

# Iran Cities Review

June 2022

**Table of Contents** 

#### Iran Cities Review

#### **HEADLINES**

#### **URBAN CONSUMER**

Tehran has the highest population in Iran

Isfahan excels among the major cities, with comparatively high internet access

#### CONSUMER FINANCE

Tabriz to see the best prospects for disposable income growth

Tehran to offer the highest consumer expenditure levels within Iran

#### **ECONOMY**

Tehran to remain the largest contributor to Iran's economy by 2026

Climate change effects in Ahvaz to intensify

#### CITY SCORECARD

Summary 1 - City Scorecard by Pillar 2021

#### **POPULATION**

Chart 1 - Population in 2021 and Population Growth 2021-2026

Chart 2 - Population by Age by City 2021

Chart 3 - Average Household Size by City 2021

Chart 4 - Population Density and Net Migration 2021

Summary 2 - City Scorecard in Population Pillar 2021

#### CONSUMER EXPENDITURE

Chart 5 - Total Consumer Expenditure in Iran by City 2021

Chart 6 - Consumer Expenditure per Capita and Consumer Expenditure Growth 2021-2026

Chart 7 - City Affordability, Consumer Expenditure on Housing and Transportation 2021

Chart 8 - Discretionary vs Necessity Consumer Expenditure 2021

Summary 3 - City Scorecard in Consumer Expenditure Pillar 2021

### DIGITAL CONSUMER

Chart 9 - Share of Households with Internet and Broadband Internet Access 2021

Chart 10 - Possession of Digital Devices by City 2021

Summary 4 - City Scorecard in Digital Consumer Pillar 2021

## INCOME AND WEALTH

Chart 11 - Disposable Income per Capita and Disposable Income Growth 2021-2026

Chart 12 - Number of Households by Disposable Income Band 2021

Chart 13 - Number of Households with Disposable Income Over USD150,000 2021-2026

Chart 14 - Household Possession of Kitchen Durables by City 2021

Chart 15 - Household Possession of Entertainment Electronics by City 2021

Chart 16 - Household Possession of Other Durables by City 2021

Chart 17 - Number of Passenger Cars and Motorcycles per Household 2021

Chart 18 - Possession of Transport Vehicles by City 2021

Summary 5 - City Scorecard in Wealth Pillar 2021

# **ECONOMY**

Chart 19 - GDP per Capita in 2021 and Real GDP Growth by City 2021-2026

Summary 6 - City Scorecard in Economy Pillar 2021

## LABOUR

Chart 20 - Economically Active Population in 2021 and Employed Population Growth by City 2016-2021

Chart 21 - Labour Force Participation Rate and Unemployment by City 2021

Chart 22 - Labour Productivity Value and Productivity Growth by City 2016-2021

Summary 7 - City Scorecard in Labour Pillar 2021

# 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/iran-cities-review/report.