



Euromonitor
International

Cooking Ingredients and Meals in Iraq

February 2026

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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

CHANNELS

Small local grocers lead

Hypermarkets most dynamic

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2025 Developments

Evolving market as consumers become more health-conscious

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

Competitive Landscape

Zer Group retains its lead in 2025

Rafael Salgado enjoys strong market presence and brand recognition

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Shift to modern grocery retailers with more competitive prices

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Industry Performance

Increasing demand, albeit from a low base

Challenge of limited distribution

What's Next?

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

Kent Boringer benefits from affordable pricing and strong distribution

Channels

Urbanisation and price promotions support supermarkets' leading position

New stores and attractive pricing drive growth of hypermarkets

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Industry Performance

Healthy growth supported by changing lifestyles

Ketchup and tomato pastes and purées are particularly popular

What's Next?

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

Channels

Small local grocers offer convenience and a wide range of products

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Industry Performance

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Main consumer base comprises urban, time-poor Iraqis

What's Next?

Population growth and urbanisation will support demand

Rising health consciousness to constrain growth

Government intervention to strengthen local production

Competitive Landscape

Ferrero & related parties' Nutella brand enjoys strong consumer loyalty

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