

Gum in Egypt

June 2023

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Gum in Egypt - Category analysis

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2023 DEVELOPMENTS

Growth of the gum category in Egypt

Currency devaluation and import restrictions favour local gum players

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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Cadbury retains strong lead in the gum category over the forecast period

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