



Euromonitor
International

Dietary Supplements in Iraq

October 2026

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KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Preventive self-care supports strong growth in dietary supplements

Targeted wellness boosts demand for cellular health solutions

Mental wellness gains importance within daily health routines

Chart 1 Value Sales 2021-2031

Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Medical endorsement and preventive health is projected to sustain category growth

Perceptions of safety expected to encourage widespread supplement adoption

Supply-side expansion and healthcare support set to reinforce demand

Chart 1 Forecast Value Sales 2021-2031

Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Retail visibility and distribution strength drive brand prominence

CHANNELS

Consumer trust keeps pharmacies at the centre of supplement retailing

Established purchasing habits limit the role of alternative channels

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031

Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031

Chart 2 Population by Generation 2026

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COUNTRY REPORTS DISCLAIMER

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