



Herbal/Traditional Products in Iraq

October 2026

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KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Consumers increasingly favour herbal prevention over reactive treatment
Herbal skin health solutions benefit from the convergence of health and beauty
Traditional ingredients support growing interest in stress management

WHAT'S NEXT?

Natural alternatives projected to become more embedded in daily wellness routines
Perceived safety expected to accelerate adoption across health and beauty applications
Social media forecast to normalise herbal product use

CHANNELS

Pharmacies remain the dominant route to market for herbal products
Retail e-commerce remains a marginal channel

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
Chart 3 Consumer Expenditure 2021-2031

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