

Gum in Tunisia

Market Direction | 2022-07-27 | 17 pages | Euromonitor

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Report description:

Although gum is relatively inexpensive and widely available it has seen its demand influenced by the economic uncertainty and budget-consciousness brought about by the COVID-19 sanitary and social measures. The crisis has had a marked impact on Tunisian consumers' purchasing power, which fell by around 30% in 2020 and has remained low since. This resulted in consumers avoiding non-essential products or turning to the least expensive options available, with sales shifting towards less expensive b...

Euromonitor International's Gum in Tunisia 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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Euromonitor International
August 2022

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GUM IN TUNISIA

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Confiserie Triki le Moulin retains lead thanks to affordability and wide offering

Easy access to gum makes it an attractive proposition for international brands

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Summary 1 Research Sources

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