



**pacprocess**  
PROCESSING & PACKAGING  
12<sup>th</sup> 15 OCTOBER 2017  
**TEHRAN**  
MEMBER OF INTERPACK ALLIANCE

# IRAN – A GROWTH MARKET

## GLOBAL PACKAGING MARKET

**\$839 BILLION**  
**SALES IN 2015**

Sale of packaging units likely to rise to 4 billion units by 2018.

**FROM 2014 TO 2019**  
**ANNUAL GROWTH RATE**  
**IN THE SALE OF PACKAGE UNITS**

**0.4 %** NORTHERN AND CENTRAL AMERICA   **0.5 %** WESTERN EUROPE   **1.1 %** EASTERN EUROPE   **2.8 %** LATIN AMERICA   **4.3 %** ASIAN-PACIFIC REGION   **5.3 %** AFRICA AND MIDDLE EAST

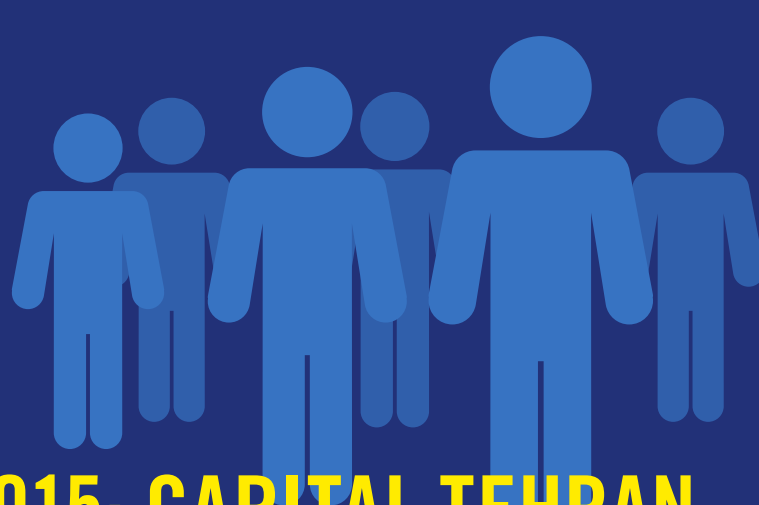
**NEARLY \$1 BILLION**  
**IN SALES BY 2020**



## PACKAGING MARKET IN AFRICA, MIDDLE EAST AND IRAN

**POPULATION OF IRAN IN 2016:**  
**82.8 MILLION**

By 2015 the country already had the second largest population in the Middle East and Northern Africa.



**2015: CAPITAL TEHRAN**  
**POPULATION**  
**OF 12 MILLION**

The average age of Iranians is currently 29.4 years, and the population growth rate is 1.18 %.

41.27 % of the population in 2015 was under 25.

**GROSS DOMESTIC PRODUCT IN IRAN:**  
**\$412.2 BILLION IN 2016**

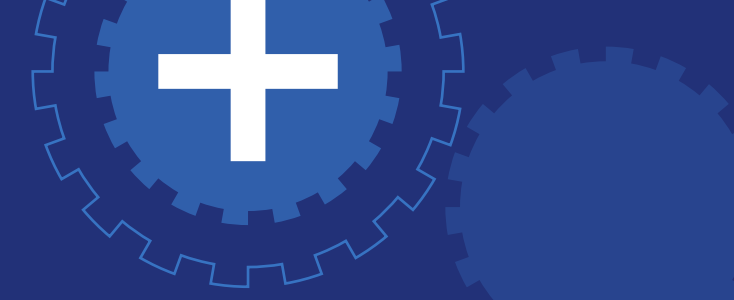
This makes Iran the second largest economic area in the Middle East and North Africa after Saudi Arabia.



**THE IRANIAN GOVERNMENT IS**  
**ENVISAGING AN 8%**  
**ANNUAL GROWTH RATE**

between 2016 and 2021. In 2015 this figure was still just below 2 %.

**4.5% ESTIMATED**  
**GROWTH OF INDUSTRIAL**  
**PRODUCTION IN 2016**



**IRAN'S IMPORTS WERE APPROX.**  
**\$62.12 BILLION IN 2016**

The country mainly imported industrial supplies, capital goods, food, other commodities and technical services.

**MARKET POTENTIAL**  
**FOR MACHINE IMPORTS**  
**EUR 8 BILLION**



**IRAN IS THE FIFTH BIGGEST PRODUCER**  
**FOR CERTAIN AGRICULTURAL FOOD ITEMS, E.G.**



APRICOTS AND CHERRIES, INCL. SOUR CHERRIES

CUCUMBERS AND GHERKINS

DATES AND FIGS

PISTACHIOS, QUINCES AND WALNUTS

WATER-MELONS

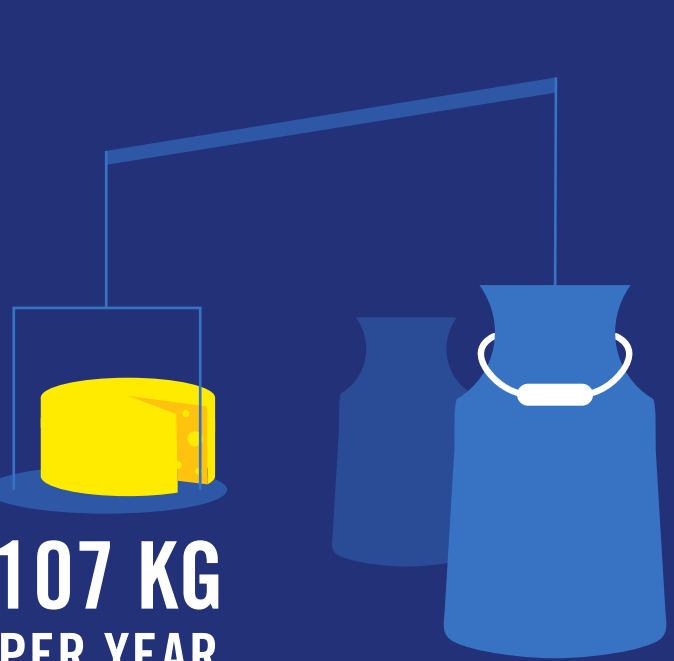
**ABOUT 12,000**  
**COMPANIES**

**SPECIALISE IN FOOD**  
**PROCESSING AND PACKAGING**

This is a 12% share of the total manufacturing sector.

**THE MAIN GROWTH DRIVERS IN IRAN'S**  
**PACKAGED AND PROCESSED FOOD SECTOR ARE ...**

- ... a relatively young population.
- ... an ever-increasing proportion of women in employment.
- ... increasing urbanisation.
- ... targeted marketing activities of manufacturers.
- ... the ongoing expansion of the country's supermarket infrastructure.
- ... incipient modernisation of the country's trade.



**107 KG**  
**PER YEAR**

**10TH BIGGEST MARKET FOR**  
**DAIRY PRODUCTS WITH A PER-CAPITA**  
**CONSUMPTION OF**  
**APPROX. 107 KG**

Compared with Iran, the global average is 109 kg per capita.



**PER-CAPITA CONSUMPTION**  
**OF BOTTLED WATER:**  
**JUST UNDER 16 LITRES**

This is a major area of potential growth, as the quality of Iran's tap water will deteriorate further due to limited ground sources.

**12% ANNUAL GROWTH**  
**IN THE SALE OF READY MEALS**

Trade is set to boom from 2016 to 2021, as more and more women enter the workforce, increasing the demand for ready meals.

**7% P.A.**  
**IN CHOCOLATE CONFECTIONERY**

