

SPOTLIGHT*IRAQ

SHOPPER BEHAVIOUR & ATTITUDES

April - 2025

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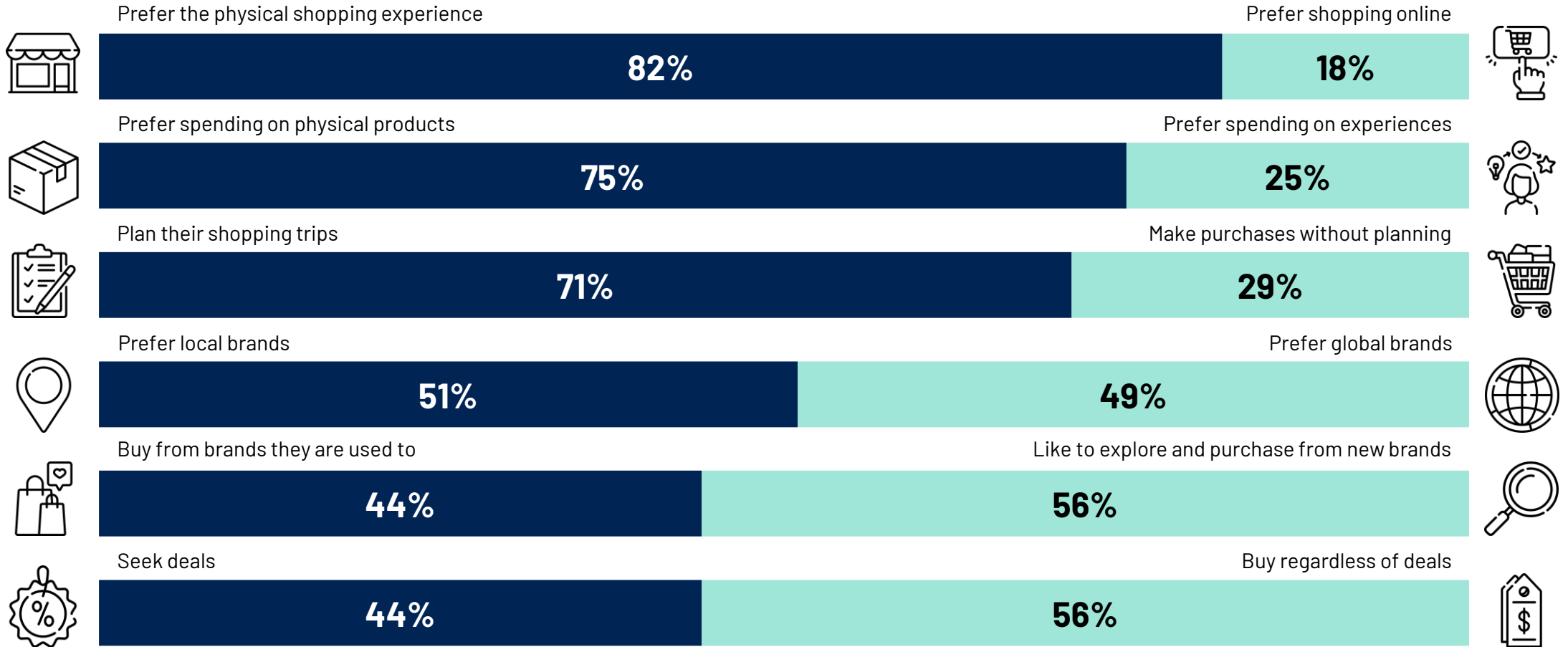
Online shopping

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**Influencers on purchase
decisions**

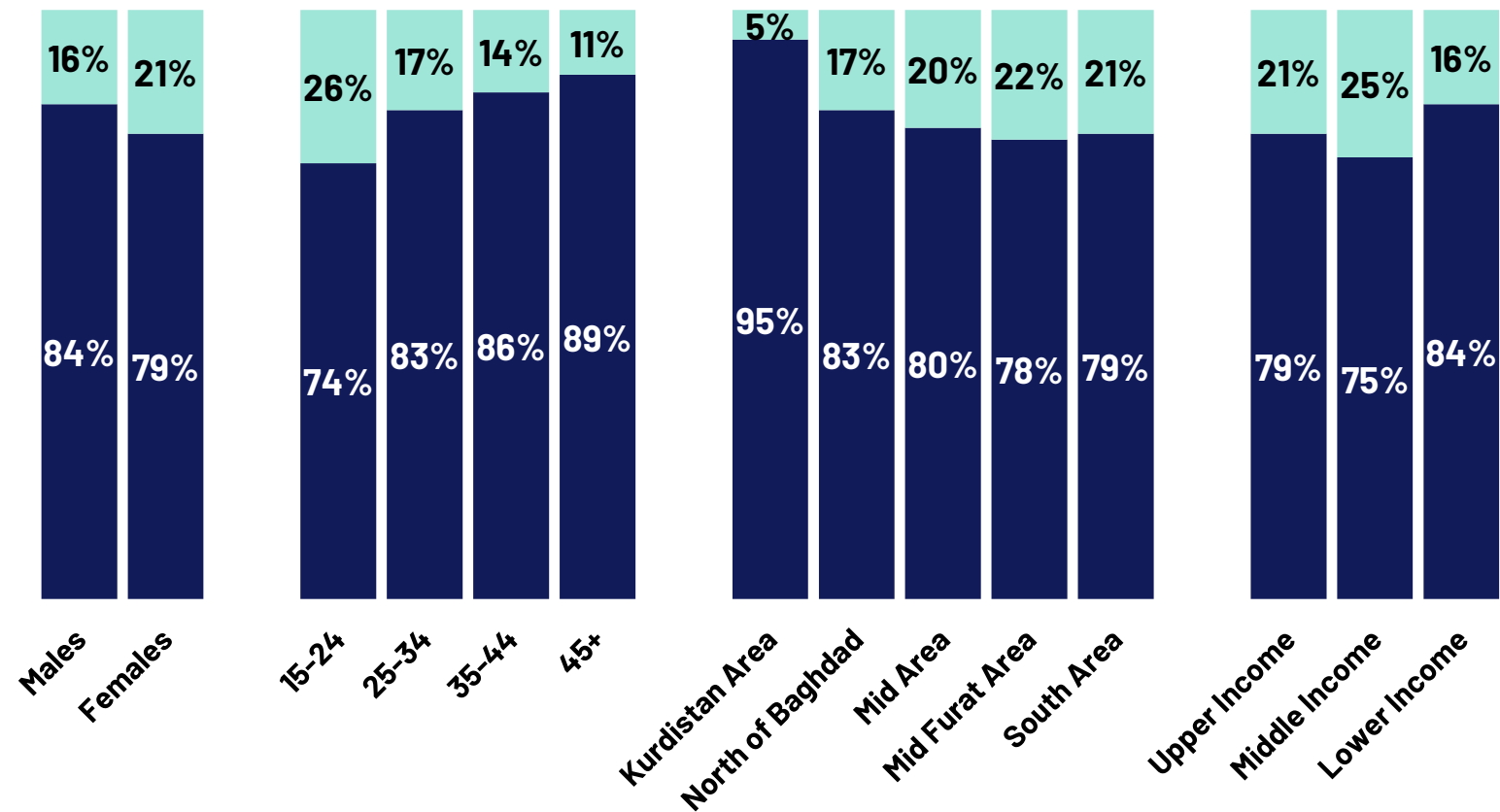
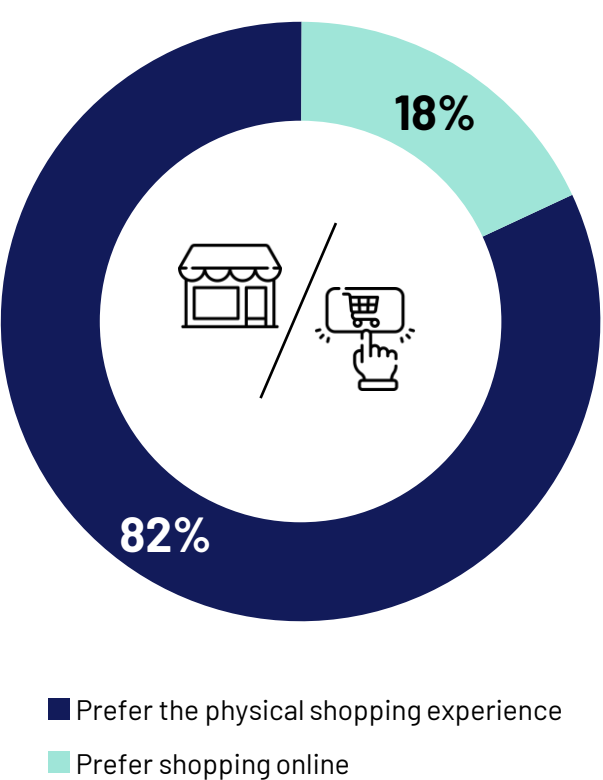
TYPES OF SHOPPERS IN IRAQ

Shopper types



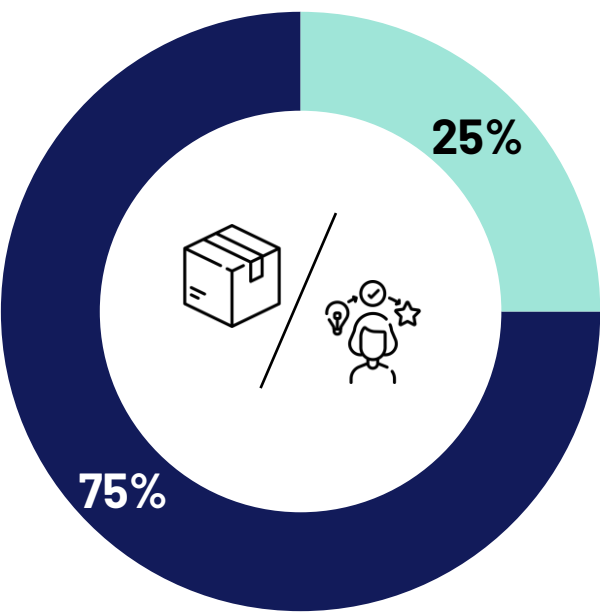
Physical vs. online shopping

% - by demographics

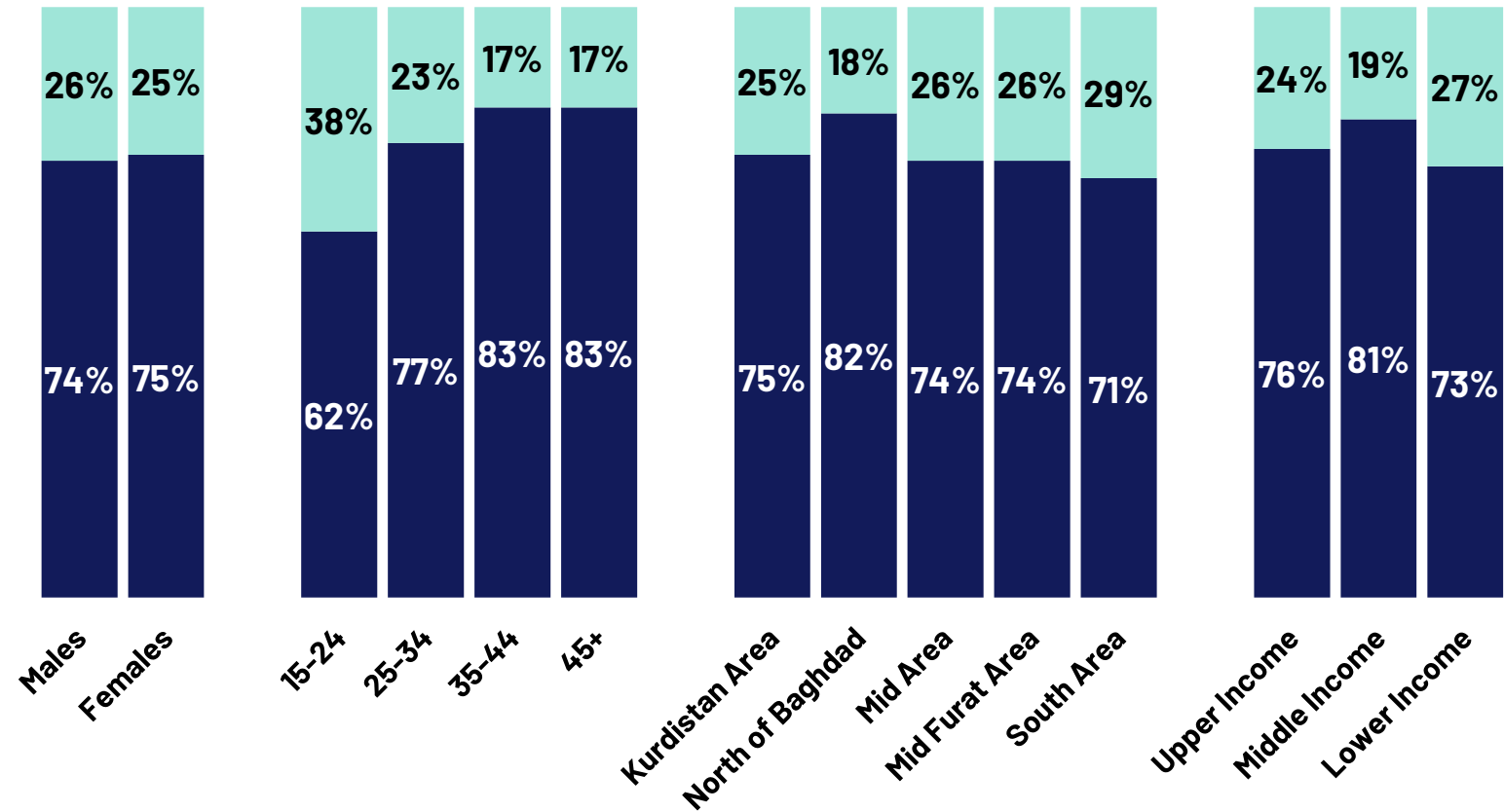


Physical products vs. experiences

% - by demographics

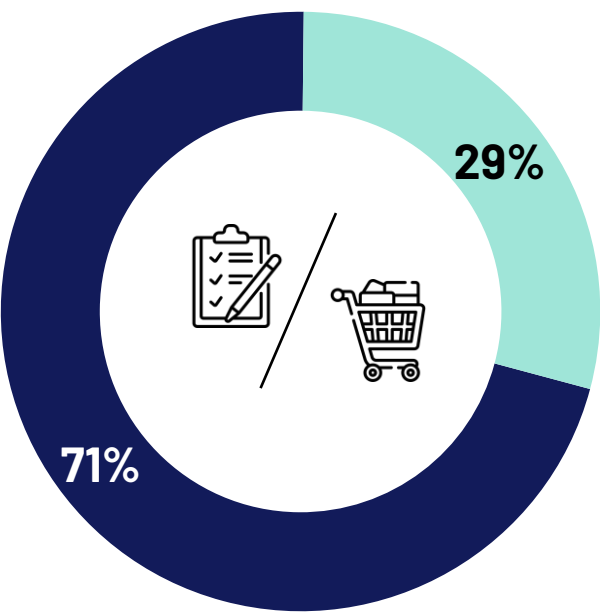


■ Prefer spending on physical products
■ Prefer spending on experiences

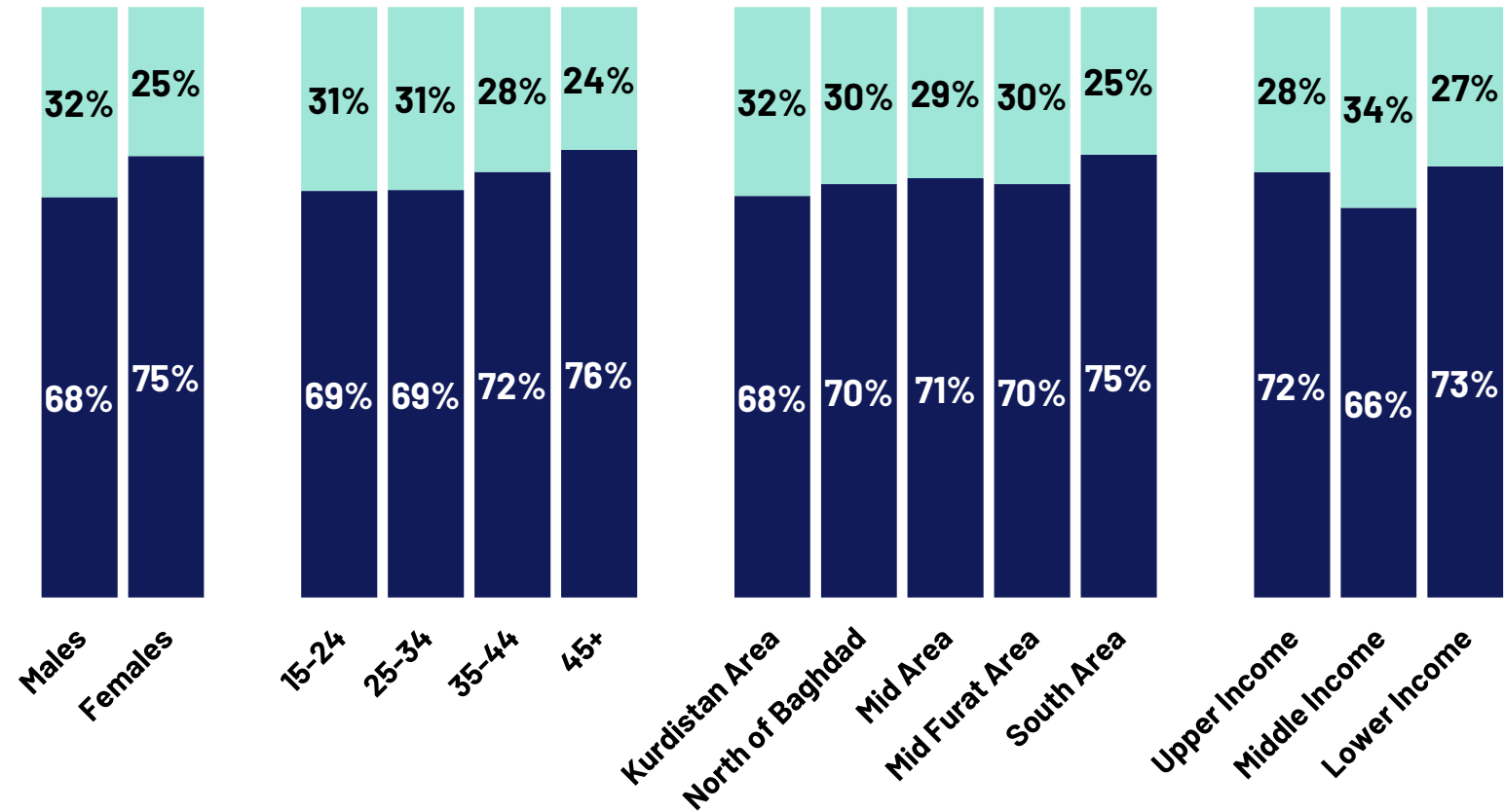


Planned vs. unplanned shopping

% - by demographics

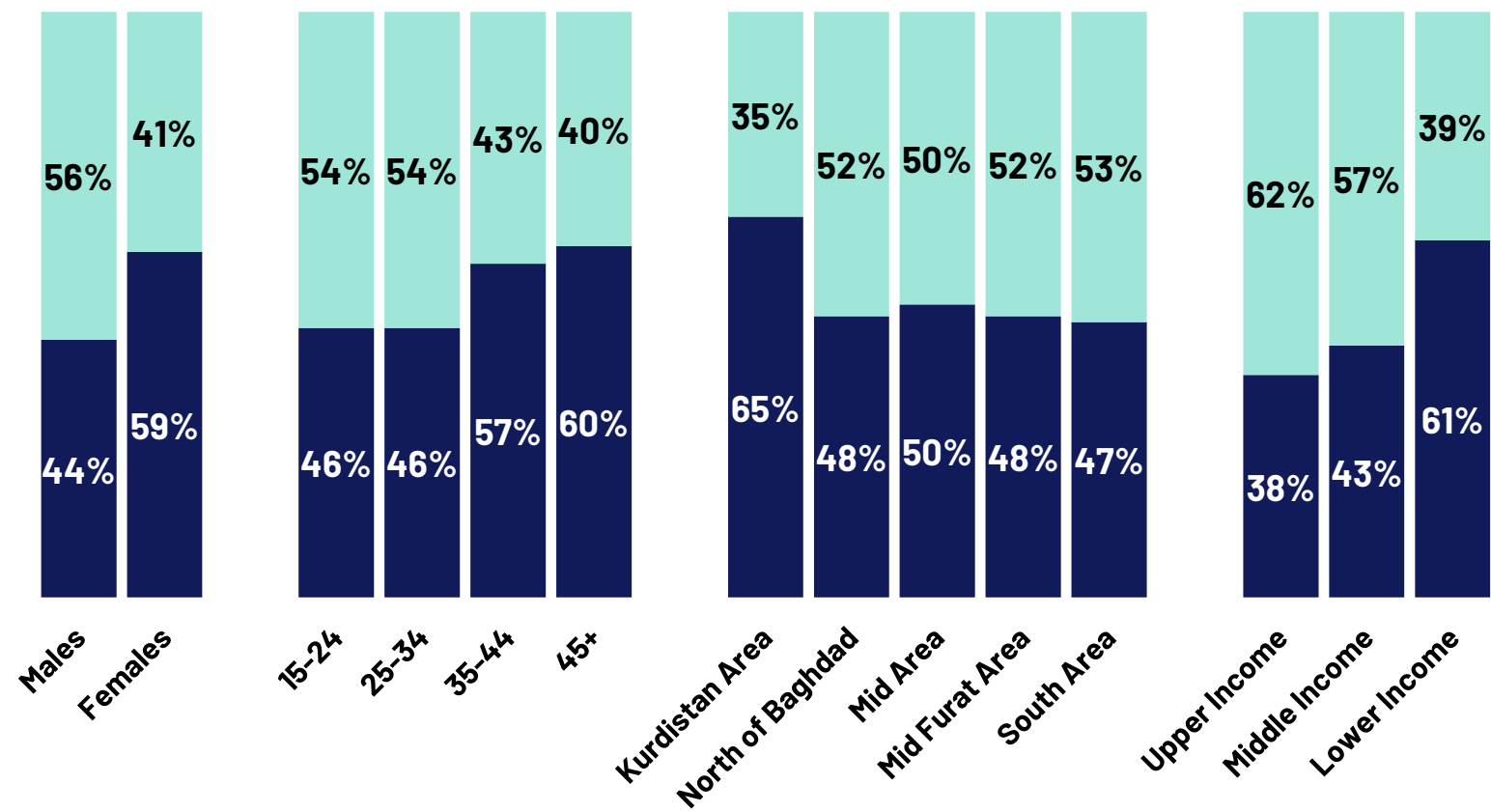
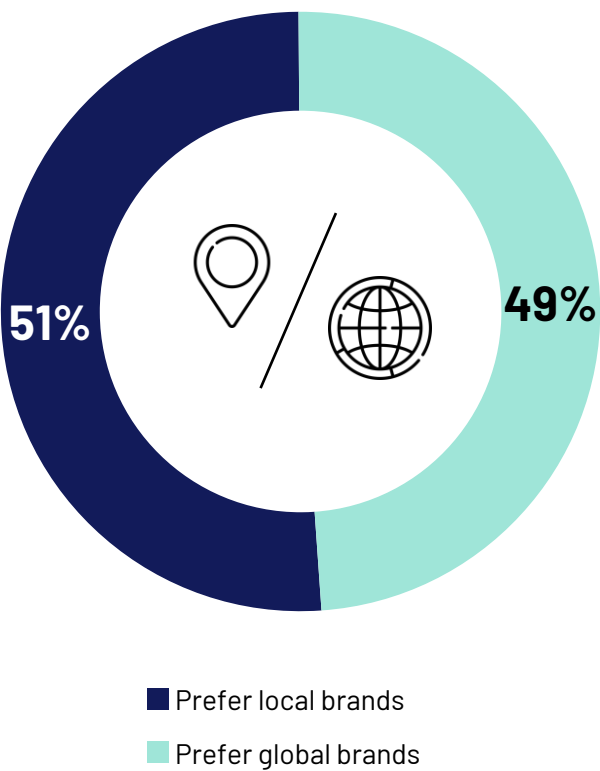


■ Plan their shopping trips
■ Make purchases without planning



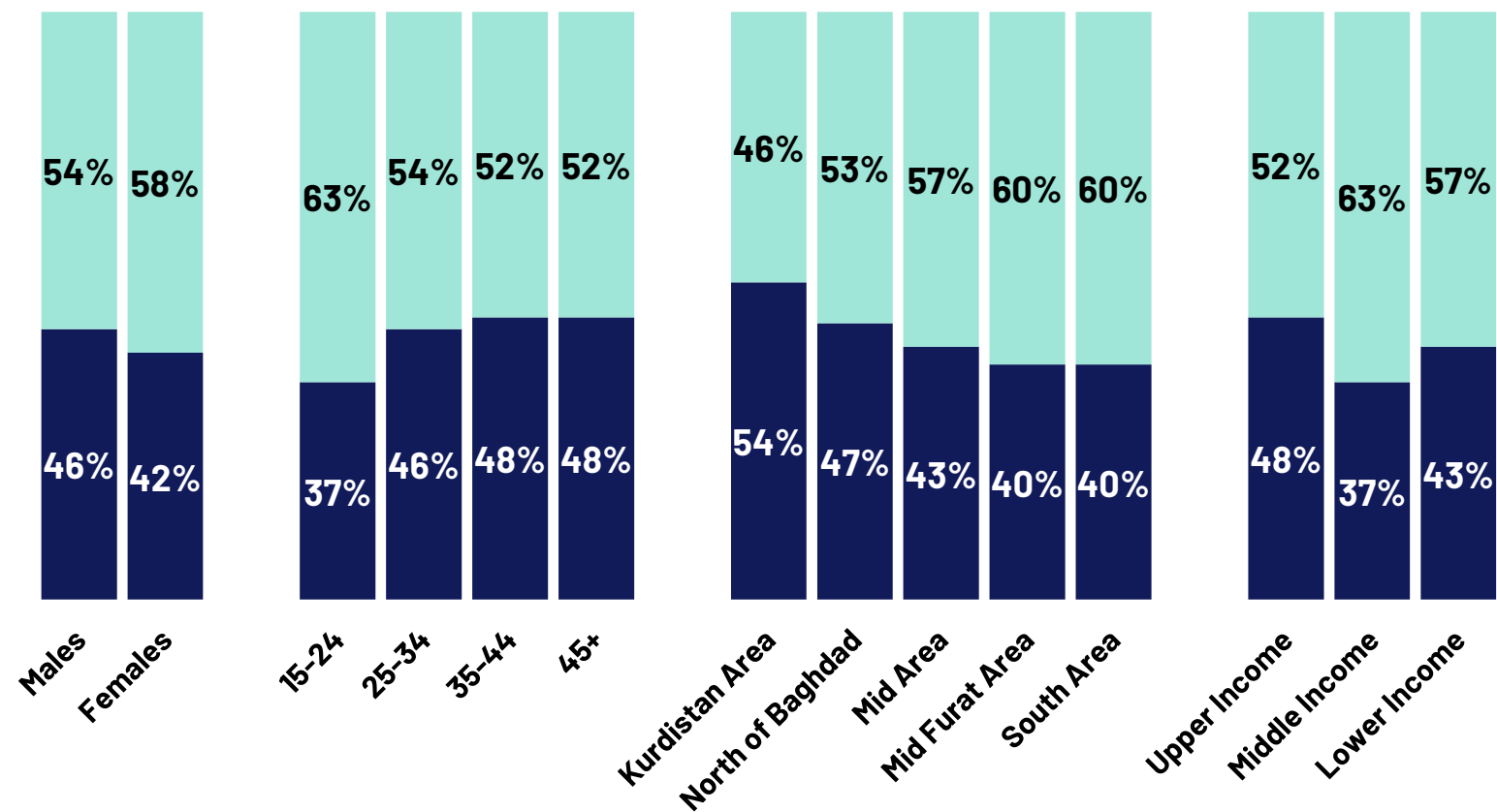
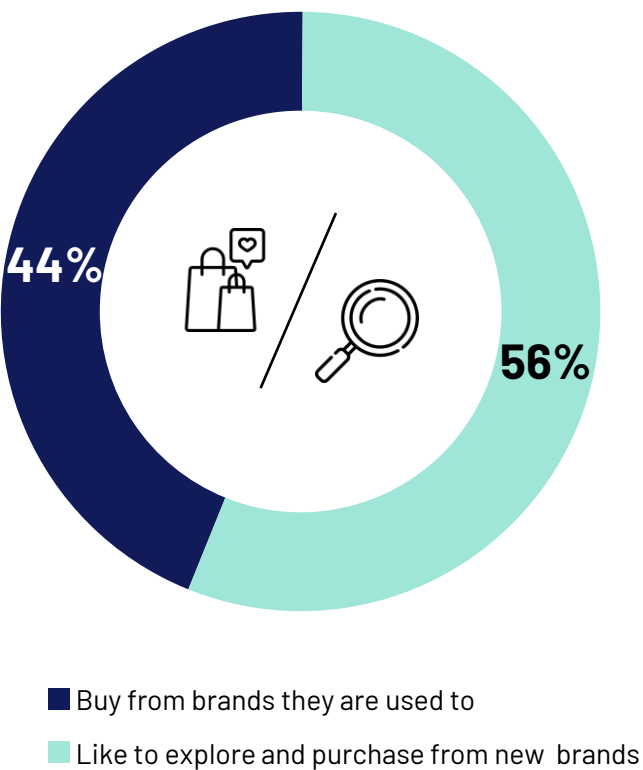
Local vs. international brands

% - by demographics



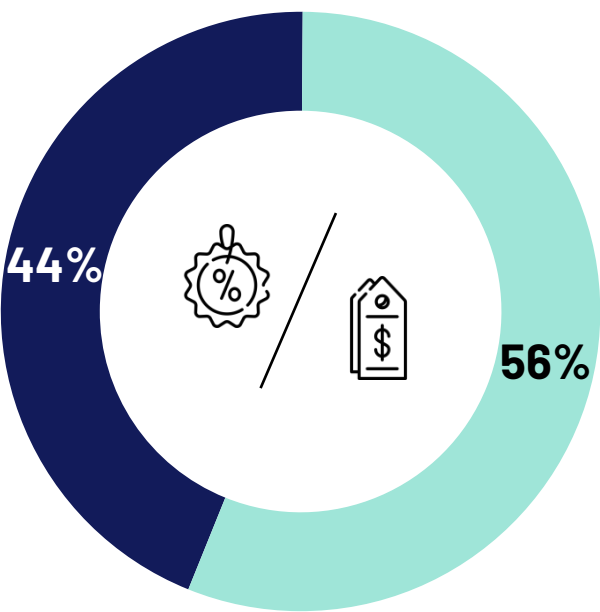
Purchasing usual brands vs. exploring new brands

% - by demographics

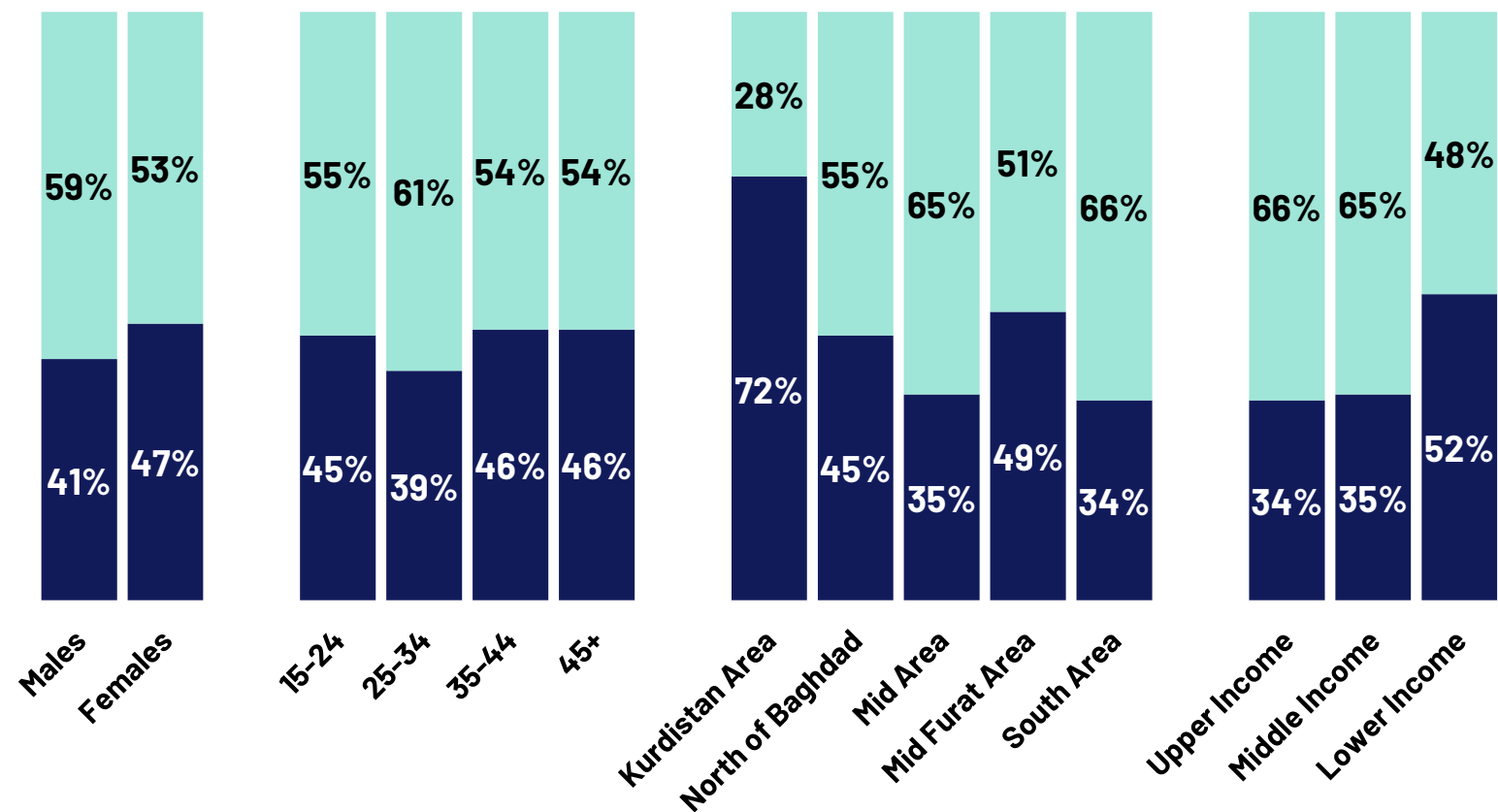


Deal seekers vs. non-deal seekers

% - by demographics



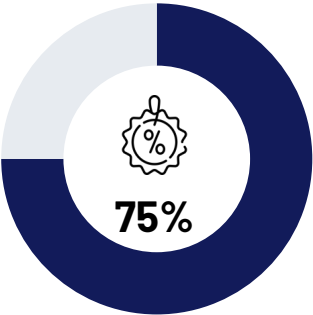
■ Are deal seekers
■ Buy regardless of deals



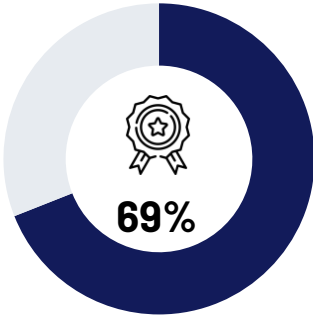
BRAND SELECTION CRITERIA

Brand selection criteria

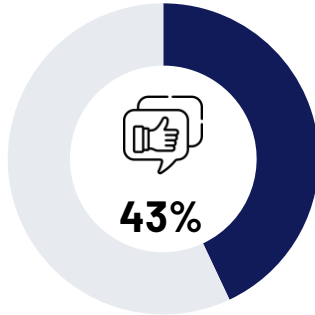
Top 10 criteria



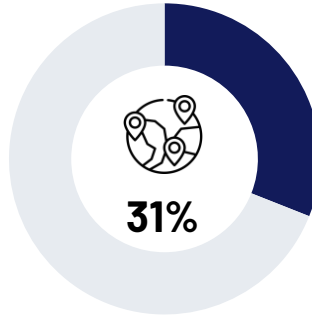
Prices and promotions



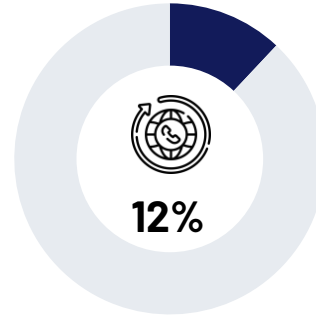
A brand's quality



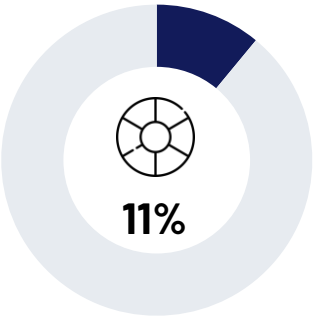
Referrals and reputation



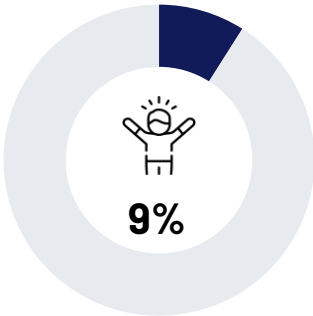
A brand's country of origin



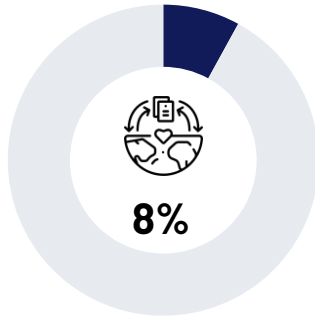
Customer service



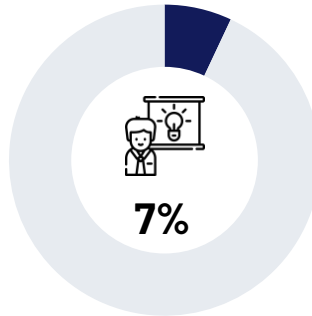
Variety of offerings



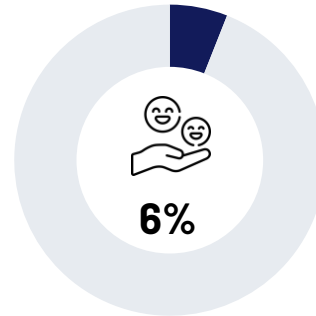
If a brand makes me feel confident



Brand ethics



If a brand understands me



If a brand brings joy to my life

Brand selection criteria

Top 10 criteria - by demographics

	 Prices and promotions	 A brand's quality	 Referrals and reputation	 A brand's country of origin	 Customer service	 Variety of offerings	 If a brand makes me feel confident	 Brand ethics	 If a brand understands me	 If a brand brings joy to my life
Total	75%	69%	43%	31%	12%	11%	9%	8%	7%	6%
Male	73%	70%	44%	34%	13%	12%	11%	9%	7%	6%
Female	77%	69%	41%	28%	11%	11%	8%	8%	8%	7%
15-24	76%	64%	44%	28%	13%	15%	10%	8%	8%	6%
25-34	71%	70%	45%	28%	9%	11%	9%	7%	10%	7%
35-44	76%	73%	43%	31%	11%	7%	9%	9%	6%	6%
45+	75%	73%	37%	39%	14%	9%	8%	10%	5%	5%
Kurdistan Area	88%	75%	35%	16%	10%	14%	9%	17%	6%	9%
North of Baghdad	78%	75%	44%	30%	8%	7%	10%	10%	5%	4%
Mid Area	69%	69%	46%	34%	13%	12%	9%	7%	7%	6%
Mid Furat Area	79%	65%	42%	36%	15%	10%	6%	8%	6%	2%
South Area	69%	65%	41%	34%	11%	11%	12%	4%	11%	7%
Upper Income	65%	76%	47%	32%	13%	13%	14%	9%	10%	5%
Middle Income	79%	67%	43%	30%	10%	12%	9%	4%	6%	4%
Lower Income	79%	66%	41%	29%	10%	10%	7%	9%	7%	7%

WHERE DO PEOPLE OBTAIN INFORMATION ABOUT BRANDS?

Sources used to obtain information about brands



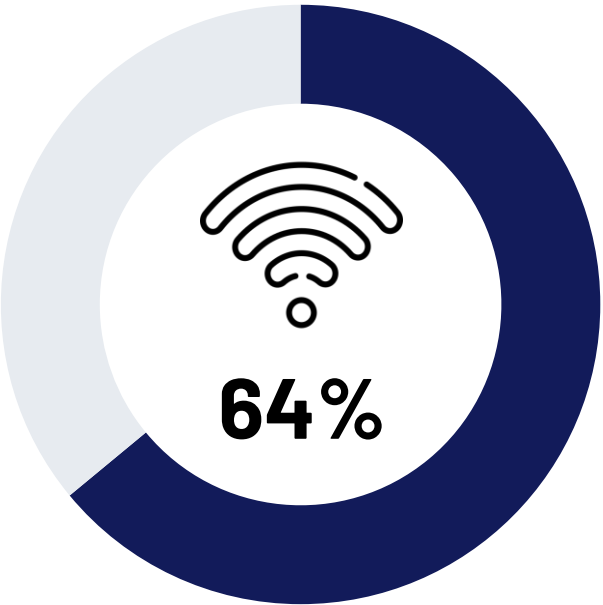
Use online sources to obtain information about brands



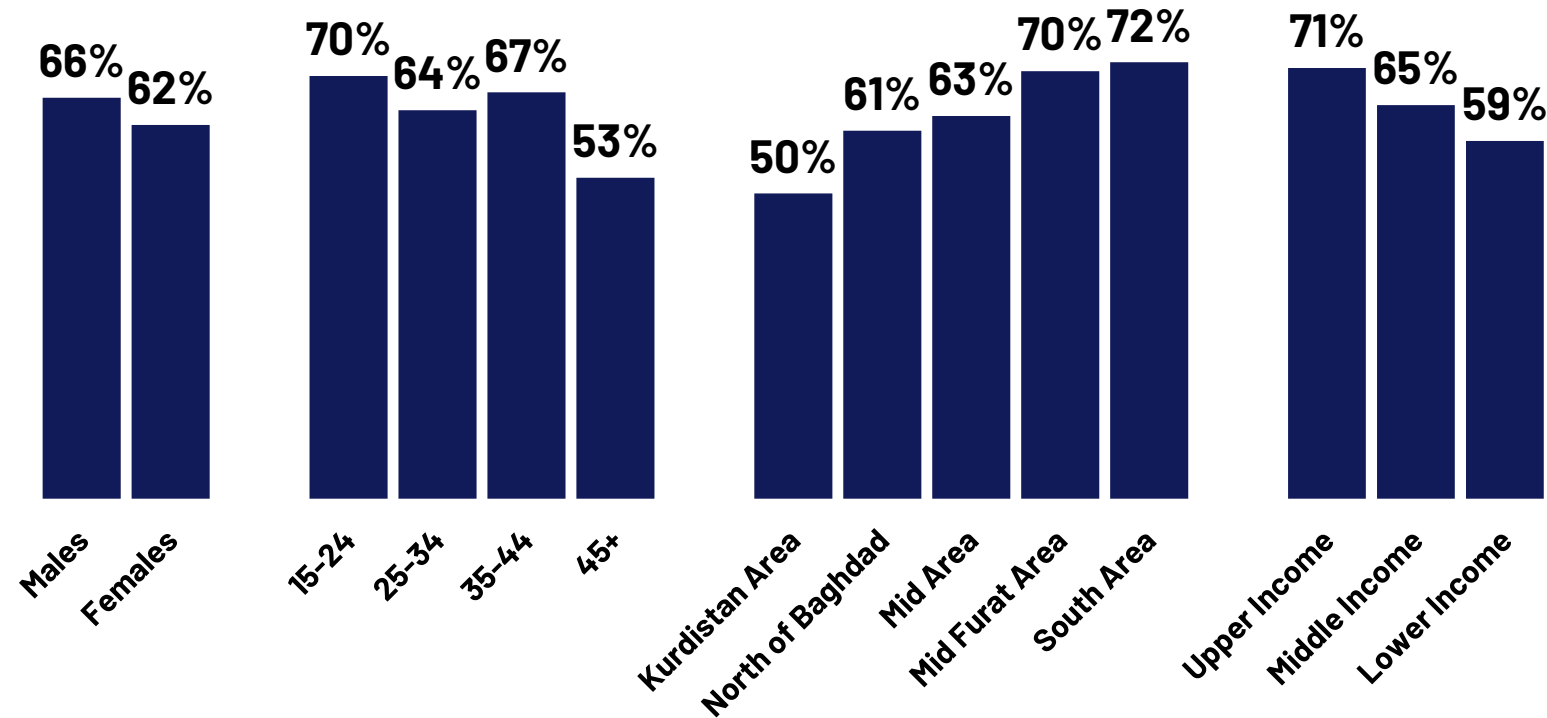
Use offline sources to obtain information about brands

Using online sources to obtain information about brands

% – by demographics

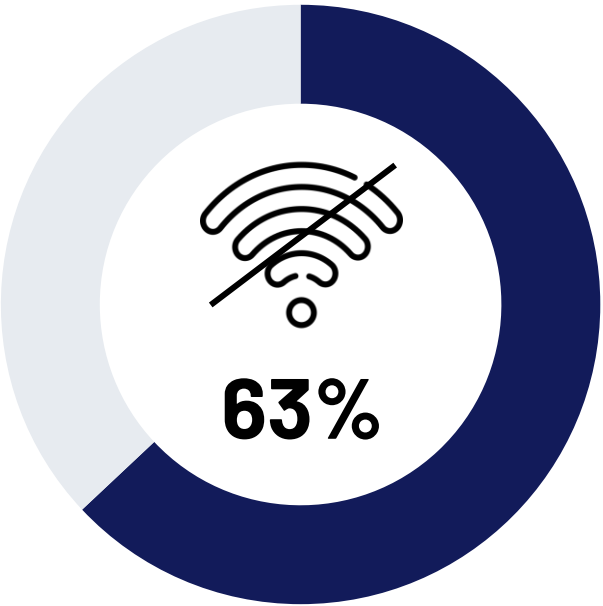


Use online sources to obtain information about brands

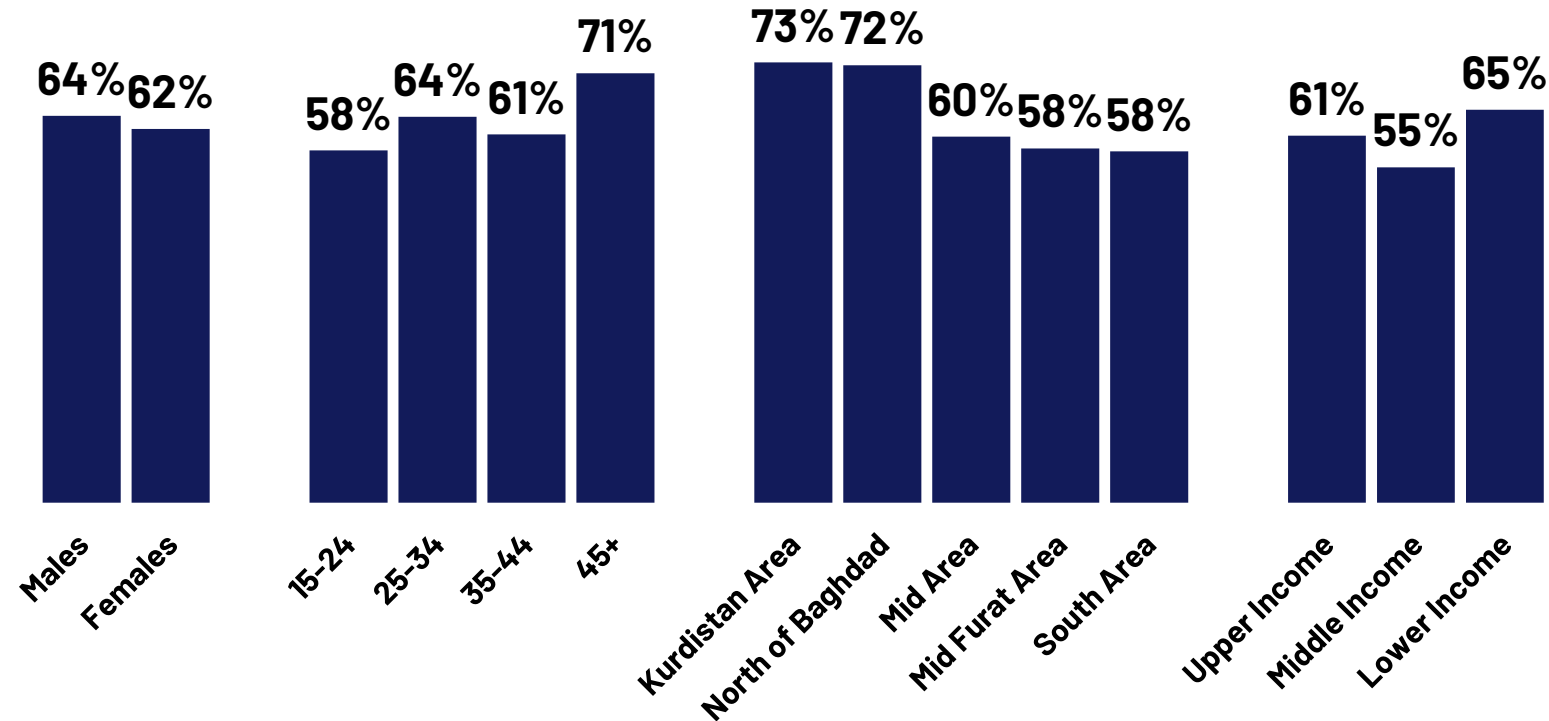


Using offline sources to obtain information about brands

% – by demographics

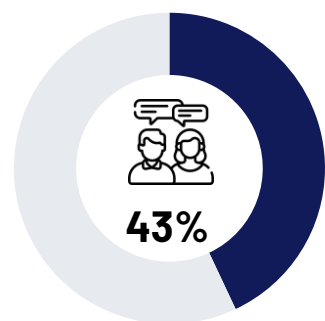


Use offline sources to obtain information about brands

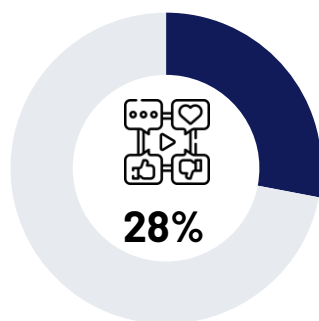


Sources used to obtain information about brands

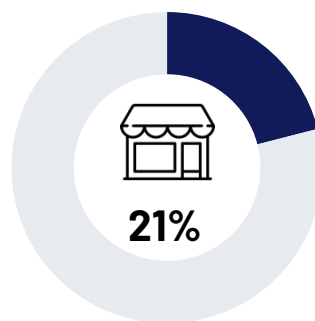
Detailed



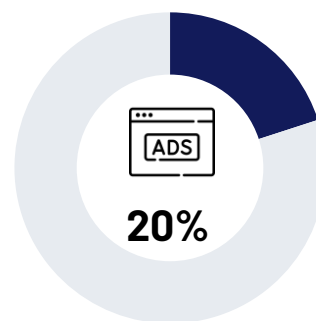
Word of mouth



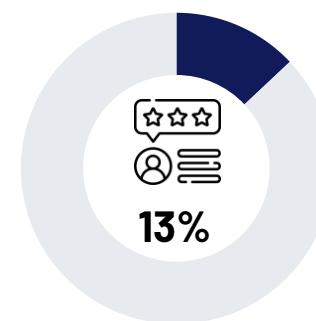
Social media platforms



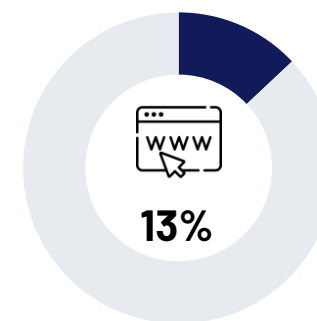
Directly at the physical store/ outlet



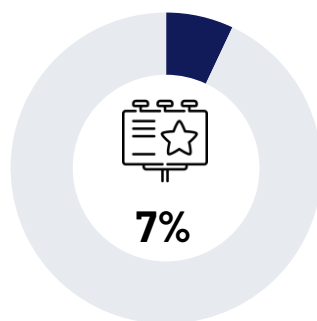
Online advertisements



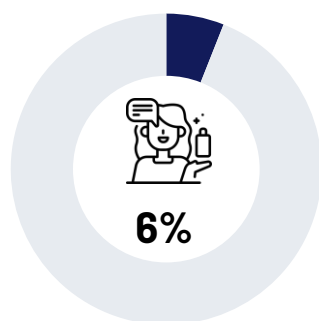
Online reviews and ratings



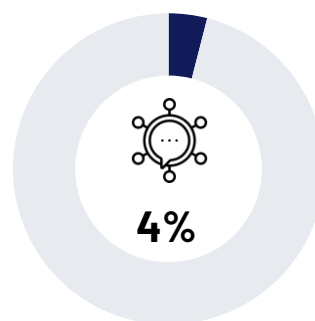
Company/ brand websites



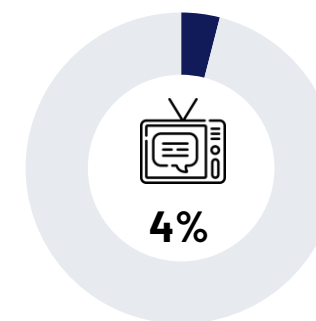
Billboards and outdoor advertisements



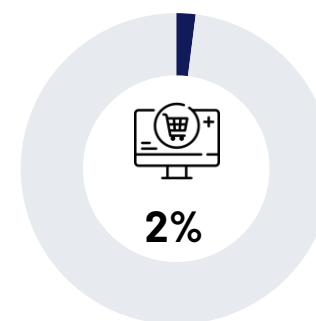
Influencers



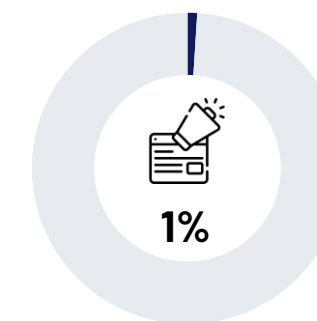
Blogs/forums/ online communities



Traditional media



E-commerce platforms



Email newsletter subscriptions

Sources used to obtain information about brands

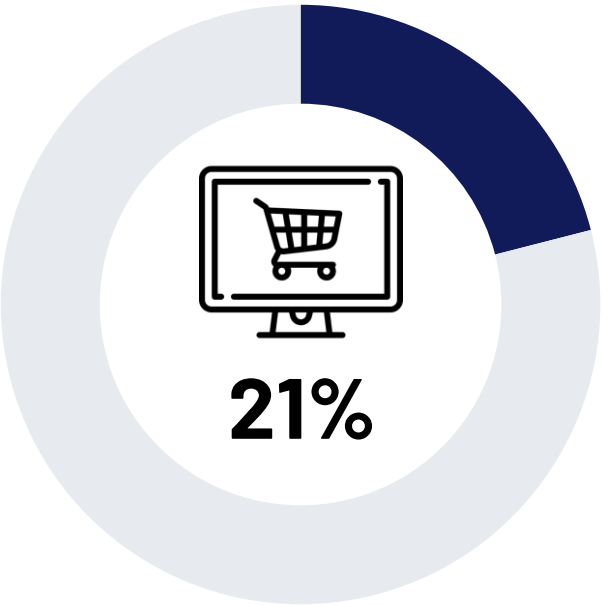
Detailed - by demographics

	 Word of mouth	 Social media platforms	 Directly at the physical store	 Online ads	 Online reviews and ratings	 Brand websites	 Outdoor ads	 Influencers	 Online communities	 Traditional media	 E-Commerce platforms	 Email newsletter
Total	43%	28%	21%	20%	13%	13%	7%	6%	4%	4%	2%	1%
Male	43%	30%	20%	21%	15%	13%	11%	7%	4%	5%	3%	1%
Female	42%	26%	23%	20%	10%	13%	4%	6%	4%	3%	1%	1%
15-24	36%	32%	20%	23%	11%	16%	9%	9%	2%	4%	3%	1%
25-34	45%	28%	20%	19%	12%	17%	7%	3%	6%	3%	3%	1%
35-44	45%	32%	20%	19%	16%	11%	6%	5%	4%	3%	1%	-
45+	49%	20%	26%	18%	12%	7%	7%	6%	5%	5%	1%	1%
Kurdistan Area	62%	12%	21%	11%	15%	15%	-	-	11%	4%	2%	1%
North of Baghdad	52%	30%	25%	23%	20%	11%	9%	7%	7%	3%	-	-
Mid Area	39%	31%	22%	21%	11%	16%	9%	6%	2%	4%	2%	2%
Mid Furat Area	36%	35%	22%	20%	10%	14%	9%	15%	3%	6%	1%	-
South Area	36%	31%	18%	24%	12%	7%	9%	6%	3%	3%	4%	1%
Upper Income	43%	29%	20%	21%	17%	17%	7%	7%	7%	5%	3%	1%
Middle Income	37%	29%	17%	23%	15%	20%	6%	6%	1%	2%	1%	-
Lower Income	43%	27%	22%	19%	9%	10%	7%	6%	3%	3%	2%	1%

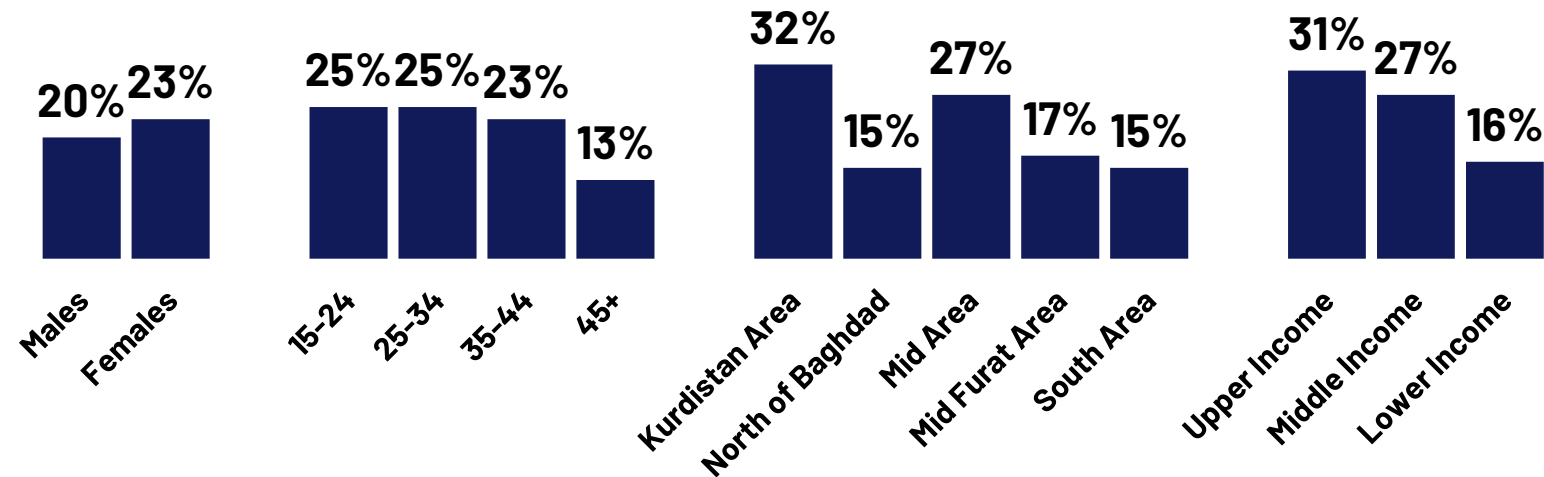
ONLINE SHOPPING

Online shopping prevalence

% – by demographics



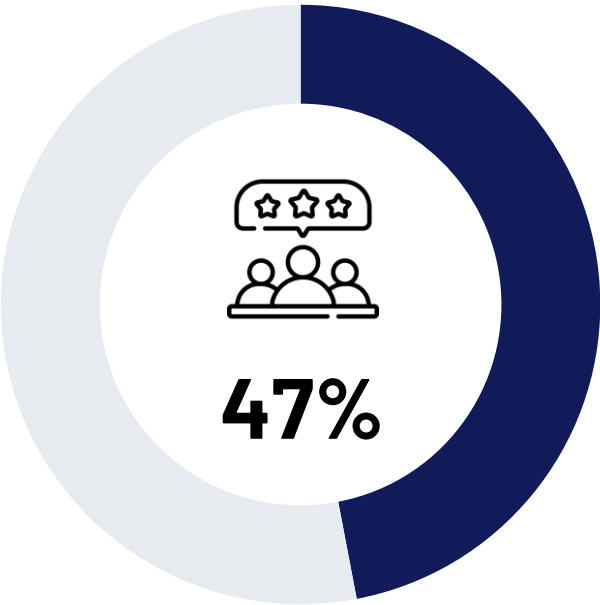
Have shopped online in the past 6 months



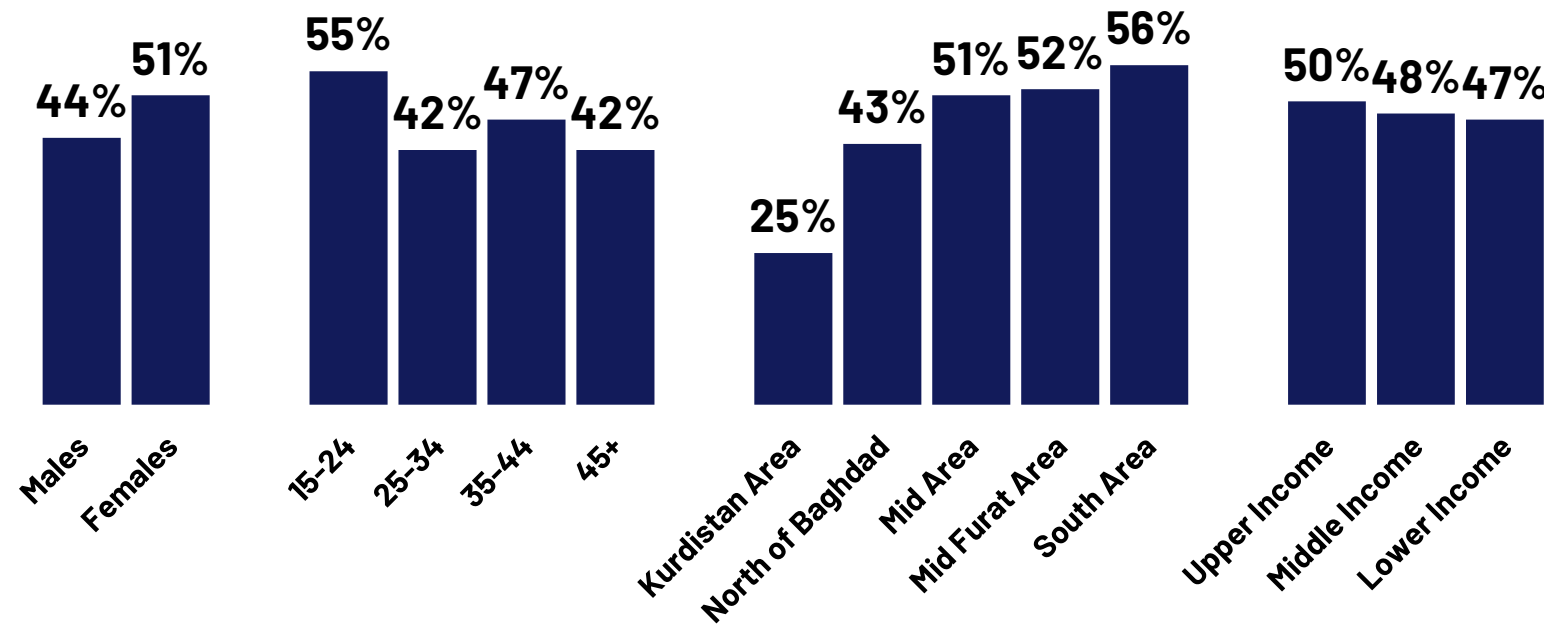
INFLUENCERS ON PURCHASE DECISIONS

Checking reviews before making purchases

%Agree – by demographics



I always check the reviews of other customers before making any purchase



Most trusted sources impacting purchase decisions

34%

Recommendations/
word of mouth from
people



34%

Recommendations
from experts or
industry
professionals



21%

Online reviews
from others



11%

Influencers/
celebrities



Most trusted sources impacting purchase decisions

% - by demographics

	 Recommendations/ word of mouth from people	 Recommendations from experts or industry professionals	 Online reviews from others	 Influencers/ celebrities
Total	34%	34%	21%	11%
Male	29%	36%	21%	13%
Female	39%	32%	20%	9%
15-24	31%	35%	22%	13%
25-34	33%	35%	22%	10%
35-44	36%	33%	25%	7%
45+	38%	34%	15%	13%
Kurdistan Area	32%	21%	24%	23%
North of Baghdad	40%	30%	22%	8%
Mid Area	38%	34%	19%	9%
Mid Furat Area	29%	41%	24%	6%
South Area	29%	41%	18%	12%
Upper Income	31%	40%	19%	10%
Middle Income	31%	29%	25%	15%
Lower Income	36%	32%	20%	12%

Sample and methodology

Sample size

1031 respondents

Sample criteria

General public
representative of population across gender, age (15+) and
region

Methodology

The survey was conducted via computer-aided
telephone interviews

Geographical coverage

Conducted in Iraq
with a nationwide coverage

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