



Bath and Shower in Iraq

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bath and Shower Summary

INDUSTRY PERFORMANCE

Bath and Shower Records Modest Value Growth in 2025 as Population Growth Sustains Demand While Oversupply Continues to Limit Pricing Power
Competitive Fragmentation Intensifies as Parallel Imports and Counterfeit Products Suppress Pricing and Erode Brand Clarity
Health-Conscious Purchasing Strengthens as Consumers Prioritise Skin-Focused and Wellbeing-Oriented Formulations

Chart 1 - Lifebuoy Transitions From Multipurpose Hygiene to Targeted Self-Care

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Bath and Shower Is Set to Sustain Growth to 2030 as Liquid Formats Drive Value Expansion While Bar Soap Remains Resilient
Competitive Fragmentation Is Expected to Intensify as Parallel Imports Sustain Pricing Pressure and Limit Value Growth
Health-Oriented and Specialised Products Are Expected to Drive the Most Valuable Growth

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Moderate Concentration Persists as Parallel Imports Intensify Competition and Erode Leading Players' Share

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Small Grocery Stores Retain Dominance While Modern Retail and Specialists Gradually Gain Share

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Bath and Shower

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Bath and Shower

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Iraq - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Moderate Growth Reflects Pricing Pressure in a Market Affected by Illicit and Parallel Supply

Consumer Focus on Long-Term Health and Efficacy Drives Demand for Functionally Differentiated Products

Chart 18 - Body Shop'S Vitamin C Range Fuels Popularity of Effective Anti-Wrinkle Products

Beauty Purchases Increasingly Reflect Identity and Aspiration among Younger Urban Consumers

Chart 19 - Value Sales 2020-2030

Chart 20 - Volume Sales 2020-2030

Chart 21 - Value Sales by Category 2025

WHAT'S NEXT?

Steady Growth Is Expected as Urbanisation, Population Expansion and Rising Personal Spending Sustain Demand

Moderate Concentration Is Projected to Persist as Fragmentation Intensifies through Growing Inflows of Parallel and Illicit Supply

Chart 22 - Analyst Insight for Beauty and Personal Care

The Evolving Balance between Major Brands and Small Importers Is Set to Shape Competitive Dynamics

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Retain Share Amid Fragmented and Illicit Supply Conditions

Chart 25 - Company Shares 2025

Chart 26 - Brand Shares 2025

CHANNELS

Small Local Grocers Lead While Modern Retail Expands and Specialist Channels Remain Important

Chart 27 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 28 - Economic Context for Beauty and Personal Care

Chart 29 - Real Gdp Growth 2020-2030

Chart 30 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 31 - Consumer Context for Beauty and Personal Care

Chart 32 - Population 2020-2030

Chart 33 - Consumer Expenditure 2020-2030

Chart 34 - 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/bath-and-shower-in-iraq/report.