

Gum in Egypt

June 2024

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Gum in Egypt - Category analysis

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2024 DEVELOPMENTS

Gum faces ongoing challenges

High prices of imported gum spark shift towards budget-friendly products

Discounters gain ground, alongside rise of e-commerce

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Gum will see improved performance, moving forward

Cadbury will continue to lead the market

Local brand Samara will remain popular, due to its nostalgic appeal

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