EB

EBTIKAR
BEAUTY

CORPORATE PROFILE 2026

Iraq market entry and beauty distribution

A focused operating platform for international cosmetics, skincare, haircare, makeup and personal care brands.



BAGHDAD | IRAQ

An Ebtikar Group Company

Built to launch. Structured to scale.

COMPANY AT A GLANCE

A local operating platform for global beauty.

Ebtikar Beauty combines corporate infrastructure, local market understanding and a specialist beauty operating model in one accountable Iraqi partnership.

POSITIONING	Specialised market-entry, distribution and brand-development platform
LEGAL OPERATION	**Ebtikar Beauty operates in Iraq under the legally registered entity Ebtikar Altaaqa General Trading company Ltd.**
INFRASTRUCTURE	Baghdad office, central warehouse and established corporate administration
CATEGORIES	Skincare, cosmetics, haircare, makeup and personal care
CORE CHANNELS	Cosmetics retail, pharmacies, specialists, salons and selected e-commerce
PARTNERSHIP MODEL	Selective appointments supported by brand-specific market plans

OUR PURPOSE

Build international beauty brands in Iraq through disciplined market entry, responsible distribution and transparent partner management.

MARKET CONTEXT

A large, young and digitally connected market.

Iraq offers meaningful long-term opportunity for brands prepared to address local channel, authenticity, education and availability requirements.

47.0m

POPULATION | 2025

Planning context

81%

INTERNET USE | 2024

Digital discovery matters

2.1%

POPULATION GROWTH | 2025

Expanding consumer base

01

Authenticity

Official local representation, disciplined channels and product traceability support consumer confidence.

02

Availability

Central inventory and replenishment planning support consistent access and repeat purchase.

03

Education

Retail, pharmacy and professional knowledge can translate product benefits into trusted recommendations.

04

Local relevance

Category, price, content and channel strategy must fit Iraqi consumer and account realities.

Source context: World Bank Iraq indicators. Values shown are planning context, not company performance.

BEFORE INVENTORY MOVES

Commercial clarity before market commitment.

The operating plan is built around the brand, the category and the realities of Iraq. Each gate is aligned with the manufacturer before execution.

01	Evaluate	Brand credentials, category fit, consumer relevance and current market presence.
02	Design	Portfolio, pricing, channels, launch sequence and commercial objectives.
03	Prepare	Documentation, local requirements, supply, inventory and sales enablement.
04	Launch	Account onboarding, education, visibility, order readiness and availability.
05	Scale	Replenishment, performance review, territory development and portfolio growth.

DECISION STANDARD

No identical playbook for every brand. Channel, investment, education and supply decisions follow the agreed Iraq business case.

INTEGRATED EXECUTION

One operating model from strategy to repeat purchase.

Commercial and operational workstreams are coordinated through one accountable local relationship.

01

Market strategy

Channel mapping, portfolio priorities, launch sequence and commercial planning.

02

Regulatory coordination

Document readiness, local requirements, labels and import preparation.

03

Import & inventory

Supply planning, receiving, stock, batch, expiry and replenishment visibility.

04

Sales & key accounts

Account prioritisation, order generation, relationships and territory follow-up.

05

Trade marketing

Displays, testers, samples, promotions and point-of-sale visibility.

06

Education

Product and routine knowledge for sales, retail, pharmacy and professional teams.

07

Order fulfilment

Central order coordination, allocation and Baghdad-based dispatch preparation.

08

Performance review

Sales, stock, market feedback and agreed commercial action cycles.

ROUTE TO MARKET

Quality of placement before quantity of doors.

Account coverage expands with availability, education and replenishment capacity. This protects service quality and brand positioning.

LAUNCH CORE

Baghdad and priority key accounts

Commercial control, rapid feedback and disciplined presentation.

REGIONAL CLUSTERS

North, central and south

Territory priorities aligned with category and account relevance.

NATIONAL DEVELOPMENT

Expansion by performance and service readiness

Broader reach follows proven availability, sell-through and reorder.

PRIORITY CHANNELS

01	02	03	04
Cosmetics retail	**Pharmacies**	**Specialists & salons**	**Selected e-commerce**

MUTUAL FIT

Selective by design. Accountable in execution.

We seek international partners prepared to build Iraq through compliant entry, disciplined distribution and long-term brand equity.

WHAT WE VALUE IN A BRAND

- **Distinct consumer proposition**
- **Reliable product quality**
- **Complete export documentation**
- **Sustainable commercial structure**
- **Market-development support**
- **Long-term Iraq commitment**

CORPORATE DUE DILIGENCE

Qualified potential partners can review relevant company, banking, office, warehousing and market-entry documentation during the formal evaluation process.

01	Corporate registration
02	Banking information
03	Office and warehouse details
04	Operating responsibilities
05	Iraq market-entry plan
06	Commercial review framework

START A MARKET CONVERSATION

Let us assess the Iraq opportunity for your brand.

Share your company presentation, product catalogue, export terms and distribution objectives with our business development team.

BRAND PARTNERSHIPS

partnerships@ebtikarbeauty.com

WHOLESALE SALES sales@ebtikarbeauty.com

GENERAL ENQUIRIES info@ebtikarbeauty.com

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