



Euromonitor
International

Dermatologicals in Iraq

October 2026

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KEY DATA INSIGHTS

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Preventive approaches support strong dermatology spending

Health-beauty convergence boosts demand for multifunctional solutions

Personalised skincare drives self-directed consumption

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Chart 2 Value Sales by Category 2026

WHAT'S NEXT?

Urbanisation and workforce participation is projected to support steady category growth

Rising disposable incomes are expected to encourage preventive and enhancement-oriented consumption

Multifunctional and personalised solutions are forecast to gain further traction

Chart 1 Forecast Value Sales 2021-2031

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New entrants intensify competition in a fragmented market

Established brands rely on trust as consumer needs diversify

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Retail e-commerce expands access to new products and brands

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COUNTRY REPORTS DISCLAIMER

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