

Gum in Nigeria

Market Direction | 2022-08-17 | 21 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Over 2022, gum in Nigeria is expected to continue to benefit from the easing of the restrictions on movement put in place in 2020 to stem the spread of Coronavirus (COVID-19) in the country. Mobility restrictions severely impact gum, as much of the demand for bubble gum and chewing gum is from consumers on the move. Thus, the easing of constraints has boosted on-the-go consumption and impulse purchases. The category has also benefited from an improving, if still challenging, economic situation,...

Euromonitor International's Gum in Nigeria 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Gum in Nigeria
Euromonitor International
August 2022

List Of Contents And Tables

GUM IN NIGERIA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Easing of mobility restrictions boosts impulse purchases and on-the-go consumption

Inflationary pressure hits imports and local production

Strong competition leads to greater visibility for gum

PROSPECTS AND OPPORTUNITIES

Economic improvement and strong competition to add dynamism to the gum offer

Urbanisation and health awareness to stimulate consumption occasions

Breath-freshening, dental hygiene and flavour spur interest in chewing gum among young adults

CATEGORY DATA

Table 1 Sales of Gum by Category: Volume 2017-2022

Table 2 Sales of Gum by Category: Value 2017-2022

Table 3 Sales of Gum by Category: % Volume Growth 2017-2022

Table 4 Sales of Gum by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Gum: % Value 2018-2022

Table 6 LBN Brand Shares of Gum: % Value 2019-2022

Table 7 Distribution of Gum by Format: % Value 2017-2022

Table 8 Forecast Sales of Gum by Category: Volume 2022-2027

Table 9 Forecast Sales of Gum by Category: Value 2022-2027

Table 10 □Forecast Sales of Gum by Category: % Volume Growth 2022-2027

Table 11 □Forecast Sales of Gum by Category: % Value Growth 2022-2027

CHART 1 Snacks Value Sales Growth Scenarios: 2020-2027

CHART 2 Snacks Impact of Drivers on Value Sales: 2020-2027

SNACKS IN NIGERIA

EXECUTIVE SUMMARY

Snacks in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for snacks?

MARKET DATA

Table 12 Sales of Snacks by Category: Volume 2017-2022

Table 13 Sales of Snacks by Category: Value 2017-2022

Table 14 Sales of Snacks by Category: % Volume Growth 2017-2022

Table 15 Sales of Snacks by Category: % Value Growth 2017-2022

Table 16 NBO Company Shares of Snacks: % Value 2018-2022

Table 17 LBN Brand Shares of Snacks: % Value 2019-2022

Table 18 Distribution of Snacks by Format: % Value 2017-2022

Table 19 Forecast Sales of Snacks by Category: Volume 2022-2027

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 20 Forecast Sales of Snacks by Category: Value 2022-2027

Table 21 □Forecast Sales of Snacks by Category: % Volume Growth 2022-2027

Table 22 □Forecast Sales of Snacks by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Gum in Nigeria

Market Direction | 2022-08-17 | 21 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-08"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com