

## **Gum in Kenya**

Market Direction | 2024-07-09 | 19 pages | Euromonitor

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### **Report description:**

Despite rising inflation and price increases across most consumer goods, the gum category is exhibiting resilience in Kenya in 2024. This can be attributed to the continued demand for gum due to its widespread availability in major retail channels across the country. The leading brand, Big Gum, has seen significant market share growth driven by demand from younger demographics, particularly Gen Z and millennials.

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 2019-2023, 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 2028, 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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