Euromonitor International

Processed Meat, Seafood and Alternatives to Meat in Iraq

November 2026

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Processed meat leads as affordability drives demand amid price surges
Bodrun and Kawel capitalise on affordability and private label expansion
Chart 1 Value Sales 2021-2031
Chart 2 Volume Sales 2021-2031
Chart 3 Value Sales by Category 2026

WHAT'S NEXT?

Processed seafood overtakes processed meat as urbanisation fuels demand to 2031
Local suppliers leverage flavour expertise and brand equity to outcompete imports
Chart 1 Forecast Value Sales 2021-2031
Chart 2 Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

BRF SA surges to lead as fragmentation deepens amid brand influx
Innovation and private label expansion offer path to differentiation amid volatility
Chart 1 Company Shares 2026
Chart 2 Brand Shares 2026

CHANNELS

Small local grocers retain dominance as hypermarkets grow fastest
Retail e-commerce remains absent as traditional distribution holds firm
Chart 1 Retail Channels 2021-2026

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

COUNTRY REPORTS DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/processed-meat-seafood-and-alternatives-to-meat-in-iraq/report.