



# Iran Market

## Printing, Packaging and Processing Industry

Latest Edition: 2024



# Why Iran?

**Your Gateway to a +500  
Million Market**

**Thriving Population of Over  
87 Million:**

Boasting a population exceeding 87 million, Iran presents a vast and diverse market for your products and services.

## Top-tier

**Education and Industrial Hub:**

Renowned for its highly educated populace, Iran holds a prominent position as one of the most industrially advanced nations globally.

**Cost-Effective**

## Labor Force:

Benefit from a competitive edge with access to a cost-effective labor force, amplifying your operational efficiency and cost-effectiveness.

# Strategic Regional

## Hub with Common Borders:

Serving as a central hub in the region, Iran shares common borders with its 7 neighboring countries, boasting a combined population exceeding 420 million therefore, offering unparalleled connectivity and access to neighboring markets, making it an ideal location for expanding your business footprint.



## Robust

# Transportation

## Infrastructure:

Capitalize on extensive paved roads and multiple ports that facilitate seamless transportation, ensuring efficient logistics for your business operations.

## Strategic Trade

# Partnerships:

Iran has established trade relationships with key partners, including China, the United Arab Emirates, and Iraq.



## Entrepreneurial

# Spirit:

There is evidence of an entrepreneurial spirit in Iran, with a growing number of startups and innovative businesses in various sectors.

## Private Sector

# Growth:

There has been a growing emphasis on developing the private sector in Iran, which could lead to increased entrepreneurship and business development.

## Emerging

# E-commerce Market:

The growth of digital connectivity has led to the emergence of an e-commerce market in Iran, presenting opportunities for online businesses and digital entrepreneurship.



# Printing

- Iran is home to over **5,000** printing companies, many of which require modernizing their machinery to align with contemporary industry standards.
- The sector thrives, playing a vital role in the production of educational materials and providing employment opportunities for hundreds of thousands of people who work across various facets of the industry, including printing, packaging, and related services.
- Private sectors of Iran's commitment to technological advancements is evident in the adoption of modern printing technologies.
- The Iranian printing market yielded print revenues totaling **\$624** million in the early part of the decade, with **%40** attributed to offset printing and **%15** to flexographic printing.
- Iran prints **25** million units annually for textile and apparel labels, with **%50** of the raw materials used in production being imported.
- Iran has a strong paper packaging industry with around **8,000** units dedicated to carton production.
- Annual per capita paper consumption in Iran is **22 kg**, highlighting the importance of paper products in daily life.

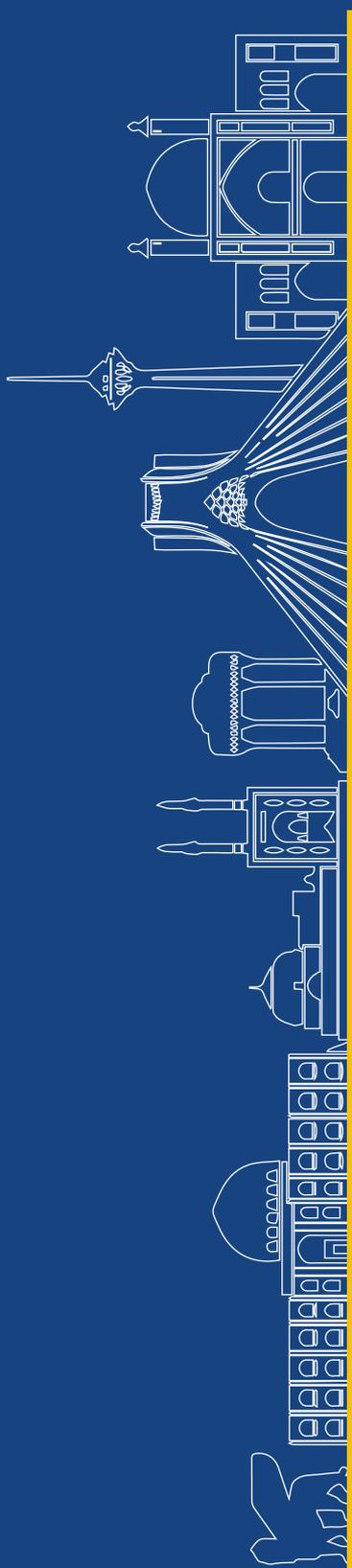
- Iran's annual paper and cardboard consumption is substantial, reaching **1.9 million** tonnes, showcasing their integral role in various sectors.
- A significant portion of Iran's paper consumption, **1.2 million** tonnes, is imported, emphasizing reliance on external suppliers to meet demand.
- High-tech printing complexes in Iran contribute to the modernization of the paper and packaging industry.
- Iran's demand for writing paper is **250,000 tonnes** annually, but only **50,000 tonnes** are produced domestically, leading to reliance on imports.

# Packaging and Processing

- **Over 2,500** packaging and processing companies contribute to a diverse sector.
- Iran actively exports packaging paper to the region, thanks to the high quality and low production cost of Iranian paper.
- Annual production of packaging materials hits **1 million tonnes**, boasting a robust **%14 growth rate**.
- Iran's beverage production is substantial, reaching **4.3 billion liters**, adding to the diverse industrial landscape of the country.

- In Iran, **%50** of cosmetic products undergo advanced processing techniques, establishing a market share %15 larger than the regional average.
- Iran processes **400,000 tonnes** of confectionery products annually, positioning the market %18 larger than the regional average.
- With a **%25 increase** in demand for processing equipment in the consumer goods industry, Iran's consumer goods processing market surpasses the regional average by %12.
- Iran witnessed the sale of **21 million tonnes** of prepackaged food, with an anticipated annual growth of %3.
- Baked goods dominate as the most popular product category, with a staggering **30.6 million tonnes**, experiencing an annual growth rate of %19.
- Following closely, dairy products recorded sales of **18.3 million tonnes**, with an annual growth rate of %12. This diversity reflects the dynamic nature of Iran's food industry.





# Join us

## at the exhibition

to experience firsthand the benefits of engaging with Iran's Dynamic Market and position your business for unparalleled success in these thriving industries.

## Organizer:

**BRP Co. (Barsaz Rooydad Pars Company)**

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