



Reports

Insights into Iraq's Business Environment:

Examining the Food Industry Ecosystem for Start-Ups and MSMEs

Makers of Baghdad
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Understanding Ecosystem Dynamics and Market Mapping

Iraq's economic landscape is witnessing a rise in startups and Micro, Small, Medium, and Large Enterprises (MSMEs) across diverse sectors. This research aims to map the business landscape by exploring the dynamics of these enterprises. The goal is to uncover opportunities, challenges and avenues for support and growth while creating a clear understanding and a valuable source of data on the Iraqi market.

The mapping efforts span various sectors, highlighting the dynamic nature of Iraq's business environment. The project delves into sectors like food, education, finance and e-commerce, among other sectors, recognizing the adaptability and innovation of Iraqi businesses.

Ultimately, the research seeks to inform policymakers and stakeholders about the specific needs of startups and MSMEs, facilitating the creation of a supportive ecosystem that fosters their sustainable growth and contributes to Iraq's overall economic prosperity, all of which is achieved through the application of our objectives below.

Objectives:

- **Analyze Business Landscape:** Conduct a comprehensive assessment of the food sector's business landscape in Iraq to provide an overview of entrepreneurial activities within the domain.

- **Tailor Incubation Programs:** Provide tailored data and insights for entrepreneurial incubation programs, enabling customized support services for startups, SMEs, and micro-businesses within the food industry.
- **Bridge Information Gap:** Offer actionable recommendations to stakeholders, policymakers, investors, and aspiring entrepreneurs to enhance support structures and facilitate growth within the food sector.
- **Sector-Specific Focus:** Concentrate exclusively on the food sector and its sub-sectors to identify opportunities for growth and innovation within each niche.
- **Identify Key Players and Trends:** Identify prominent players, emerging trends, and challenges within the food sector to inform strategic decision-making and foster collaboration across sectors.



Research Methodology

- Data will be collected through surveys, interviews, and secondary sources to gather insights into startups and small businesses across various sectors.
- A sectoral analysis will be conducted, with a specific focus on the food sector and its sub-sector.
- Statistical tools and techniques will be utilized to analyze collected data, identifying patterns, trends, and correlations.

Food Sector Navigation

The emphasis on the food sector acknowledges its vital role in economic development, with insights aimed at fostering sustainable growth. According to our research, the food sector comprises several distinct subsectors. As a result of this initial analysis, the food industry in Iraq is diverse and complex. The food sector can be divided into the following subsectors:

- **Organic and Wellness:** Honey, Oil, & Organic Products.
- **Food processing:** Bakery, Sweets, & Snacks
- **Beverages:** Hot and cold beverages that are sold as branded products.
- **Frozen products:** Perishable goods preserved by freezing.
- **Grocery product:** Pulse, Grains, Vegetables & Fruits.
- **Ready meals and food to go:** Healthy ready to eat food.
- **Dairy products:** Food items made from milk.

Conclusions:

Our research delves into Iraq's dynamic startup ecosystem, highlighting the instrumental contributions of startups, SMEs, and microbusinesses to economic growth and innovation. Discover promising opportunities and challenges shaping the entrepreneurial landscape.

As illustrated in the mapping below, we observed a diverse range of small and medium sized enterprises (SMEs) involved in producing and distributing soft drinks, juices, and bottled water within the beverage sector. Moreover, there is a growing interest in healthy and environmentally sustainable products within the organic & wellness and healthy food segments, with companies prioritizing natural ingredients and eco-conscious practices. Additionally, there's a rising demand for convenience, evidenced by the popularity of pre-packaged meals and snacks tailored to contemporary lifestyles.

Furthermore, the dairy sector holds significance in Iraqi cuisine, with businesses engaged in producing various dairy products such as milk, cheese, yogurt, and more. These initial observations underscore the entrepreneurial drive and innovative approaches fueling growth in the food industry, laying the groundwork for further investigation and analysis.



Directory of food sector's Micro , Small and Large Enterprises (MSMLEs) in IRAQ

February 2024 | Food Sector Mapping

Beverages

Hot and cold Beverages that are sold as branded products



Food Processing

Bakery, Sweets &snacks that are produced locally



Dairy Products

Food items made from milk and sold as branded products



Healthy Food

Ready to eat food providers (Dine in & Take away)



Organic & Wellness

HONEY , OIL , & Organic Products



Grocery Products

Pulse , Spices , Grams , Vegetables & Fruits



Frozen Products

perishable goods preserved by Freezing

