



Euromonitor
International

Air Care in Iraq

April 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Air Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Air Care

INDUSTRY PERFORMANCE

Growth Driven by Population Expansion and Urbanisation

Spray/Aerosol Air Fresheners Dominate Market Share

Health and Wellness Trend Reshapes Product Offerings

Chart 2 - New Brand Bright Has a Focus on Mood-Boosting Fragrances

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Falling Prices and Market Fragmentation to Continue

Spray/Aerosol Air Fresheners to Remain Dominant

Health and Wellness Trend to Drive Innovation

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Market Fragmentation Erodes Leaders' Shares, Boosts Competition

Chart 8 - Analyst Insight for Air Care

New Brands Enter the Market with Mood-Boosting Fragrances

Chart 9 - Loyal is One of Many New Brands in the Market

No Significant Mergers or Acquisitions

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Traditional Grocers Dominate Air Care Sales in Iraq

E-Commerce Fails to Gain Traction in Iraq's Air Care Market

No Emerging Retail Brands or Concepts

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Air Care

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Air Care

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - 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 21 - Versatile O2 Bleach

Chart 22 - Value Sales 2020-2030

Chart 23 - Volume Sales 2020-2030

Chart 24 - 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 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Players Maintain Their Grip Amidst Market Fragmentation

Market Fragmentation Challenges Established Players

Chart 27 - Analyst Insight for Home Care

Health-Focused Brands Gain Traction with Sensitive Products

Chart 28 - Noura's Hand-Sensitive Dishwashing Liquid

Chart 29 - Company Shares 2025

Chart 30 - 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 31 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 32 - Economic Context for Home Care

Chart 33 - Real Gdp Growth 2020-2030

Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Home Care

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - 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/air-care-in-iraq/report.