

## **Gum in Kenya**

Market Direction | 2022-07-25 | 17 pages | Euromonitor

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### **Report description:**

There was modest growth in demand for gum during 2022, but retail volume sales of gum remained below their pre-pandemic level. Retail constant value sales (2022 prices) expanded at a faster rate during the year due to a rise in unit price that was largely attributable to inflation, particularly rising energy costs. Retail volume sales of gum in Kenya are fairly evenly divided between bubble gum and chewing gum, with the former mainly consumed by children and the latter by adults.

Euromonitor International's Gum in Kenya 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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PK brand leads the market as Big Gum gains traction among 'Khat' chewers

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