

Evolution of Technical Skills Demand

A Multi-City Analysis of Iraq's Private Sector 2025

Executive Summary

This comprehensive study examines the technical skills requirements across Iraq's private sector, focusing on **Baghdad, Anbar, and Najaf**. Through detailed analysis of **358 companies** (200 in Baghdad, 90 in Anbar, and 68 in Najaf), our research reveals critical insights into the current technical skills landscape. The study identifies key market demands, emerging trends, and skills gaps across these diverse economic zones. Our findings highlight significant variations in technical skills requirements among different regions, with particularly strong demand for digital marketing, computer skills, and graphic design across all three cities. This research provides crucial data for aligning workforce development initiatives with actual market needs.

Iraq's private sector is undergoing rapid transformation, driven by technological advancement and changing market dynamics. Understanding the technical skills requirements across different regions has become crucial for economic development and workforce planning. This study focuses on three key Iraqi cities - Baghdad, Anbar, and Najaf - each representing distinct economic environments and market needs.

Our research examines the specific technical skills demands within these regions, aiming to bridge the gap between available workforce capabilities and market requirements.

Through comprehensive data collection from 358 companies across these cities, we seek to provide actionable insights for educational institutions, training providers, and policymakers. The study's primary goal is to identify and analyze the most in-demand technical skills, enabling more targeted and effective workforce development programs. This research is particularly timely as Iraq's private sector continues to evolve, requiring increasingly specialized technical competencies across various industries.

The findings of this study will serve as a foundation for developing targeted training programs and educational initiatives that align with actual market demands, ultimately contributing to increased employment opportunities and economic growth across these regions.



Research Objectives

Primary Objective: To identify and analyze the most in-demand technical skills across Baghdad, Anbar, and Najaf's private sector, with specific focus on opportunities for workforce development and women's employment.

Specific Objectives:

1. Map current technical skills demands across three major Iraqi cities.
2. Identify gender-specific employment opportunities.
3. Understanding regional variations in skill requirements.
4. Guide development of targeted training programs.
5. Support evidence-based decision making for educational initiatives.

Purpose: This research aims to bridge the gap between market demands and available skills by providing actionable data for training providers, educational institutions, and policymakers, ultimately contributing to increased employment opportunities and economic growth across these regions.



Methodology

Our research employed a mixed-method approach to analyze technical skills demands across three major Iraqi cities:

Baghdad, Anbar, and Najaf. We conducted a comprehensive assessment through direct engagement with private sector companies of varying sizes and sectors.

The data collection process combined:

- One-on-one interviews with company decision-makers and HR managers
- Structured surveys assessing technical skills requirements
- Direct engagement with business owners about current and future needs

Key areas of investigation included:

- Technical skills demanded by sector.
- Gender-specific employment opportunities.
- Required qualifications and experience levels.
- Workplace accommodations and flexibility options.
- Growth potential in various technical fields.

The research sample included:

- Baghdad: 200 companies.
- Anbar: 90 companies.
- Najaf: 68 companies.

This comprehensive approach enabled us to gather detailed insights about market demands and workforce requirements across these three economically distinct regions.

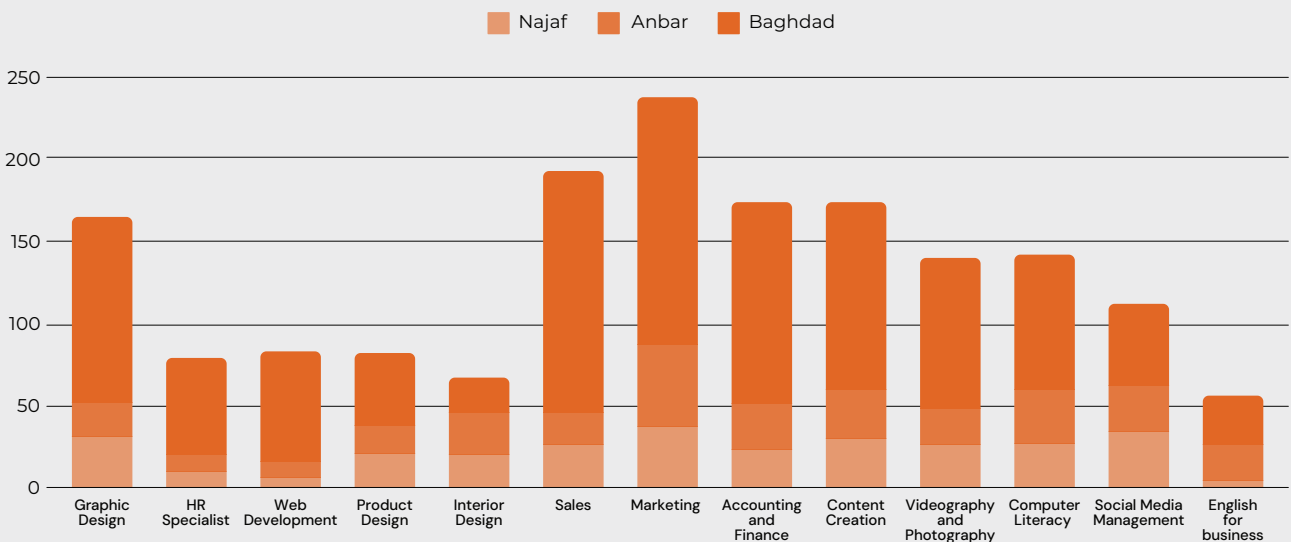


Key Findings and Statistical Analysis

Introduction Our comprehensive analysis of Iraq's private sector technical skills demand in 2025 encompasses data from 358 companies across three major urban centers. The research reveals a significant transformation in the technical skills landscape, characterized by increasing digitalization and diversification of professional competencies. The total identified demand of 1,763 positions across all surveyed companies demonstrates substantial market potential for technical professionals.

General Market Characteristics

- Digital marketing emerges as the leading technical skill requirement across all regions
- Strong correlation between city size and technical skills demand volume
- Consistent pattern of digital and creative skills requirements
- Notable emphasis on financial and professional services



Technical Skills Type	Baghdad	Percentage	Anbar	Percentage	Najaf	Percentage	All Cities	Average Percentage
Marketing	151	13.43%	50	15.06%	37	12.05%	238	13.50%
Sales	147	13.08%	20	6.02%	26	8.47%	193	10.95%
Accounting and Finance	123	10.94%	28	8.43%	23	7.49%	174	9.87%
Content Creation	114	10.14%	30	9.04%	30	9.77%	174	9.87%
Graphic Design	113	10.05%	21	6.33%	31	10.10%	165	9.36%
Videography and Photography	92	8.19%	22	6.63%	26	8.47%	140	7.94%
Computer Literacy	82	7.30%	33	9.94%	27	8.79%	142	8.05%
Web Development	67	5.96%	10	3.01%	6	1.95%	83	4.71%
HR Specialist	59	5.25%	10	3.01%	10	3.26%	79	4.48%
Social Media Management	50	4.45%	28	8.43%	34	11.07%	112	6.35%
Product Design	44	3.91%	17	5.12%	21	6.84%	82	4.65%
English for business	30	2.67%	22	6.63%	4	1.30%	56	3.18%
Interior Design	21	1.87%	26	7.83%	20	6.51%	67	3.80%
PLC and Classic Control	21	1.87%	5	1.51%	2	0.65%	28	1.59%
Other	10	0.89%	10	3.01%	10	3.26%	30	1.70%

Statistical Analysis by Region

Top 5 Technical Skills in Demand: Analysis 2025

Our comprehensive analysis of technical skills demand across Baghdad, Anbar, and Najaf reveals clear patterns in market requirements, with five key skills emerging as dominant across all regions.

1. Marketing (238 positions, 17.79% of total demand)

- Highest overall demand across all regions
- Strong presence in Baghdad (151 positions)
- Significant representation in Anbar (50 positions)
- Steady demand in Najaf (37 positions)
- Indicates growing digital transformation across all markets

2. Sales (193 positions, 14.42% of total demand)

- Second highest demand overall
- Particularly strong in Baghdad (147 positions)
- More moderate presence in Anbar (20 positions) and Najaf (26 positions)
- Suggests robust commercial sector development

3. Accounting and Finance (174 positions, 13.00% of total demand)

- Demonstrates consistent demand across regions
- Highest concentration in Baghdad (123 positions)
- Balanced representation in Anbar (28 positions) and Najaf (23 positions)
- Indicates maturation of business infrastructure

4. Content Creation (174 positions, 13.00% of total demand)

- Shows remarkably balanced distribution
- Strong presence in Baghdad (114 positions)
- Equal representation in Anbar and Najaf (30 positions each)
- Reflects growing digital media sector

5. Graphic Design (165 positions, 12.33% of total demand)

- Demonstrates sustained demand across all regions
- Highest in Baghdad (113 positions)
- Notable presence in Najaf (31 positions)
- Moderate demand in Anbar (21 positions)
- Indicates growing creative sector

These top five skills collectively represent 70.54% of total technical skills demand across the surveyed regions, highlighting their crucial role in Iraq's evolving private sector. The data suggests a strong orientation toward digital and commercial capabilities, with particular emphasis on marketing and sales competencies. The regional distribution patterns provide valuable insights for workforce development initiatives and training program design.





Most Technical Skills Needs in Anbar



Most Technical Skills Needs in Najaf



Most Technical Skills Needs in Baghdad

This statistical analysis provides crucial insights for workforce development initiatives and demonstrates clear patterns in technical skills demand across Iraq's major urban centers.



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