

## **Gum in South Africa**

Market Direction | 2022-09-15 | 21 pages | Euromonitor

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### **Report description:**

In 2022, gum is expected to record moderate retail current value growth, driven mainly by higher unit prices, with retail volumes showing only muted growth. As in other categories, rising inflation, civil unrest locally and war in Ukraine are severely impacting the unit prices of products in gum. Fuel prices have been increasing by ZAR1-2 per litre almost every month, increasing transport costs for all consumers. Rolling blackouts and the inability to maintain power supplies are further hamperin...

Euromonitor International's Gum in South Africa 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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