands are still struggling as their products remain very expensive and they have limited access to foreign currency. Population growth and rising income levels continue to underpin positive growth in demand however, with local manufacturers and low-cost brands from Iran and Turkey benefiting the most.

Euromonitor International's Snacks in Iraq report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2018-2022, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2027, clearly indicating how the market is expected to change.

Product coverage: Confectionery, Ice Cream, Savoury Snacks, Sweet Biscuits, Snack Bars and Fruit Snacks.

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

Why buy this report?

- * Get a detailed picture of the Snacks 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:

Snacks in Iraq
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List Of Contents And Tables

SNACKS IN IRAQ

EXECUTIVE SUMMARY

Snacks in 2023: The big picture
Country background
Socioeconomic trends
Logistics/infrastructure
What next for snacks?

MARKET DATA

Table 1 Sales of Snacks by Category: Volume 2018-2023
Table 2 Sales of Snacks by Category: Value 2018-2023
Table 3 Sales of Snacks by Category: % Volume Growth 2018-2023
Table 4 Sales of Snacks by Category: % Value Growth 2018-2023
Table 5 NBO Company Shares of Snacks: % Value 2019-2023
Table 6 LBN Brand Shares of Snacks: % Value 2020-2023
Table 7 Distribution of Snacks by Format: % Value 2018-2023
Table 8 Forecast Sales of Snacks by Category: Volume 2023-2028
Table 9 Forecast Sales of Snacks by Category: Value 2023-2028
Table 10 □Forecast Sales of Snacks by Category: % Volume Growth 2023-2028
Table 11 □Forecast Sales of Snacks by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

CONFECTIONERY

2023 Developments

Prospects and Opportunities

Category Data

Table 12 □Sales of Confectionery by Category: Volume 2018-2023
Table 13 □Sales of Confectionery by Category: Value 2018-2023
Table 14 □Sales of Confectionery by Category: % Volume Growth 2018-2023
Table 15 □Sales of Confectionery by Category: % Value Growth 2018-2023
Table 16 □NBO Company Shares of Confectionery: % Value 2019-2023
Table 17 □LBN Brand Shares of Confectionery: % Value 2020-2023
Table 18 □Forecast Sales of Confectionery by Category: Volume 2023-2028
Table 19 □Forecast Sales of Confectionery by Category: Value 2023-2028
Table 20 □Forecast Sales of Confectionery by Category: % Volume Growth 2023-2028
Table 21 □Forecast Sales of Confectionery by Category: % Value Growth 2023-2028

SWEET BISCUITS, SNACK BARS AND FRUIT SNACKS

Table 22 □Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2018-2023
Table 23 □Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2018-2023
Table 24 □Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2018-2023

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Table 25 □Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2018-2023
 Table 26 □NBO Company Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2019-2023
 Table 27 □LBN Brand Shares of Sweet Biscuits, Snack Bars and Fruit Snacks: % Value 2020-2023
 Table 28 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Volume 2023-2028
 Table 29 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: Value 2023-2028
 Table 30 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Volume Growth 2023-2028
 Table 31 □Forecast Sales of Sweet Biscuits, Snack Bars and Fruit Snacks by Category: % Value Growth 2023-2028

ICE CREAM

Table 32 □Sales of Ice Cream by Category: Volume 2018-2023
 Table 33 □Sales of Ice Cream by Category: Value 2018-2023
 Table 34 □Sales of Ice Cream by Category: % Volume Growth 2018-2023
 Table 35 □Sales of Ice Cream by Category: % Value Growth 2018-2023
 Table 36 □NBO Company Shares of Ice Cream: % Value 2019-2023
 Table 37 □LBN Brand Shares of Ice Cream: % Value 2020-2023
 Table 38 □Forecast Sales of Ice Cream by Category: Volume 2023-2028
 Table 39 □Forecast Sales of Ice Cream by Category: Value 2023-2028
 Table 40 □Forecast Sales of Ice Cream by Category: % Volume Growth 2023-2028
 Table 41 □Forecast Sales of Ice Cream by Category: % Value Growth 2023-2028

SAVOURY SNACKS

Table 42 □Sales of Savoury Snacks by Category: Volume 2018-2023
 Table 43 □Sales of Savoury Snacks by Category: Value 2018-2023
 Table 44 □Sales of Savoury Snacks by Category: % Volume Growth 2018-2023
 Table 45 □Sales of Savoury Snacks by Category: % Value Growth 2018-2023
 Table 46 □NBO Company Shares of Savoury Snacks: % Value 2019-2023
 Table 47 □LBN Brand Shares of Savoury Snacks: % Value 2020-2023
 Table 48 □Forecast Sales of Savoury Snacks by Category: Volume 2023-2028
 Table 49 □Forecast Sales of Savoury Snacks by Category: Value 2023-2028
 Table 50 □Forecast Sales of Savoury Snacks by Category: % Volume Growth 2023-2028
 Table 51 □Forecast Sales of Savoury Snacks by Category: % Value Growth 2023-2028

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