Sarv InSight
IRAN MARKET RESEARCH

WEEKLY SNAPSHOT · ISSUE 02
Saturday 17 to Thursday 22 October 2026

STORY OF THE WEEK · PRICES

Written in Tehran, Friday 23 October 2026

Factory prices are rising faster than shop prices. The next wave of increases is on its way.

Producer inflation reached 92% in the first half of the year, above consumer inflation at 89.8%. In industry, costs rose even faster. Much of that has not yet reached the shelves.

WHAT HAPPENED

Prices at the factory gate rose 92.3% in the six months to 22 September, compared with the same period a year earlier. In industry the rise was steeper, at more than 100%. Producers are paying more for almost everything they use.

A weaker rial has made imported inputs and raw materials more expensive. Shipping is disrupted, so goods take longer and cost more to arrive. Energy and wage costs keep climbing. Consumer prices rose 89.8% point to point in September: for now, producers are absorbing part of their higher costs.

WHY IT MATTERS

Producer prices usually lead consumer prices by a few months. When factories pay more than they can charge, they either raise prices or cut output. Food processors are caught in between: their costs are rising while the prices of 12 staples in Tehran are frozen until spring.

For a foreign company, this means Iranian suppliers and distributors will ask for price revisions, local partners' margins will tighten, and a rial price agreed today will not hold for long.

OUR READ FOR THE COMING WEEKS

We expect consumer inflation to keep climbing, led by food and manufactured goods, as producers pass on their costs. Where prices are capped, the risk shifts from higher prices to products disappearing from shelves. We will watch the October inflation figure and the list of frozen prices.

THE NUMBERS BEHIND THE STORY

Week chart and full data on page 3

PRODUCER INFLATION	INDUSTRY	CONSUMER INFLATION	USD, FREE MARKET
92.3%	>100%	89.8%	2,723,000
first half of the year	producer prices, first half	point-to-point, September	rial, Thursday · +2.1% on week

Also this week

TRADE
Thu 22 Oct

Trucks wait up to 20 days at the Turkish border

With sea routes in the south disrupted, more trade has moved to land. At the Bazargan crossing, Turkey is reported to let through 200 to 300 Iranian trucks a day, against a capacity of about 1,000, while around 600 Turkish trucks enter Iran daily.

OIL AND GAS
September

Crude output down about 40% in a year

Production fell to about 1.96 million barrels a day in September, from 3.26 million on average last year. LPG exports since mid-July are put at about 350,000 tonnes, against 2.6 million in the same period last year.

CURRENCY
Wed 21 Oct

The official rate keeps edging up

The official dollar rose to 1,838,314 rial on Wednesday, from 1,810,986 a week earlier. The free market still trades about 48% above it, so the gap that importers face has barely moved.

MARKETS
Wed 21 Oct

Tehran shares slip back from their record

The main index closed Wednesday at about 8,174,000 points, down 1.2% on the day and about 3% on the week, below the 8.3 million record set on 12 October. Large copper, steel and petrochemical shares led the fall, while the equal-weighted index edged up.

OUR READ, CHECKED · FROM ISSUE 01

We said the dollar would move within a range while the banks keep selling, and resume its rise once demand outran supply. Both happened this week: it held near 2.62 million for three days, then climbed from Tuesday to close at 2,723,000 rial, above its level of 4 October, the day of the rial's record low.

WHAT THIS MEANS FOR A FOREIGN COMPANY

01

Expect price revisions. Suppliers' own costs are up more than 90% in a year. Build regular price reviews into contracts.

02

Allow for slower delivery. With sea routes disrupted and border queues long, plan longer lead times for goods moving by land.

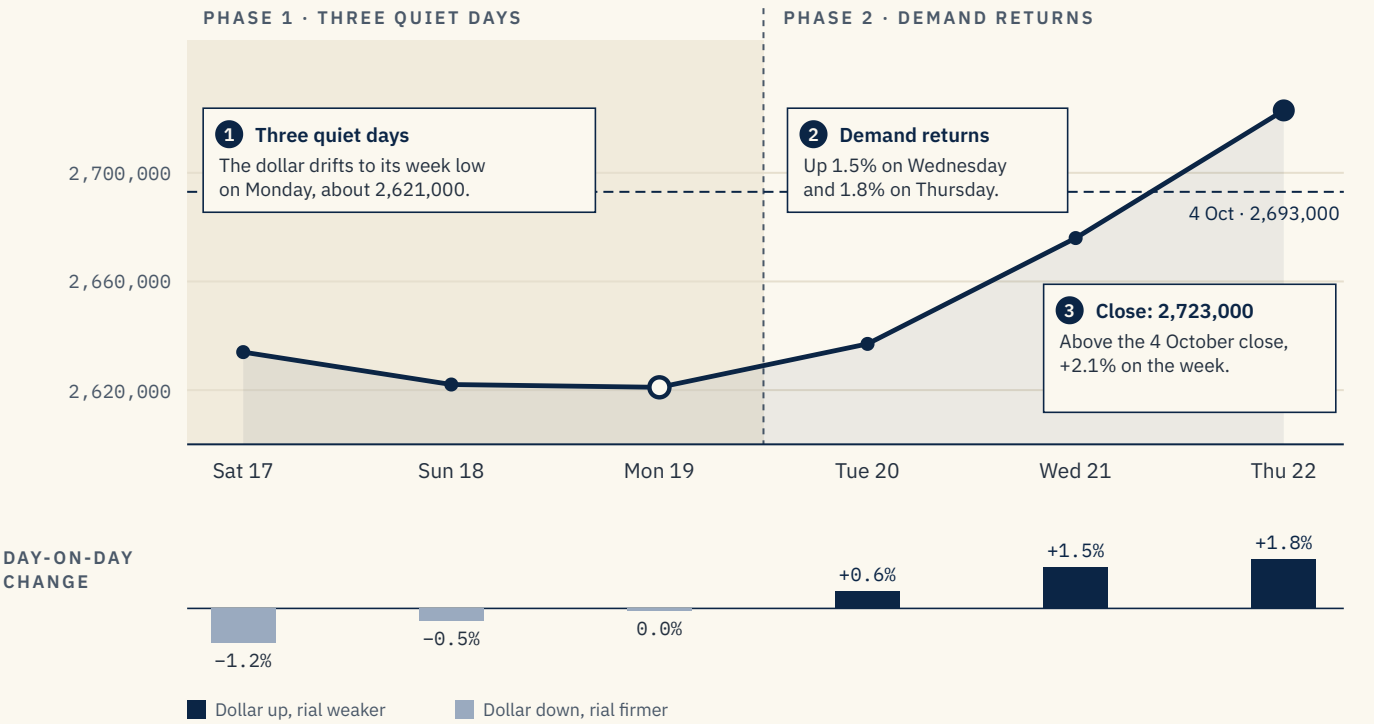
03

Keep rial exposure short. The dollar is above its 4 October level. Hold rial balances for days, not weeks.

The numbers

THE DOLLAR THIS WEEK, FREE MARKET

rial per US dollar · higher means a weaker rial



Daily free-market selling rates, Saturday to Thursday. Saturday's change is measured against Thursday 15 October. Daily values rounded to the nearest 1,000 rial.

INDICATOR	LEVEL	AS OF	NOTE
USD, free market (rial)	2,723,000	Thu 22 Oct	+2.1% on the week; above the 4 October close
USD, official rate (rial)	1,838,314	Wed 21 Oct	Free market trades about 48% above it
EUR, free market (rial)	3,051,500	Thu 22 Oct	+2.1% on the week
Gold coin, Emami (rial)	2,740,000,000	Thu 22 Oct	+1.5% on the week
TEDPIX, Tehran Stock Exchange	8,173,767	Wed 21 Oct	−3.0% on the week; −1.2% on Wednesday
Producer inflation	92.3%	First half	Industry above 100%
Inflation, point to point	89.8%	September	October figure due next week

Market prices at Thursday 22 October close. The stock exchange does not trade on Thursdays; inflation figures are the latest published.

ABOUT US

Sarv InSight is an independent research team in Tehran. Like a cypress on the desert horizon, we aim to be a reliable landmark where good data is scarce. We have no affiliation with any government, political party or state body; our work is economic and managerial only. The Snapshot is free every week. Reports on your sector are available on request.

The Sarv InSight Team

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