

Malt Beverages in Iraq 2012 – 2020

Table of Contents



Published by ManSci
Address: JBC1, Cluster G
Office 2309, JLT, Dubai, UAE

Email: marketing@mansci.net
Website: www.mansci.net

Malt Beverages in Iraq 2012 - 2020

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior written permission of the Copyright owner.

Every effort has been made to ensure that the information given herein is accurate, but no legal responsibility is accepted for any errors or omissions in that information and no responsibility is accepted in regard to the standings of any firms or companies or individuals mentioned.

Table of Contents

Market Challenges & Opportunities

Key trends uncovered during 2016 research

A. MACRO ENVIRONMENTAL FACTORS

A1 POPULATION

Table 1: Iraq Population, 2012 – 2020

A2 ECONOMIC INDICATORS & DRIVERS

Table 2: Iraq Key Economic Indicators, 2012 – 2016

A3 STATUTORY AND OTHER CONSIDERATIONS

B. CONSUMPTION OF NON-ALCOHOLIC BEVERAGES - A SUMMARY

Table 3: Total Consumption of Non-Alcoholic Beverages by Volume, 2012-2014
(Mn litres)

Table 4: Total Consumption of Non-Alcoholic Beverages by Retail Value, 2012-2014
(US\$ million)

Table 5: Total Per Capita Consumption of Non-Alcoholic Beverages, 2012-2014 (litre)

Table 6: Total Per Capita Spend on Non-Alcoholic Beverages, 2012-2014 (US\$)

C. MARKET SIZE & FORECASTS

Table 7: Malt Beverages, Market Size & Per Capita Consumption, 2012 – 2016 e,
Forecasts to 2020

Table 8: Malt Beverages, Market Value & Sales Per Capita, 2012 - 2016 e, Forecasts
to 2020

Key Points and Analysis

D. KEY SEGMENTATIONS

Table 9: Malt Beverages, Plain vs Flavoured, 2012-2016 e

Key Points and Analysis

E. PACKAGING TRENDS

Table 10: Malt Beverages, Pack Type, 2012-2016 e

Key Points and Analysis

F. RETAIL VS FOODSERVICE

Table 11: Malt Beverages, Volume, Retail vs Food Service 2012-2016 e, Forecasts to 2020

Key Points and Analysis

G. SUPPLY STRUCTURE

G1 LOCAL VS IMPORT

Table 12: Sourcing, Local vs Imports, Malt Beverages, 2012-2016 e

Key Points and Analysis

G2 SUPPLIER/BRAND SHARES

Table 13: Malt Beverages, Volume & Value Shares (%), 2014 – 2015

Key Points and Analysis

G3 SELECTED SUPPLIER PROFILES*

*Included only if local production is sizeable