

## **Gum in Kenya**

Market Direction | 2023-07-20 | 17 pages | Euromonitor

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### **Report description:**

Gum is set to maintain slow retail volume growth and more dynamic current value growth in 2023, with fairly similar rises expected for both bubble gum and chewing gum. The former is mainly consumed by children, and the latter by adults. Despite the rising population, more dynamic volume growth continues to be hampered by the large informal market, which remains a strong competitor for formal retailing when it comes to sales of gum. Street hawkers and large open-air markets are widespread in Kenya...

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 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.

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reliable information resources to help drive informed strategic planning.

## **Table of Contents:**

Gum in Kenya  
Euromonitor International  
July 2023

List Of Contents And Tables

### **GUM IN KENYA**

#### **KEY DATA FINDINGS**

#### **2023 DEVELOPMENTS**

Small local grocers leads formal trade of gum, due to small pack sizes  
Wrigley maintains its dominance, but a local player launches a new reference  
New production site in Kenya helps Wrigley/Mars strengthen its position

#### **PROSPECTS AND OPPORTUNITIES**

Functional benefits and flavours will remain important to maintain growth  
Rising prices likely to hamper the growth prospects for gum  
Younger consumers will remain an important target group for players

#### **CATEGORY DATA**

Table 1 Sales of Gum by Category: Volume 2018-2023  
Table 2 Sales of Gum by Category: Value 2018-2023  
Table 3 Sales of Gum by Category: % Volume Growth 2018-2023  
Table 4 Sales of Gum by Category: % Value Growth 2018-2023  
Table 5 NBO Company Shares of Gum: % Value 2019-2023  
Table 6 LBN Brand Shares of Gum: % Value 2020-2023  
Table 7 Distribution of Gum by Format: % Value 2018-2023  
Table 8 Forecast Sales of Gum by Category: Volume 2023-2028  
Table 9 Forecast Sales of Gum by Category: Value 2023-2028  
Table 10 □Forecast Sales of Gum by Category: % Volume Growth 2023-2028  
Table 11 □Forecast Sales of Gum by Category: % Value Growth 2023-2028

### **SNACKS IN KENYA**

#### **EXECUTIVE SUMMARY**

Snacks in 2023: The big picture  
Key trends in 2023  
Competitive landscape  
Channel developments  
What next for snacks?

#### **MARKET DATA**

Table 12 Sales of Snacks by Category: Volume 2018-2023  
Table 13 Sales of Snacks by Category: Value 2018-2023  
Table 14 Sales of Snacks by Category: % Volume Growth 2018-2023  
Table 15 Sales of Snacks by Category: % Value Growth 2018-2023  
Table 16 NBO Company Shares of Snacks: % Value 2019-2023  
Table 17 LBN Brand Shares of Snacks: % Value 2020-2023  
Table 18 Distribution of Snacks by Format: % Value 2018-2023

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Table 19 Forecast Sales of Snacks by Category: Volume 2023-2028

Table 20 Forecast Sales of Snacks by Category: Value 2023-2028

Table 21 □Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

Table 22 □Forecast Sales of Snacks by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

## Gum in Kenya

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