

# Soft Drinks in Iraq

<https://marketpublishers.com/r/S2F1B4AC768EN.html>

Date: December 2023

Pages: 74

Price: US\$ 2,100.00 (Single User License)

ID: S2F1B4AC768EN

## Abstracts

Soft drinks saw rising demand in 2023 despite challenges such as the weak exchange value of the dinar and a lack of structure in the industry. Population growth and the youth of Iraq's population are major reasons for rising demand in carbonates, juice, energy drinks and concentrates, while unsafe drinking water is the main reason for robust sales growth in bottled water. Local production is increasing due to favourable regulations which seek to reduce dependence on imported soft drinks.

Euromonitor International's Soft 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 (2018-2022), 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, packaging or pricing issues. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Asian Speciality Drinks, Bottled Water, Carbonates, Concentrates, Energy Drinks, Juice, RTD Coffee, RTD Tea, Sports Drinks.

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

Why buy this report?

Get a detailed picture of the Soft 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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December 2023

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