

## **Gum in Pakistan**

Market Direction | 2024-07-16 | 17 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

### **Report description:**

In spite of continuing high inflation, gum in Pakistan is expected to register healthy constant value and volume growth. A stabilising economy is expected to boost consumer confidence. In addition, continuing population growth also supports increased volume sales. Bubble gum remains the much larger product in terms of volume sales, and also registers the highest current value growth.

Euromonitor International's Gum in Pakistan 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.

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@scott-international.com](mailto:support@scott-international.com)

[www.scott-international.com](http://www.scott-international.com)

## Table of Contents:

Gum in Pakistan  
Euromonitor International  
July 2024

List Of Contents And Tables

### GUM IN PAKISTAN

#### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Stabilising economy boosts consumer confidence

Small local grocers remain key channel

Hilal Confectionery continues to dominate

#### PROSPECTS AND OPPORTUNITIES

Potential for more functional offerings

Modern retailing continues to win value share

Sustainability a growing concern

#### CATEGORY DATA

Table 1 Sales of Gum by Category: Volume 2019-2024

Table 2 Sales of Gum by Category: Value 2019-2024

Table 3 Sales of Gum by Category: % Volume Growth 2019-2024

Table 4 Sales of Gum by Category: % Value Growth 2019-2024

Table 5 Sales of Gum by Flavour: Rankings 2019-2024

Table 6 NBO Company Shares of Gum: % Value 2020-2024

Table 7 LBN Brand Shares of Gum: % Value 2021-2024

Table 8 Distribution of Gum by Format: % Value 2019-2024

Table 9 Forecast Sales of Gum by Category: Volume 2024-2029

Table 10 Forecast Sales of Gum by Category: Value 2024-2029

Table 11 Forecast Sales of Gum by Category: % Volume Growth 2024-2029

Table 12 Forecast Sales of Gum by Category: % Value Growth 2024-2029

### SNACKS IN PAKISTAN

#### EXECUTIVE SUMMARY

Snacks in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for snacks?

#### MARKET DATA

Table 13 Sales of Snacks by Category: Volume 2019-2024

Table 14 Sales of Snacks by Category: Value 2019-2024

Table 15 Sales of Snacks by Category: % Volume Growth 2019-2024

Table 16 Sales of Snacks by Category: % Value Growth 2019-2024

Table 17 NBO Company Shares of Snacks: % Value 2020-2024

Table 18 LBN Brand Shares of Snacks: % Value 2021-2024

Table 19 Penetration of Private Label by Category: % Value 2019-2024

Table 20 Distribution of Snacks by Format: % Value 2019-2024

Table 21 Forecast Sales of Snacks by Category: Volume 2024-2029

**Scotts International. EU Vat number: PL 6772247784**

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

www.scotts-international.com

Table 22 □Forecast Sales of Snacks by Category: Value □2024-2029

Table 23 □Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

Table 24 □Forecast Sales of Snacks by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**Gum in Pakistan**

Market Direction | 2024-07-16 | 17 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	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		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="2026-02-23"/>
		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