

Alcoholic Drinks in Iraq

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Abstracts

Alcoholic drinks in Iraq faced huge challenges in 2023 after the Iraqi Government announced stricter enforcement of the 2017 ban on the sale of alcohol. In the KRG meanwhile, strong sales growth is being seen as the alcohol ban is not enforced there. With the entire supply chain controlled by entities close to the Iraqi government with political and militia influence, consumers face numerous issues, including inconsistent supply, the presence of counterfeits and regular huge price rises.

Euromonitor International's Alcoholic Drinks in Iraq report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Alcoholic Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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