



Nappies/Diapers/Pants in Iraq

May 2026

Table of Contents

Nappies/Diapers/Pants in Iraq - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Nappies/Diapers/Pants Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Nappies/Diapers/Pants

INDUSTRY PERFORMANCE

Price Competition Remains Significant as Influx of Chinese Brands Intensifies

Nappies/Diapers Remain the Largest Category as Consumer Demand for Clean Wellness Rises

Price Competition and Consumer Sensitivity Lead to Bulk Packaging

Chart 2 - Dimond Remains Rural-Focused with Low Brand Awareness

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Falling Birth Rates Expected to Reshape Demand Patterns

Imported Brands and Fragmented Supply Intensify Price Competition

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Turkish Brands Sustain Leadership as New Entrants Dilute Shares

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Small Local Grocers Extend Dominance as Accessibility Drives Shopper Loyalty

E-Commerce Remains Negligible as Consumers Favour Traditional Retail

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Nappies/Diapers/Pants

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Nappies/Diapers/Pants

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Tissue and Hygiene in Iraq - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Tissue and Hygiene

INDUSTRY PERFORMANCE

Molfix Expands Bulk Pack Strategy to Defend Price Leadership

Molped Attracts Young Consumers with Discreet Convenience Focus

Confy Leverages Wellbeing Claims to Capture Trust Amid Competition

Chart 19 - Value Sales 2020-2030

Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

New Suppliers Sacrifice Profit to Capture Share, Pressuring Incumbents

Chart 21 - Analyst Insight for Tissue and Hygiene

Nappies Remain Largest as Birth Rates Slow, Menstrual Care Accelerates

Fragmentation and Price Pressure Fuel Demand for Efficiency and Breadth

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Hayat Holding as Defends Lead as Fragmentation Accelerates in Rural Areas

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

CHANNELS

Small Grocers Maintain Lead as Modern Trade Expands Slowly

E-Commerce Remains Negligible as Offline Stores Face No Online Threat

Chart 26 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 27 - Economic Context for Tissue and Hygiene

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Tissue and Hygiene

Chart 31 - Population 2020-2030

Chart 32 - Consumer Expenditure 2020-2030

Chart 33 - 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/nappies-diapers-pants-in-iraq/report.