

Gum in Egypt

Market Direction | 2023-06-29 | 18 pages | Euromonitor

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Report description:

Gum in Egypt is set to witness growth in both volume and value terms in 2024 as demand is likely to be steady, despite a significant increase in its unit prices. Price increases were initiated in response to the rising costs of raw materials such as sugar, although they were not passed on in full to end users. As such, gum prices remain affordable to consumers. Bubble gum is set to see stronger volume sales growth, though this will come from a much lower base than chewing gum, with product price...

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 2018-2022, 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 2027, 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.

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Gum category driven by impulse purchases benefiting small local grocers and increasingly convenience stores and forecourt retailers, while dampening growth of retail e-commerce

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