



Euromonitor
International

Ice Cream in Iraq

August 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Ice Cream Summary

INDUSTRY PERFORMANCE

Suppliers Prioritise Affordability Despite Mounting Cost Pressures

Take-Home Ice Cream Gains Ground as Consumers Seek Greater Value

Portion Downsizing Becomes a Key Survival Strategy

Chart 1 - New Flavours at Affordable Prices

Chart 2 - Value Sales 2021-2031

Chart 3 - Volume Sales 2021-2031

Chart 4 - Value Sales by Category 2026

WHAT'S NEXT?

Shrinkflation Expected to Support Value Growth Amid Industry Fragmentation

Impulse Products to Retain Dominance as Spending Power Gradually Improves

Premiumisation Projected to Remain Constrained by Limited Investment and Scale

Chart 5 - Forecast Value Sales 2021-2031

Chart 6 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Futuqa Leverages Distribution to Defend Share in Price-Driven Rivalry

Chart 7 - Company Shares 2026

Chart 8 - Brand Shares 2026

CHANNELS

Small Grocery Stores Remain Significant as Alternative Retail Formats Expand

ECONOMIC CONTEXT

Chart 9 - Economic Context for Ice Cream

Chart 10 - Real GDP Growth 2021-2031

Chart 11 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 12 - Consumer Context for Ice Cream

Chart 13 - Population 2021-2031

Chart 14 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Snacks in Iraq - Industry Overview](#)

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Snacks

INDUSTRY PERFORMANCE

Conflict and Declining Discretionary Spending Reshape Demand

Spicy Flavour Innovation Fuels Savoury Snacks Growth

Chart 16 - Flaming Hot for Spice Lovers

7Sticks Demonstrates the Power of Ultra-Affordable Positioning

Chart 17 - Affordable and Accessible Products Secure Purchases

Chart 18 - Value Sales 2021-2031

Chart 19 - Value Sales by Category 2026

WHAT'S NEXT?

Affordability Pressures Expected to Reshape Snack Spending

Savoury Snacks to Retain Leadership While Sugar Confectionery Accelerates

Fragmentation and Limited Investment Projected to Reshape Competition

Chart 20 - Analyst Insight for Snacks

Chart 21 - Forecast Value Sales 2021-2031

Chart 22 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Turkish Suppliers Strengthen Their Position as Pepsico Defends Leadership

Chart 23 - Company Shares 2026

Chart 24 - Brand Shares 2026

CHANNELS

Small Grocers Maintain Dominance as Modern Outlets Expand

Chart 25 - Retail Channels 2021-2026

PRODUCTS

Cost Pressures Steer Innovation toward Local Sourcing and Efficient Formats

Flavour Diversification and Novel Formats Define Recent Launches

Innovation Builds Loyalty and Positions Brands for Recovery

ECONOMIC CONTEXT

Chart 26 - Economic Context for Snacks

Chart 27 - Real GDP Growth 2021-2031

Chart 28 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 29 - Consumer Context for Snacks

Chart 30 - Population 2021-2031

Chart 31 - Population by Generation 2026

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/ice-cream-in-iraq/report.