SPOTLIGHT*IRAQ

ONLINE SHOPPING BEHAVIOUR & ATTITUDES

August - 2025

Contents

Key findings

21%

of Iraq's population has shopped online in the past 6 months.

Online shopping in Iraq is far from mainstream and is still gaining traction, with penetration highest among upper-income Iraqis (31%) and those living in the Kurdistan region (32%), while older adults (45+) and middle-to-lower income groups are least engaged.

82%

shop through social media pages.

Social platforms dominate the e-commerce landscape. Social media pages are Iraq's go-to digital storefronts, used by over 4 in 5 online shoppers. This preference is even stronger in Southern Iraq (91%) and among older adults aged 45+ (87%). Traditional e-commerce platforms lag far behind - just 1 in 5 use online-only retailers, and even fewer visit brand websites.

48%

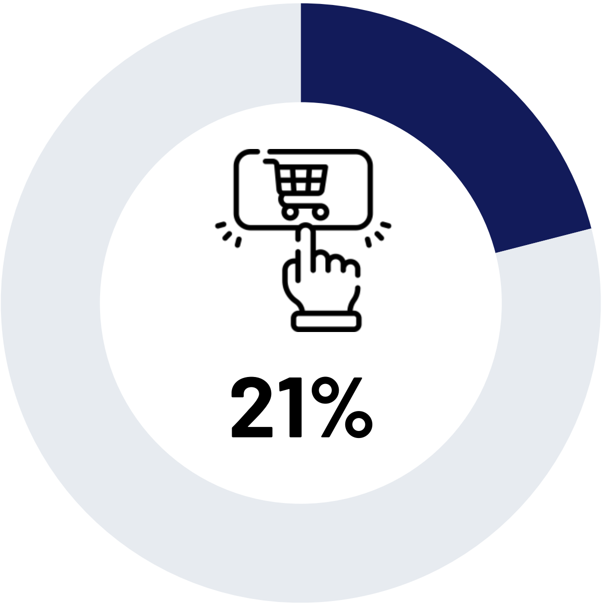
of online shoppers expect to do most of their shopping online in the future.

But traditional retail still resonates with a large segment of shoppers. While nearly half of online shoppers anticipate relying more on e-commerce, a near-equal 47% say in-store experiences are irreplaceable. This duality highlights Iraq's hybrid shopper mindset, where digital shopping offers convenience, but the role of physical stores in the shopper journey.

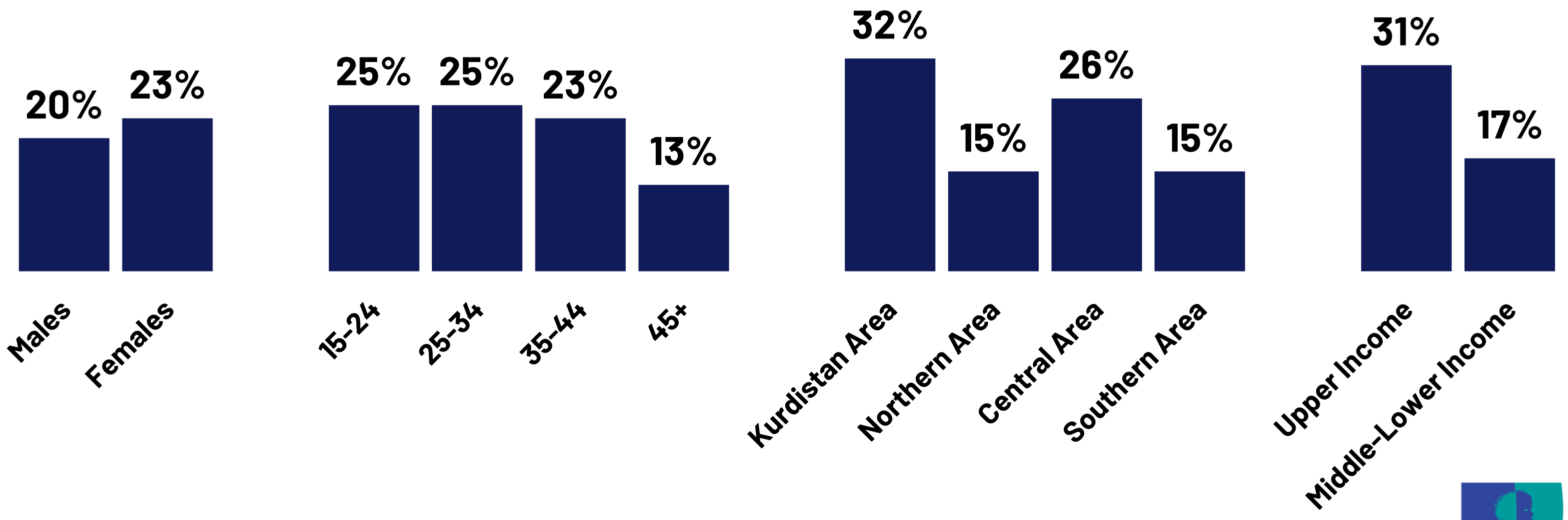
ONLINE SHOPPING PENETRATION

Online shopping penetration

% – by demographics

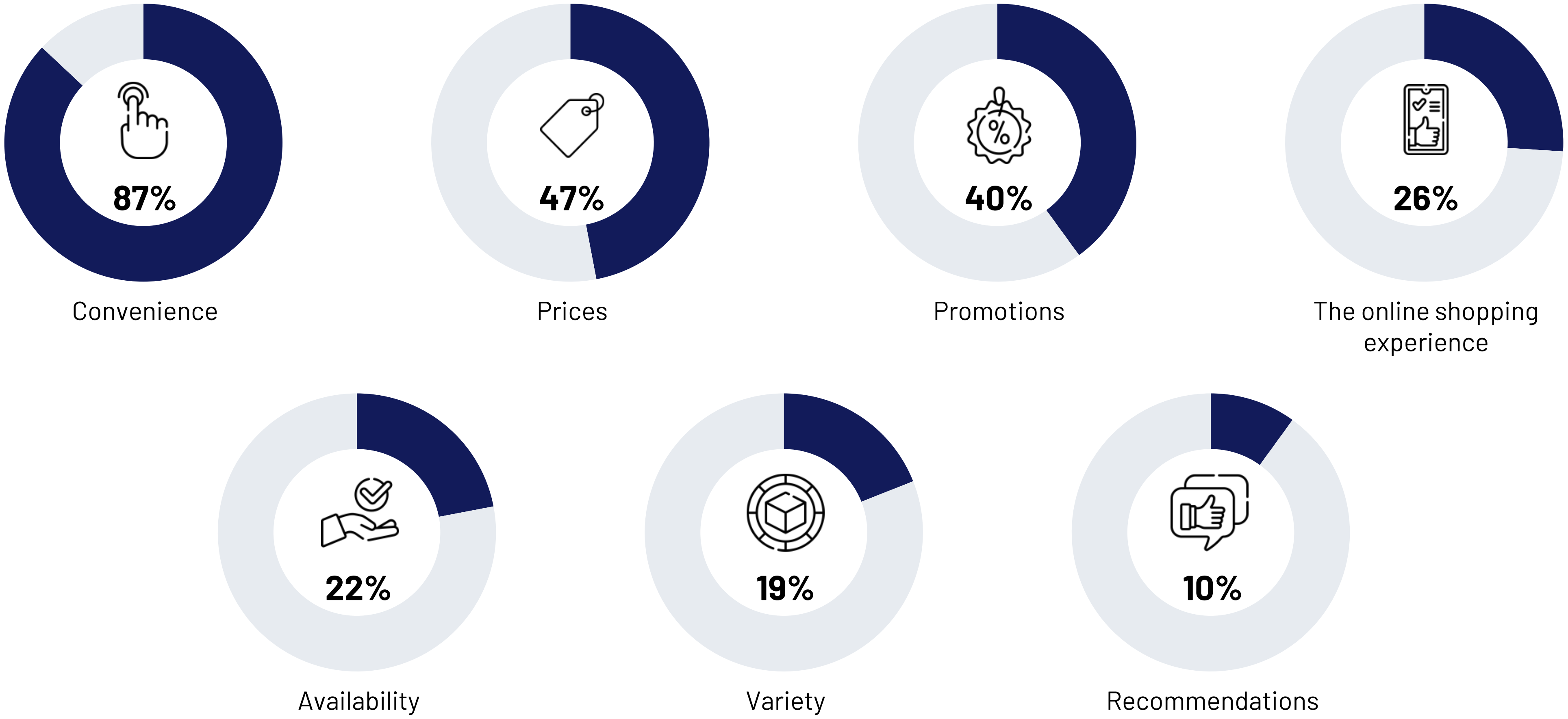


Have shopped online in the past 6 months



MOTIVATORS TO SHOP ONLINE

Motivators to shop online



% Out of those who shop online

Motivators to shop online

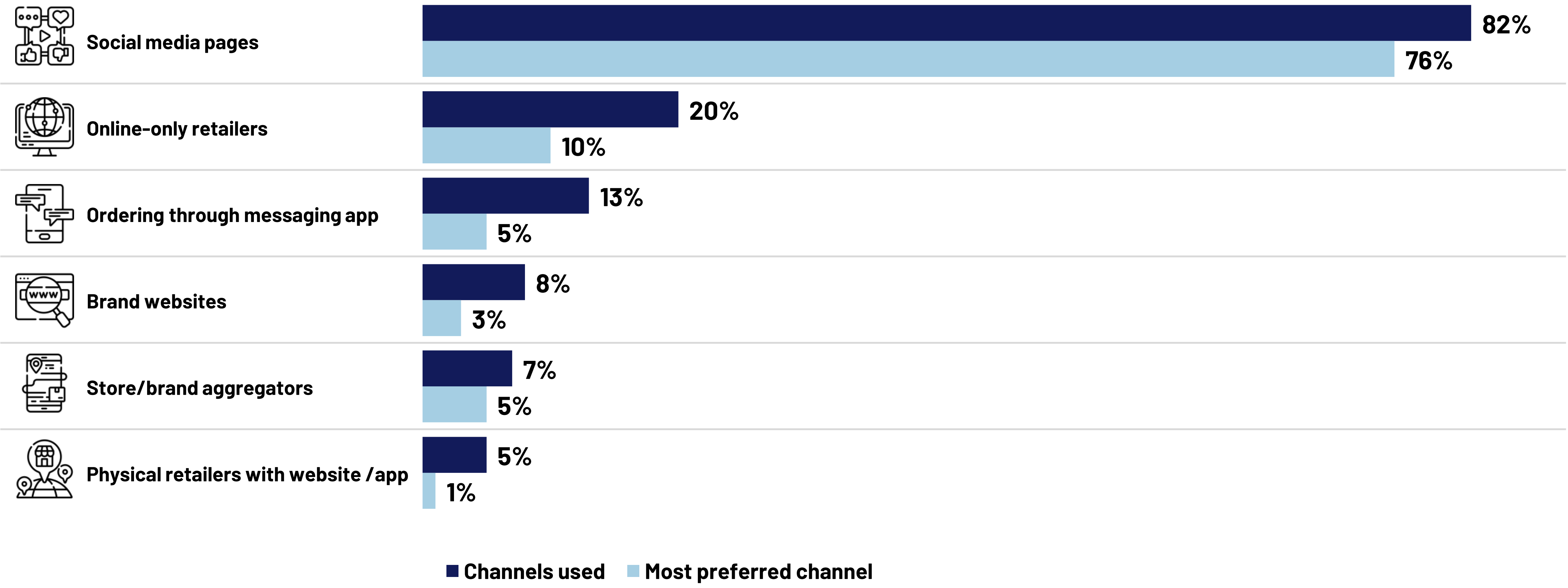
% - by demographics

	Convenience	Prices	Promotions	The online shopping experience	Availability	Variety	Recommendations
Total	**87%**	**47%**	**40%**	**26%**	**22%**	**19%**	**10%**
Males	84%	48%	46%	21%	23%	14%	14%
Females	89%	46%	35%	31%	22%	24%	6%
15-24	86%	54%	41%	34%	14%	20%	13%
25-34	92%	59%	45%	14%	24%	16%	10%
35-44	82%	26%	33%	33%	33%	26%	10%
45+	90%	40%	43%	23%	30%	17%	-
Kurdistan Area	92%	59%	22%	32%	41%	11%	11%
Northern Area*	86%	52%	45%	7%	38%	10%	7%
Central Area	83%	43%	46%	30%	12%	26%	5%
Southern Area	92%	45%	39%	26%	18%	16%	18%
Upper Income	85%	49%	31%	25%	31%	20%	9%
Middle-Lower Income	88%	46%	47%	28%	17%	16%	10%

% Out of those who shop online
*Low base, read with caution

ONLINE SHOPPING CHANNELS

Channels used to shop online



% Out of those who shop online

Channels used to shop online

% - by demographics

	Social media pages	Online-only retailers	Ordering through messaging app	Brand websites	Store/brand aggregators	Physical retailers with website /app
Total	**82%**	**20%**	**13%**	**8%**	**7%**	**5%**
Males	83%	11%	10%	13%	8%	3%
Females	82%	26%	15%	4%	6%	7%
15-24	82%	19%	13%	10%	4%	7%
25-34	83%	34%	16%	4%	9%	4%
35-44	78%	7%	5%	16%	14%	-
45+	87%	13%	19%	-	4%	7%
Kurdistan Area	72%	14%	12%	1%	-	5%
Northern Area*	71%	11%	15%	11%	4%	-
Central Area	86%	29%	13%	8%	12%	8%
Southern Area	91%	8%	11%	12%	5%	-
Upper Income	84%	19%	15%	10%	7%	8%
Middle-Lower Income	80%	20%	13%	7%	8%	3%

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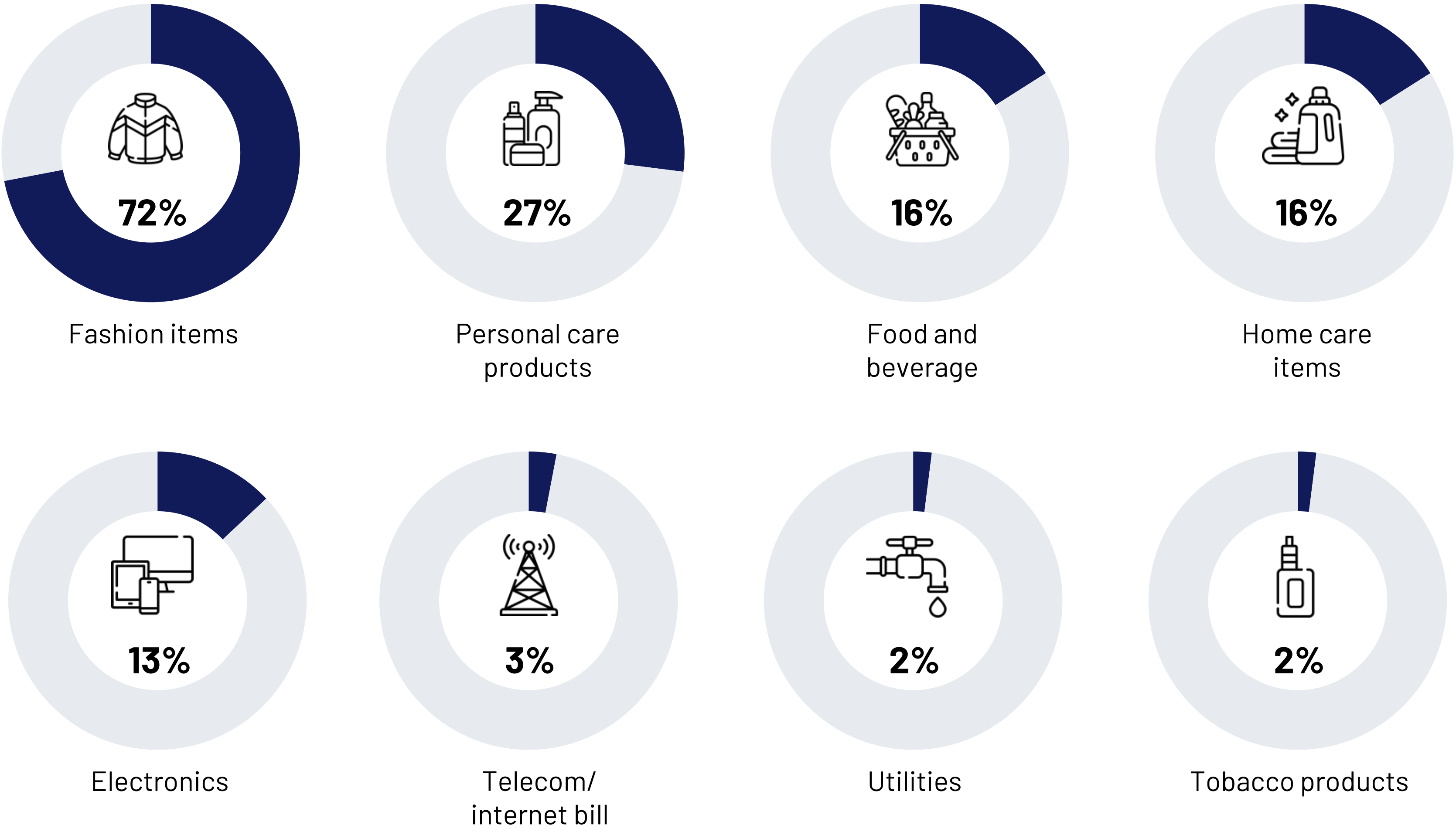
CATEGORIES PURCHASED ONLINE

Categories purchased/paid for online



% Out of those who shop online

Categories purchased/paid for online

% - by demographics

	Fashion items	Personal care products	Food and beverage	Home care items	Electronics	Telecom/ internet bill	Utilities	Tobacco products
Total	**72%**	**27%**	**16%**	**16%**	**13%**	**3%**	**2%**	**2%**
Males	63%	14%	10%	13%	25%	6%	3%	2%
Females	79%	36%	21%	19%	4%	-	-	2%
15-24	78%	33%	9%	9%	8%	3%	-	4%
25-34	73%	27%	24%	20%	8%	-	-	2%
35-44	59%	13%	10%	15%	31%	-	3%	-
45+	80%	27%	30%	27%	13%	10%	7%	3%
Kurdistan Area	62%	27%	14%	16%	8%	-	-	5%
Northern Area*	52%	17%	17%	14%	14%	3%	3%	-
Central Area	81%	32%	20%	19%	16%	5%	2%	1%
Southern Area	76%	21%	5%	13%	11%	-	-	-
Upper Income	75%	34%	14%	13%	16%	6%	4%	4%
Middle-Lower Income	70%	22%	16%	20%	10%	1%	-	-

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ATTITUDES TOWARDS SHOPPING EXPERIENCES

Attitudes towards shopping experiences

%Agree

48%

In the future, I will be doing most of my shopping online

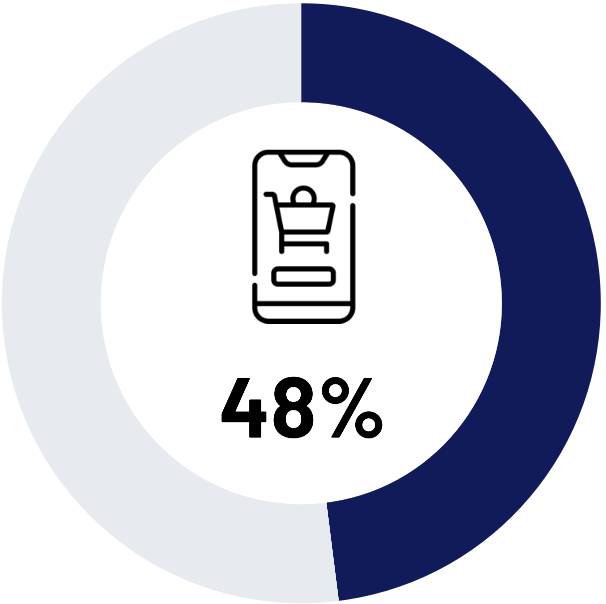
47%

The in-store shopping experience cannot be replaced

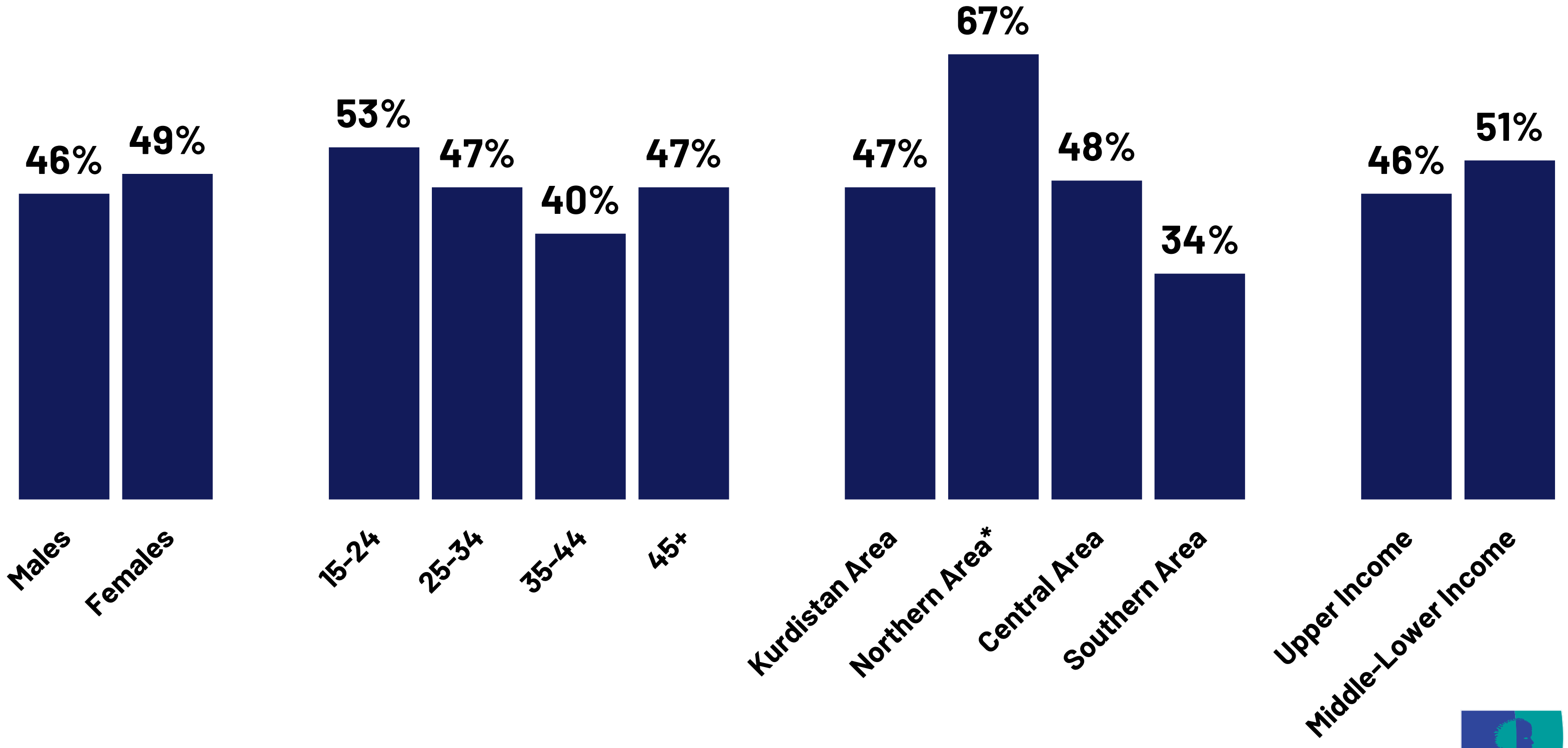
% Out of those who shop online

Future reliance on online shopping for most purchases

%Agree – by demographics



In the future, I will be doing most of my shopping online



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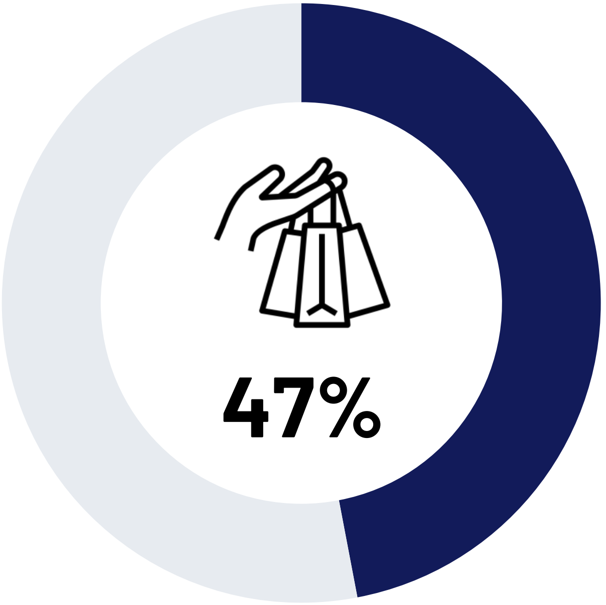
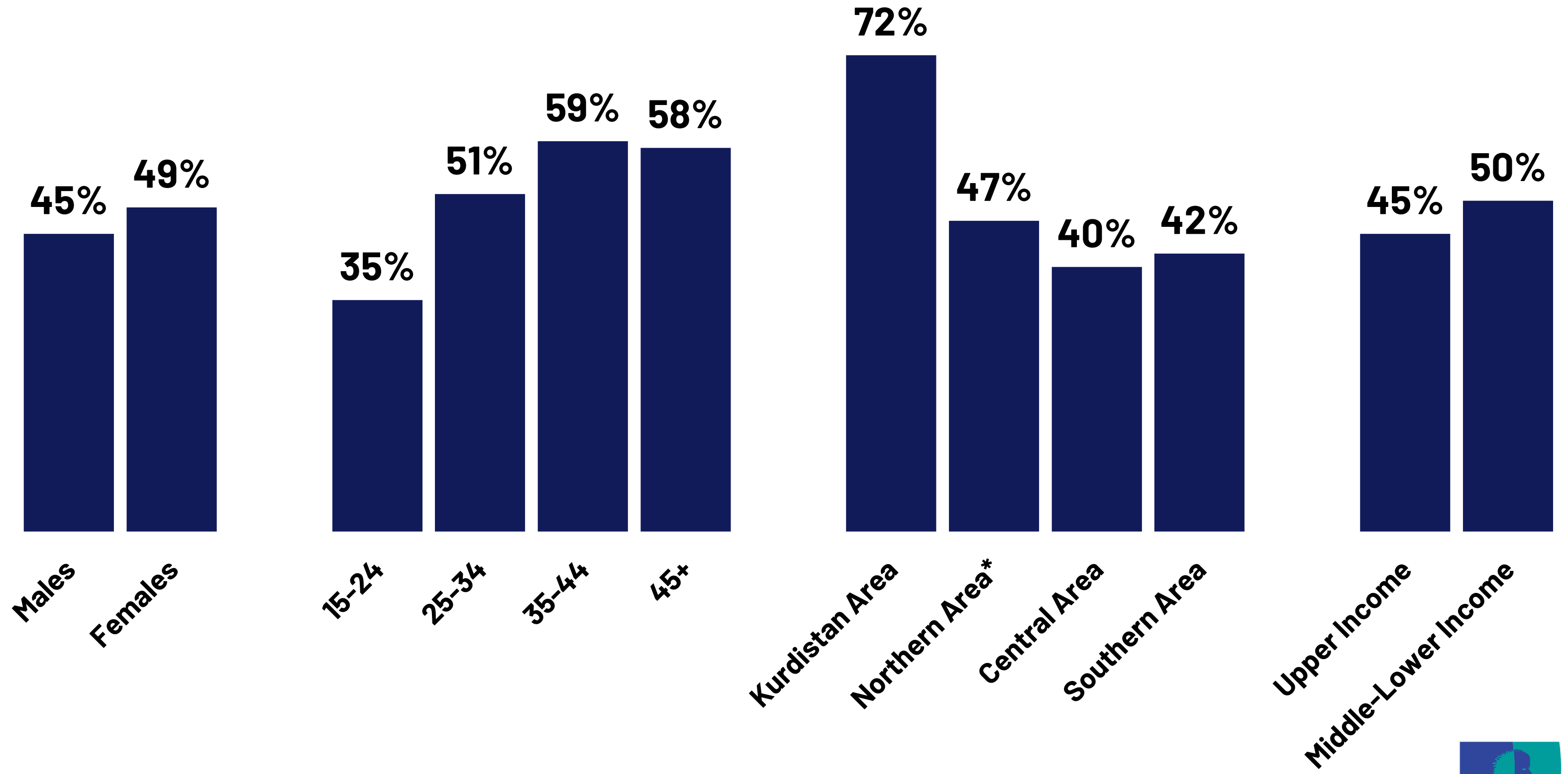
The irreplaceability of in-store shopping experiences

%Agree – by demographics



The in-store shopping experience cannot be replaced



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Sample and methodology

Sample size
916 respondents

Sample criteria
General public
representative of the 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

FOR MORE INFORMATION

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