



Euromonitor
International

Staple Foods in Iraq

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Staple Foods in Iraq

EXECUTIVE SUMMARY

Consumers increasingly seek healthier alternatives

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Growth fuelled by rapid urbanisation

Growing health awareness is shaping consumer behaviour

Little impact of spike in cocoa prices

WHAT'S NEXT?

Weaker performance, with the government's Public Distribution System continuing to constrain overall consumption

Government policies to support domestic production

Small local grocers will continue to dominate

COMPETITIVE LANDSCAPE

Abdul Karim Alwan Foodstuff Trading leads with its longstanding presence, competitive pricing and extensive distribution

Americana Group is highly active across all processed food categories

CHANNELS

Small local grocers benefit from their widespread presence

Rapid expansion of hypermarkets

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Impact of market saturation and rising health awareness

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Modest value growth supported by the introduction of new, higher-priced products

Bread remains far the most popular category in baked goods

What's Next?

Decline driven by rising health awareness

High prices constrain demand for healthier options

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Unbranded artisanal products dominate

Increasing market fragmentation

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Small local grocers dominate, ensuring maximum freshness

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Ongoing popularity of bread for breakfast

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Demand supported by busier lifestyles

Breakfast cereals to remain largely unaffected by health concerns

Competitive Landscape

Nesquik benefits from widespread distribution and recognition

Quaker's growth supported by its health positioning, strong distribution and competitive pricing

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Industry Performance

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Some doubts about the nutritional value of these products

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Further robust growth expected

An affordable and practical choice for households with tight budgets

Tax on imported canned foods to protect local production

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Focus on quality supports Sadia's strong performance

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Health concerns and affordability of fresh options limit growth prospects

Import tax on canned foods creates opportunities for local producers

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Key Data Findings

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Rising urban demand for 'modern' pasta and noodles

Industry Performance

Rice continues to dominate, being a staple foodstuff in Iraq for centuries

Rising demand for pasta and noodles

What's Next?

Strong growth in demand for pasta and noodles due to changing trends and Western influences

Health and global trends influence consumer behaviour

Competitive Landscape

Abdul Karim Alwan Foodstuff Trading leads with its well-known products and competitive pricing

Indofood Sukses Makmur continually adapts its products to appeal to consumers

Channels

Small local grocers offer convenience and the opportunity to buy on credit

Hypermarkets appeal, offering a wide product selection and competitive pricing

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