



Euromonitor  
International

# Cooking Ingredients and Meals in Iraq

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### EXECUTIVE SUMMARY

Growth despite economic challenges

### KEY DATA FINDINGS

### INDUSTRY PERFORMANCE

Urbanisation and rising health consciousness drive growth

Fast food influencing cooking habits

High consumption of condiments and spices

Price stability thanks to government protection policies

Iranian companies are a growing force in the market

Lack of capital is forcing many retailers and wholesalers to request credit

### WHAT'S NEXT?

Future growth supported by urbanisation and lifestyle changes

Positive impact of population and economic growth

E-commerce expected to remain absent

### COMPETITIVE LANDSCAPE

Zer Group leads, offering a wide product range

Rafael Salgado SA most dynamic

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Small local grocers lead

Hypermarkets most dynamic

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Industry Performance

Rising demand for healthier options

Low price and widespread distribution of sunflower oil

What's Next?

Steady expansion

Shift to healthier alternatives supported by increased investment

Rising demand for cold-pressed oils

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Zer Group retains its lead in 2025

Rafael Salgado enjoys strong market presence and brand recognition

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Increasing demand, albeit from a low base

Challenge of limited distribution

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Lack of market attention and consumer awareness limit future expansion

Consumers will continue to favour traditional cooking and homemade soups

Major changes needed before meals and soups can become a mainstream category

## Competitive Landscape

Nestlé's Maggi brand is valued for its quality and affordability

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New stores and attractive pricing drive growth of hypermarkets

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Healthy growth supported by changing lifestyles

Ketchup and tomato pastes and purées are particularly popular

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Lifestyle changes and rise in local production to drive demand

Two key trends: expanding taste preferences, and health and wellness

Government support to boost local production

Competitive Landscape

Zer Group leads with affordable prices and broad distribution

Nawras competes aggressively on price

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Main consumer base comprises urban, time-poor Iraqis

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Population growth and urbanisation will support demand

Rising health consciousness to constrain growth

Government intervention to strengthen local production

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