

Dishwashing in Iraq

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Dishwashing Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Dishwashing

INDUSTRY PERFORMANCE

Strong Growth Driven by Urbanisation and Rising Incomes

Hand Dishwashing Remains Dominant Despite Automatic Dishwashing Growth

Health and Wellness Drives Demand for Premium Products

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers to Drive Demand for Premium Dishwashing Products

Chart 5 - Key Industry Trends for Dishwashing

Automatic Dishwashing Will Continue Gaining Traction among Urban Consumers

Market Fragmentation and Competition to Intensify

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Fragmentation and Competition Intensify in Iraq's Dishwashing Market

Premium Brands Benefit From Quality Focus and Marketing

Chart 8 - Pril Products Offer Lasting Cleaning

Opportunities Emerging in Iraq's Dishwashing Market

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Small Local Grocers Maintain Their Dominance of Distribution

Stagnant E-Commerce Growth Reflects Logistical Challenges

No Emerging Retail Brands or Concepts Expected

Chart 11 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Dishwashing

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Dishwashing

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Home Care

INDUSTRY PERFORMANCE

Growing Demand for Home Care Driven by Urbanisation and Lifestyle Changes

Laundry Care Dominates Market Share with Essential Product Offerings

Bleach as a Versatile Solution for Multiple Tasks

Chart 20 - Versatile O2 Bleach

Chart 21 - Value Sales 2020-2030

Chart 22 - Volume Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Small Suppliers to Drive Market Fragmentation and Growth

Laundry Care Will Maintain Its Dominance with Essential Products

Multifunctionality and Health Concerns to Drive Product Innovation

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Players Maintain Their Grip Amidst Market Fragmentation

Market Fragmentation Challenges Established Players

Chart 26 - Analyst Insight for Home Care

Health-Focused Brands Gain Traction with Sensitive Products

Chart 27 - Noura's Hand-Sensitive Dishwashing Liquid

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

Small Local Grocers Dominate Distribution

Retail E-Commerce Grows Slowly with Limited Impact

No Emerging Retail Brands or Concepts Identified

Chart 30 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 31 - Economic Context for Home Care

Chart 32 - Real Gdp Growth 2020-2030

Chart 33 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 34 - Consumer Context for Home Care

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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/dishwashing-in-iraq/report.