



**Euromonitor
International**

Sweet Biscuits, Snack Bars and Fruit Snacks in Iraq

August 2026

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Sweet Biscuits, Snack Bars and Fruit Snacks Summary

INDUSTRY PERFORMANCE

Economic Pressures Drive Overall Decline in 2026

Sweet Biscuits Retain Dominance through Everyday Relevance

Health-Oriented Snack Bars Attract Higher-Income Consumers

Chart 1 - Nature Valley Supports Health and Wellness Goals

Chart 2 - Value Sales 2021-2031

Chart 3 - Volume Sales 2021-2031

Chart 4 - Value Sales by Category 2026

WHAT'S NEXT?

Affordable Imports Expected to Reshape Consumer Demand

Sweet Biscuits to Remain Dominant While Snack Bars Record the Fastest Growth

Industry Consolidation to Accelerate as Suppliers Prioritise Efficiency

Chart 5 - Forecast Value Sales 2021-2031

Chart 6 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Leading Brands Defend Positions through Pricing Agility and Scale

Chart 7 - Company Shares 2026

Chart 8 - Brand Shares 2026

CHANNELS

Small Local Grocers Defend Lead as Modern Stores Gain Ground

Chart 9 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 10 - Economic Context for Sweet Biscuits, Snack Bars and Fruit Snacks

Chart 11 - Real GDP Growth 2021-2031

Chart 12 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 13 - Consumer Context for Sweet Biscuits, Snack Bars and Fruit Snacks

Chart 14 - Population 2021-2031

Chart 15 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Snacks in Iraq - Industry Overview](#)

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Snacks

INDUSTRY PERFORMANCE

Conflict and Declining Discretionary Spending Reshape Demand
Spicy Flavour Innovation Fuels Savoury Snacks Growth
Chart 17 - Flaming Hot for Spice Lovers
7Sticks Demonstrates the Power of Ultra-Affordable Positioning
Chart 18 - Affordable and Accessible Products Secure Purchases
Chart 19 - Value Sales 2021-2031
Chart 20 - Value Sales by Category 2026

WHAT'S NEXT?

Affordability Pressures Expected to Reshape Snack Spending
Savoury Snacks to Retain Leadership While Sugar Confectionery Accelerates
Fragmentation and Limited Investment Projected to Reshape Competition
Chart 21 - Analyst Insight for Snacks
Chart 22 - Forecast Value Sales 2021-2031
Chart 23 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Turkish Suppliers Strengthen Their Position as Pepsico Defends Leadership
Chart 24 - Company Shares 2026
Chart 25 - Brand Shares 2026

CHANNELS

Small Grocers Maintain Dominance as Modern Outlets Expand
Chart 26 - Retail Channels 2021-2026

PRODUCTS

Cost Pressures Steer Innovation toward Local Sourcing and Efficient Formats
Flavour Diversification and Novel Formats Define Recent Launches
Innovation Builds Loyalty and Positions Brands for Recovery

ECONOMIC CONTEXT

Chart 27 - Economic Context for Snacks
Chart 28 - Real GDP Growth 2021-2031
Chart 29 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 30 - Consumer Context for Snacks
Chart 31 - Population 2021-2031
Chart 32 - Population by Generation 2026

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/sweet-biscuits-snack-bars-and-fruit-snacks-in-iraq/report.