



Iran Market

Food and Food 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.



Food and Food Processing

Industry in Iran

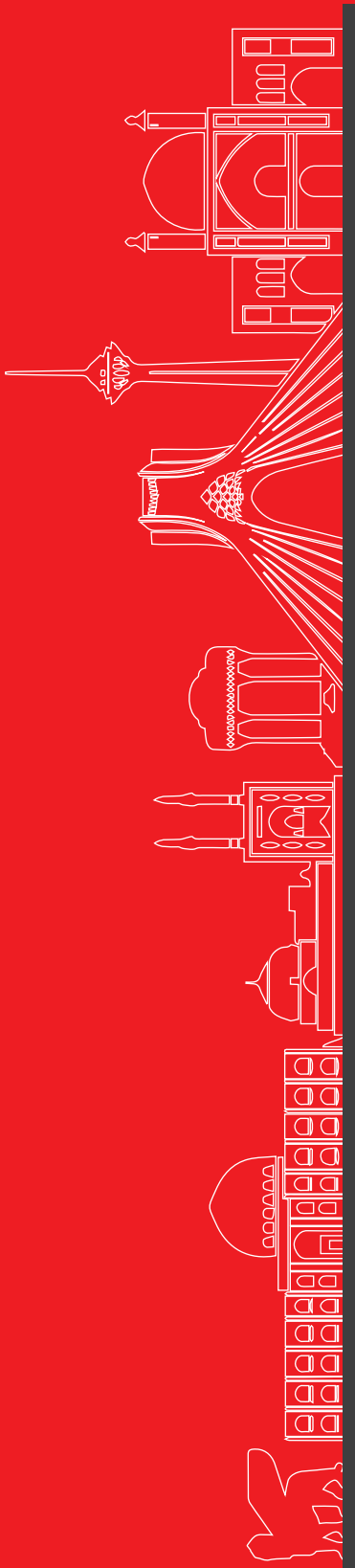
- The revenue in Iran's Food market is projected to reach USD **61.72 billion in 2024**, with an expected annual growth rate (CAGR) of 9.45% from 2024 to 2028.
- The largest segment within the Food market is Bread & Cereal Products, with a projected market volume of USD **9.81 billion in 2024**.
- The average volume per person in the Food market is estimated to be **93.47 kg in 2024**.
- In 2021, the Iranian food sector ranked ninth in food production globally.

- Iran's milk and dairy production reached **7.9 million tons in 2023.**
- Iranian milk and dairy product exports have increased by **65%** over the past three years, reaching 1.85 million tons.
- The Confectionery market's volume is expected to amount to **862.90 million kg** by 2028.
- The average volume per person in the Confectionery market is expected to be 8.8 kg in 2024.
- Iran exports sweets and chocolates to 66 countries, with an annual export target of USD **1 billion for this industry.**





- The revenue in Iran's Beverages Market is projected to reach USD **1,164.00 million in 2024.**
 - The gross production value in Iran's Cereals Market is projected to amount to USD **27 .51 billion in 2024.**
- The import value in the Cereals Market is projected to amount to USD 11.0 billion in 2024.
 - The export value in the Cereals Market is projected to amount to USD 2.6 million in 2024.
- Consumer Preferences: Iranians are known for their love of rice, which is a staple in their diet. However, there has been a shift towards consuming more whole grains, such as wheat, barley, and oats, due to increasing health concerns.
- The Iranian Cereals Market has seen a significant increase in demand for organic and gluten-free cereals, as well as a rise in the consumption of breakfast cereals, particularly among the younger population.



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)

- ⊕ www.ifoodexpo.com
- ⊕ www.brpexpo.com
- ✉ international@brpexpo.com
- ☎ +98 901 829 6243



شرکت برسان رویداد پارس
BARSAZ ROOYDAD PARS COMPANY

