



Euromonitor
International

Beauty and Personal Care in Iraq

June 2026

Table of Contents

Beauty and Personal Care in Iraq

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Moderate Growth Reflects Pricing Pressure in a Market Affected by Illicit and Parallel Supply

Consumer Focus on Long-Term Health and Efficacy Drives Demand for Functionally Differentiated Products

Chart 2 - Body Shop'S Vitamin C Range Fuels Popularity of Effective Anti-Wrinkle Products

Beauty Purchases Increasingly Reflect Identity and Aspiration among Younger Urban Consumers

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Steady Growth Is Expected as Urbanisation, Population Expansion and Rising Personal Spending Sustain Demand

Moderate Concentration Is Projected to Persist as Fragmentation Intensifies through Growing Inflows of Parallel and Illicit Supply

Chart 6 - Analyst Insight for Beauty and Personal Care

The Evolving Balance between Major Brands and Small Importers Is Set to Shape Competitive Dynamics

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Retain Share Amid Fragmented and Illicit Supply Conditions

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Small Local Grocers Lead While Modern Retail Expands and Specialist Channels Remain Important

Chart 11 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Beauty and Personal Care

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Beauty and Personal Care

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Baby and Child-Specific Products in Iraq

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Baby and Child-Specific Products Summary

INDUSTRY PERFORMANCE

Steady Growth Supported by Quality-Driven Purchasing Despite Moderating Birth Rates

Health-Focused Purchasing Strengthens Demand for Specialised and Quality-Led Products

Transparency and Origin Drive Trust in a Fragmented and Weakly Regulated Market

Chart 19 - The Family Offers Specialised Hair Care Focused on Health and Product Quality

Chart 20 - Value Sales 2020-2030

Chart 21 - Volume Sales 2020-2030

Chart 22 - Value Sales by Category 2025

WHAT'S NEXT?

Growth Set to Be Supported by Quality-Led Demand Despite Demographic and Competitive Pressures

Baby Wipes Forecast to Retain Leadership While Nappy (Diaper) Rash Treatments Drive Growth

Supplier Influx and Rising Quality Expectations Set to Reshape Competition

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Face Share Erosion Amid Fragmentation and Counterfeit Influx

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

CHANNELS

Small Grocers Lead Distribution as Supermarkets Gain Share through Modern Retail Expansion and Rising Consumer Awareness

Chart 27 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 28 - Economic Context for Baby and Child-Specific Products

Chart 29 - Real Gdp Growth 2020-2030

Chart 30 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 31 - Consumer Context for Baby and Child-Specific Products

Chart 32 - Population 2020-2030

Chart 33 - Consumer Expenditure 2020-2030

Chart 34 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Bath and Shower in Iraq](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bath and Shower Summary

INDUSTRY PERFORMANCE

Bath and Shower Records Modest Value Growth in 2025 as Population Growth Sustains Demand While Oversupply Continues to Limit Pricing Power

Competitive Fragmentation Intensifies as Parallel Imports and Counterfeit Products Suppress Pricing and Erode Brand Clarity

Health-Conscious Purchasing Strengthens as Consumers Prioritise Skin-Focused and Wellbeing-Oriented Formulations

Chart 35 - Lifebuoy Transitions From Multipurpose Hygiene to Targeted Self-Care

Chart 36 - Value Sales 2020-2030

Chart 37 - Volume Sales 2020-2030

Chart 38 - Value Sales by Category 2025

WHAT'S NEXT?

Bath and Shower Is Set to Sustain Growth to 2030 as Liquid Formats Drive Value Expansion While Bar Soap Remains Resilient
Competitive Fragmentation Is Expected to Intensify as Parallel Imports Sustain Pricing Pressure and Limit Value Growth
Health-Oriented and Specialised Products Are Expected to Drive the Most Valuable Growth
Chart 39 - Forecast Value Sales 2020-2030
Chart 40 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Moderate Concentration Persists as Parallel Imports Intensify Competition and Erode Leading Players' Share
Chart 41 - Company Shares 2025
Chart 42 - Brand Shares 2025

CHANNELS

Small Grocery Stores Retain Dominance While Modern Retail and Specialists Gradually Gain Share
Chart 43 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 44 - Economic Context for Bath and Shower
Chart 45 - Real Gdp Growth 2020-2030
Chart 46 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 47 - Consumer Context for Bath and Shower
Chart 48 - Population 2020-2030
Chart 49 - Consumer Expenditure 2020-2030
Chart 50 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Colour Cosmetics in Iraq](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Colour Cosmetics Summary

INDUSTRY PERFORMANCE

Colour Cosmetics Records Solid Growth in 2025 Despite Grey Market Pressure as Urbanisation Expands the Consumer Base
High Concentration Persists as Counterfeit Supply Erodes Pricing Power
Health-Conscious and Aspirational Purchasing Support Premium Demand
Chart 51 - Huda Beauty Launches High-End Skincare with Gentle, Effective Niacinamide Formula
Chart 52 - Value Sales 2020-2030
Chart 53 - Volume Sales 2020-2030
Chart 54 - Value Sales by Category 2025

WHAT'S NEXT?

Value Decline Is Expected as High Concentration Persists and Oversupply Intensifies Competitive Fragmentation
Health Awareness Is Anticipated to Strengthen Demand for Quality
Improved Supply Access Is Expected to Support the Emergence of Local Brands
Chart 55 - Forecast Value Sales 2020-2030
Chart 56 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Players Sustain Dominance as Counterfeit Supply Intensifies Competitive Fragmentation
Chart 57 - Company Shares 2025

Chart 58 - Brand Shares 2025

CHANNELS

Beauty Specialist Stores Retain Dominance as Other Non-Grocery Retailers Expand

Chart 59 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 60 - Economic Context for Colour Cosmetics

Chart 61 - Real Gdp Growth 2020-2030

Chart 62 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 63 - Consumer Context for Colour Cosmetics

Chart 64 - Population 2020-2030

Chart 65 - Consumer Expenditure 2020-2030

Chart 66 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Deodorants in Iraq](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Deodorants Summary

INDUSTRY PERFORMANCE

Normalised Daily Use and Rising Hygiene Awareness Support Steady Value Growth

Growing Health Awareness Supports Demand for Natural and Long-Lasting Formulations

Aspirational Positioning Supports Loyalty as Brands Frame Deodorants as Lifestyle Products

Chart 67 - Long-Lasting Natural Deodorants Lead the Move toward Conscious Hygiene

Chart 68 - Value Sales 2020-2030

Chart 69 - Volume Sales 2020-2030

Chart 70 - Value Sales by Category 2025

WHAT'S NEXT?

Strong Growth Is Expected over the Forecast Period as Demographic and Lifestyle Shifts Drive Demand

High Concentration Is Set to Persist as Imports Intensify Competitive Fragmentation and Pressure

Natural Formulations and Lifestyle Positioning Are Expected to Drive Differentiation and Long-Term Loyalty

Chart 71 - Forecast Value Sales 2020-2030

Chart 72 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Players Sustained Dominance as Share Erosion and New Entrants Intensify Competitive Pressure

Chart 73 - Company Shares 2025

Chart 74 - Brand Shares 2025

CHANNELS

Beauty Specialists Dominate as Supermarkets Gain Share While E-Commerce Remains Limited

Chart 75 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 76 - Economic Context for Deodorants

Chart 77 - Real Gdp Growth 2020-2030

Chart 78 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 79 - Consumer Context for Deodorants

Chart 80 - Population 2020-2030

Chart 81 - Consumer Expenditure 2020-2030

Chart 82 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Depilatories in Iraq](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Depilatories Summary

INDUSTRY PERFORMANCE

Workforce Participation and Lifestyle Change Support Steady Growth Despite Pressure From Alternatives

Health Awareness Supports Demand for Safer Formulations with No Adverse Effects

Chart 83 - Veet Reinforces Trust with Specialised Products for Sensitive Skin and Instant Results

Lifestyle and Identity Positioning Strengthen Demand for Comprehensive and Long-Term Solutions

Chart 84 - Value Sales 2020-2030

Chart 85 - Volume Sales 2020-2030

Chart 86 - Value Sales by Category 2025

WHAT'S NEXT?

Steady Growth Is Expected over the Forecast Period as Demographic Expansion and Lifestyle Change Sustain Demand

Moderate Concentration Is Set to Persist as New Entrants Intensify Competitive Fragmentation

Alternative Technologies Are Expected to Reshape Demand as Brands Strengthen Product Propositions

Chart 87 - Forecast Value Sales 2020-2030

Chart 88 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Moderate Concentration Persists as Leading Brands Maintain Share Despite Rising Competitive Pressure

Chart 89 - Company Shares 2025

Chart 90 - Brand Shares 2025

CHANNELS

Beauty Specialists Dominated as Modern Retail Gradually Expanded Its Presence

Chart 91 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 92 - Economic Context for Depilatories

Chart 93 - Real Gdp Growth 2020-2030

Chart 94 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 95 - Consumer Context for Depilatories

Chart 96 - Population 2020-2030

Chart 97 - Consumer Expenditure 2020-2030

Chart 98 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Fragrances in Iraq](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Fragrances Summary

INDUSTRY PERFORMANCE

Value Growth Remains Modest as Pricing Pressure and Counterfeit Supply Constrain Performance

Prestige Positioning Supports Premium Demand as Fragrances Align with Lifestyle Identity

Demand for Verified Authenticity Drives Pressure on Brands to Strengthen Transparency and Trust

Chart 99 - Dior Combats Counterfeits with Authenticity Measures to Protect Prestige and Trust

Chart 100 - Value Sales 2020-2030

Chart 101 - Volume Sales 2020-2030

Chart 102 - Value Sales by Category 2025

WHAT'S NEXT?

Growth Is Expected to Strengthen as Lifestyle Demand and Improving Supply Conditions Support Expansion

Fragmentation Is Expected to Persist as Small Retailers and Illicit Supply Sustain Structural Pressure

Transparency and Authenticity Are Expected to Define Long-Term Competitive Positioning

Chart 103 - Forecast Value Sales 2020-2030

Chart 104 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Fragmentation Persists as Multiple Players Maintain Small Shares in a Highly Competitive Market

Chart 105 - Company Shares 2025

Chart 106 - Brand Shares 2025

CHANNELS

Beauty Specialists Dominated While Supermarkets Expanded Their Role and E-Commerce Remained Limited

Chart 107 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 108 - Economic Context for Fragrances

Chart 109 - Real Gdp Growth 2020-2030

Chart 110 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 111 - Consumer Context for Fragrances

Chart 112 - Population 2020-2030

Chart 113 - Consumer Expenditure 2020-2030

Chart 114 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Hair Care in Iraq](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hair Care Summary

INDUSTRY PERFORMANCE

Population Growth and Consumer Sophistication Support Value Growth Despite Rising Competitive Pressure

Health-Focused Purchasing Increases as Consumers Prioritise Long-Term Hair Outcomes

Urban Female Consumers Drive Demand for Repair-Focused and Appearance-Led Solutions

Chart 115 - L'Oréal Offers Fast Hair Repair Solutions That Reduce Reliance on Costly Treatments

Chart 116 - Value Sales 2020-2030

Chart 117 - Volume Sales 2020-2030

Chart 118 - Value Sales by Category 2025

WHAT'S NEXT?

Growth Is Set to Remain Strong as Demographic and Lifestyle Shifts Sustain Demand

Intensifying Price Competition Is Expected to Compress Margins and Challenge Established Players

Imported Products Are Forecast to Intensify Competitive Fragmentation and Reshape the Market

Chart 119 - Forecast Value Sales 2020-2030

Chart 120 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Defend Market Share Amid Rising Competition and Price Pressure

Chart 121 - Company Shares 2025

Chart 122 - Brand Shares 2025

CHANNELS

Small Grocers Dominated as Modern Retail Remained Limited and E-Commerce Stayed Nascent

Chart 123 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 124 - Economic Context for Hair Care

Chart 125 - Real Gdp Growth 2020-2030

Chart 126 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 127 - Consumer Context for Hair Care

Chart 128 - Population 2020-2030

Chart 129 - Consumer Expenditure 2020-2030

Chart 130 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Men's Grooming in Iraq](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Men's Grooming Summary

INDUSTRY PERFORMANCE

Modest Value Growth Reflects Declining Shaving Frequency Despite Rising Interest in Grooming

Health-Focused Innovation Supports Demand for Safer and More Effective Grooming Solutions

Aspirational Positioning Drives Engagement as Younger Men Align Grooming with Identity

Chart 131 - New Gillette Range Emphasises Comfort, Safety, and Precision in Men's Grooming

Chart 132 - Value Sales 2020-2030

Chart 133 - Volume Sales 2020-2030

Chart 134 - Value Sales by Category 2025

WHAT'S NEXT?

Growth Is Set to Remain Constrained as Stable Pricing and Entrenched Brands Limit Expansion

Innovation in Shaving Systems and Skin-Safe Formulations Is Projected to Underpin Category Relevance

Lifestyle Positioning Is Expected to Strengthen Engagement among Younger Male Consumers

Chart 135 - Forecast Value Sales 2020-2030

Chart 136 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Moderate Concentration Persists as Leading Brands Sustain Share Amid Stable Competition

Chart 137 - Company Shares 2025

Chart 138 - Brand Shares 2025

CHANNELS

Beauty Specialists Led Distribution as Non-Grocery Retailers Slightly Outpaced Grocery Channels and E-Commerce Remained Limited

Chart 139 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 140 - Economic Context for Men's Grooming

Chart 141 - Real Gdp Growth 2020-2030

Chart 142 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 143 - Consumer Context for Men's Grooming

Chart 144 - Population 2020-2030

Chart 145 - Consumer Expenditure 2020-2030

Chart 146 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Oral Care in Iraq](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Oral Care Summary

INDUSTRY PERFORMANCE

Strong Growth Is Supported by Preventive Demand and Population Expansion

Whitening Demand Strengthens as Aesthetic Outcomes Become a Core Purchase Driver

Early-Stage Sustainability Awareness Emerges as a Longer-Term Consideration

Chart 147 - Crest Focuses on Whitening Products to Meet Evolving Consumer Needs and Self-Image

Chart 148 - Value Sales 2020-2030

Chart 149 - Volume Sales 2020-2030

Chart 150 - Value Sales by Category 2025

WHAT'S NEXT?

Strong Growth Is Expected as Low Consumption and Rising Awareness Support Expansion

Concentration Is Forecast to Persist as Lower-Tier Fragmentation Increases within a Stable Competitive Structure

Wellness Innovation and Emerging Sustainability Awareness Are Expected to Shape Long-Term Differentiation

Chart 151 - Forecast Value Sales 2020-2030

Chart 152 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading International Brands Maintain Leadership through Pricing and Distribution Control

Chart 153 - Company Shares 2025

Chart 154 - Brand Shares 2025

CHANNELS

Small Local Grocers Dominate While Supermarkets Expand and E-Commerce Remains Minimal

Chart 155 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 156 - Economic Context for Oral Care

Chart 157 - Real Gdp Growth 2020-2030

Chart 158 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 159 - Consumer Context for Oral Care

Chart 160 - Population 2020-2030

Chart 161 - Consumer Expenditure 2020-2030

Chart 162 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Skin Care in Iraq](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Skin Care Summary

INDUSTRY PERFORMANCE

Modest Growth Reflects Strong Demand Potential Amid Pervasive Counterfeit and Parallel Supply

Skin Health and Anti-Ageing Efficacy Drive Demand for Functionally Differentiated Facial Care Products

Premium Brand Identity and Exclusivity Drive High-Income Consumer Spending

Chart 163 - The Body Shop Builds Trust with High-Quality Vitamin C Products

Chart 164 - Value Sales 2020-2030

Chart 165 - Volume Sales 2020-2030

Chart 166 - Value Sales by Category 2025

WHAT'S NEXT?

Steady Growth Is Expected as Demographic Expansion and Beauty Trends Sustain Demand

Persistent Illicit Supply Is Forecast to Sustain Structural Pressure and Shape Competition

Beauty and Youth Trends Are Expected to Deepen Skin Care's Role in Identity and Support Premium and Efficacy-Led Demand

Chart 167 - Forecast Value Sales 2020-2030

Chart 168 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Retain Share Amid Pervasive Counterfeit and Fragmented Supply

Chart 169 - Company Shares 2025

Chart 170 - Brand Shares 2025

CHANNELS

Beauty Specialists Dominate While Supermarkets Expand and E-Commerce Remains Limited

Chart 171 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 172 - Economic Context for Skin Care

Chart 173 - Real Gdp Growth 2020-2030

Chart 174 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 175 - Consumer Context for Skin Care

Chart 176 - Population 2020-2030

Chart 177 - Consumer Expenditure 2020-2030

Chart 178 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Sun Care in Iraq](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Sun Care Summary

INDUSTRY PERFORMANCE

Modest Growth Reflects Pricing Pressure in a Moderately Concentrated Market Disrupted by Illicit and Parallel Supply

Long-Term Skin Health Positioning Supports Demand as Sun Care Shifts beyond Cosmetic Use

Premium Positioning and Brand Trust Drive Purchasing as Identity and Aspiration Shape Demand

Chart 179 - Vichy Sun Care Protects Skin, Enhances Brightness, and Supports Long-Term Skin Health

Chart 180 - Value Sales 2020-2030

Chart 181 - Volume Sales 2020-2030

Chart 182 - Value Sales by Category 2025

WHAT'S NEXT?

Steady Growth Is Expected as Demographic Expansion and Rising Beauty Consciousness Support Demand in a Moderately Concentrated Market

Structural Constraints Are Expected to Limit Growth Potential as Illicit Supply and Fragmented Lower-Tier Competition Deter Investment

Demand Is Expected to Consolidate around Trusted International Brands as Low Market Confidence Shapes Purchasing Behaviour

Chart 183 - Forecast Value Sales 2020-2030

Chart 184 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Moderate Concentration Persists as Leading Companies Retain Share Amid Fragmented and Illicit Supply

Chart 185 - Company Shares 2025

Chart 186 - Brand Shares 2025

CHANNELS

Beauty Specialists Dominated Distribution While Modern Retail Expanded and E-Commerce Remained Limited

Chart 187 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 188 - Economic Context for Sun Care

Chart 189 - Real Gdp Growth 2020-2030

Chart 190 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 191 - Consumer Context for Sun Care

Chart 192 - Population 2020-2030

Chart 193 - Consumer Expenditure 2020-2030

Chart 194 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Premium Beauty and Personal Care in Iraq](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Premium Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Moderate Growth Reflects Rising Premium Demand While the Market Remains Underserved by Major Brands

Premium Colour Cosmetics Lead Value Sales with Dynamic Growth

Brand-Led Identity and Prestige Drive Premium Purchasing Behaviour among High-Income Consumers

Chart 195 - High-Income Buyers Embrace Huda Beauty for Its Airbrushed, Flawless Finish

Chart 196 - Value Sales 2020-2030

Chart 197 - Value Sales by Category 2025

WHAT'S NEXT?

Steady Growth Is Expected as Premium Demand Expands across a Broader Consumer Base

Fragmentation to Persist as Illicit and Parallel Supply Continue to Dominate the Premium Segment

Expanding Small Importers and Online Channels Set to Deepen Fragmentation

Chart 198 - Forecast Value Sales 2020-2030

Chart 199 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Sustain Niche Positions through Trust and Targeted Positioning

Chart 200 - Company Shares 2025

Chart 201 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 202 - Economic Context for Premium Beauty and Personal Care

Chart 203 - Real Gdp Growth 2020-2030

Chart 204 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 205 - Consumer Context for Premium Beauty and Personal Care

Chart 206 - Population 2020-2030

Chart 207 - Consumer Expenditure 2020-2030

Chart 208 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Mass Beauty and Personal Care in Iraq](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Mass Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Moderate Growth Reflects Expanding Demand Amid Rising Competition and Supply Pressure

Hair Care Remained Dominant While Baby and Child Products Drove Growth through Targeted Demand

Chart 209 - Mass-Market Hair Repair Gains Popularity with Dove'S Keratin-Enriched Solutions

Consumer Focus on Long-Term Health and Repair Strengthens Demand for Efficacy-Led Products

Chart 210 - Value Sales 2020-2030

Chart 211 - Value Sales by Category 2025

WHAT'S NEXT?

Steady Growth Is Expected as Demand Strengthens, with Price Set to Determine Competitive Outcomes

Mass Hair Care Projected to Lead Value Sales Growth with Focus on Effective Repair Solutions

Fragmentation Is Expected to Intensify as Low-Cost Supply Expands and Competitive Pressure Increases

Chart 212 - Forecast Value Sales 2020-2030

Chart 213 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Defend Share through Pricing and Targeted Positioning Amid Fragmented Supply

Chart 214 - Company Shares 2025

Chart 215 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 216 - Economic Context for Mass Beauty and Personal Care

Chart 217 - Real Gdp Growth 2020-2030

Chart 218 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 219 - Consumer Context for Mass Beauty and Personal Care

Chart 220 - Population 2020-2030

Chart 221 - Consumer Expenditure 2020-2030

Chart 222 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/beauty-and-personal-care-in-iraq/report.