

## **Gum in Egypt**

Market Direction | 2022-07-14 | 19 pages | Euromonitor

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### **Report description:**

Retail volume sales of gum expanded for the second year in a row during 2022 but remained well below their pre-pandemic level. Retail constant value sales (2022 prices) rose at a slightly faster rate than retail volume sales, as a sharp rise in raw material and energy costs pushed up prices. With pandemic restrictions eased, demand was boosted by an increase in on-the-go consumption and impulse purchasing. A rising population and urbanisation also supported demand growth. Chewing gum dominates r...

Euromonitor International's Gum in Egypt report offers in-depth knowledge of the market at a national level, providing local insight and understanding unavailable elsewhere. In addition to the latest retail sales data 2017-2021, it identifies the leading companies, brands and retail outlets, and assesses the key trends and demographic shifts behind consumer demand and sales growth. How key trends such as health and wellness, sustainability and recovery from the pandemic are shaping the market in <|Year|> directly informs our forecasts to 2026, clearly indicating how the market is expected to change.

Product coverage: Bubble Gum, Chewing Gum.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Gum market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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Demand continues to recover but remains well below pre-pandemic level

As imported products become more expensive, consumers increasingly favour locally manufactured offerings

Convenience stores and forecourt retailers are growing in importance as distribution channels

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Burgeoning health and wellness trend will support growth

New flavours could entice younger consumers

Modern grocery retailers will continue to grow in importance

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