

Snacks in Iraq

August 2025

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Snacks in Iraq

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Small local grocers retains the outright lead for confectionery but loses share to supermarkets

Prospects and Opportunities

Moderate forecast period growth of confectionery bolstered by population growth, improving spending power and wider distribution

Intensifying price competition forces smaller players to adapt their products in order to safeguard their profit margins

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Eti Gida San ve Tic AS retains the lead and records the strongest growth with its popular Eti brand

Small local grocers remains the channel of choice although supermarkets achieves the strongest growth

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Positive moderate forecast period growth of sweet biscuits, snack bars and fruit snacks

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