



# Nappies/Diapers/Pants in Iraq

May 2026

Table of Contents

## Nappies/Diapers/Pants in Iraq - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Price Competition Remains Significant as Influx of Chinese Brands Intensifies

### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Nappies/Diapers/Pants

### INDUSTRY PERFORMANCE

Price Competition Remains Significant as Influx of Chinese Brands Intensifies

Nappies/Diapers Remain the Largest Category as Consumer Demand for Clean Wellness Rises

Price Competition and Consumer Sensitivity Lead to Bulk Packaging

Chart 2 - Dimond Remains Rural-Focused with Low Brand Awareness

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

### WHAT'S NEXT?

Falling Birth Rates Expected to Reshape Demand Patterns

Imported Brands and Fragmented Supply Intensify Price Competition

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Turkish Brands Sustain Leadership as New Entrants Dilute Shares

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

### CHANNELS

Small Local Grocers Extend Dominance as Accessibility Drives Shopper Loyalty

E-Commerce Remains Negligible as Consumers Favour Traditional Retail

Chart 10 - Retail Channels 2020-2025

### ECONOMIC CONTEXT

Chart 11 - Economic Context for Nappies/Diapers/Pants

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 14 - Consumer Context for Nappies/Diapers/Pants

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

[Tissue and Hygiene in Iraq - Industry Overview](#)

### EXECUTIVE SUMMARY

Molfix Expands Bulk Pack Strategy to Defend Price Leadership

### KEY DATA INSIGHTS

## KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Tissue and Hygiene

## INDUSTRY PERFORMANCE

Molfix Expands Bulk Pack Strategy to Defend Price Leadership

Molped Attracts Young Consumers with Discreet Convenience Focus

Confy Leverages Wellbeing Claims to Capture Trust Amid Competition

Chart 19 - Value Sales 2020-2030

Chart 20 - Value Sales by Category 2025

## WHAT'S NEXT?

New Suppliers Sacrifice Profit to Capture Share, Pressuring Incumbents

Chart 21 - Analyst Insight for Tissue and Hygiene

Nappies Remain Largest as Birth Rates Slow, Menstrual Care Accelerates

Fragmentation and Price Pressure Fuel Demand for Efficiency and Breadth

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Hayat Holding as Defends Lead as Fragmentation Accelerates in Rural Areas

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

## CHANNELS

Small Grocers Maintain Lead as Modern Trade Expands Slowly

E-Commerce Remains Negligible as Offline Stores Face No Online Threat

Chart 26 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 27 - Economic Context for Tissue and Hygiene

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 30 - Consumer Context for Tissue and Hygiene

Chart 31 - Population 2020-2030

Chart 32 - Consumer Expenditure 2020-2030

Chart 33 - 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/nappies-diapers-pants-in-iraq/report](http://www.euromonitor.com/nappies-diapers-pants-in-iraq/report).