



**Euromonitor
International**

Home Insecticides in Iraq

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Home Insecticides Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Home Insecticides

INDUSTRY PERFORMANCE

Consumers Prioritise Health and Wellness in Their Sanitation Choices

Spray/Aerosol Insecticides Remain Dominant, Electric Insecticides Dynamic

Health and Wellness Trend Drives Demand for Safer Solutions

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers to Drive Demand for Safer Pest Control Solutions

Spray/Aerosol Insecticides Will Remain Dominant

Health and Wellness Trend Will Shape Future of Pest Control

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Traditional Suppliers Lose Ground to New Entrants

Chart 7 - Analyst Insight for Home Insecticides

Opportunities Emerge for Niche Players and New Entrants

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

Traditional Stores Dominate Home Insecticides Sales

E-Commerce Absence Presents Opportunities for Growth

Emerging Trends in Distribution Channels

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Home Insecticides

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Home Insecticides

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Growing Demand for Home Care Driven by Urbanisation and Lifestyle Changes

Laundry Care Dominates Market Share with Essential Product Offerings

Bleach as a Versatile Solution for Multiple Tasks

Chart 19 - Versatile O2 Bleach

Chart 20 - Value Sales 2020-2030

Chart 21 - Volume Sales 2020-2030

Chart 22 - Value Sales by Category 2025

WHAT'S NEXT?

Small Suppliers to Drive Market Fragmentation and Growth

Laundry Care Will Maintain Its Dominance with Essential Products

Multifunctionality and Health Concerns to Drive Product Innovation

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Players Maintain Their Grip Amidst Market Fragmentation

Market Fragmentation Challenges Established Players

Chart 25 - Analyst Insight for Home Care

Health-Focused Brands Gain Traction with Sensitive Products

Chart 26 - Noura's Hand-Sensitive Dishwashing Liquid

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

Small Local Grocers Dominate Distribution

Retail E-Commerce Grows Slowly with Limited Impact

No Emerging Retail Brands or Concepts Identified

Chart 29 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Home Care

Chart 31 - Real Gdp Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Home Care

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - 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/home-insecticides-in-iraq/report.