



Euromonitor
International

Gum in Egypt

July 2025

Table of Contents

Gum in Egypt - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Gum shows resilience as an affordable treat
Cadbury maintains its robust lead thanks to offer of popular brands
Small local grocers maintain top popularity, while forecourt retailers see growth

PROSPECTS AND OPPORTUNITIES

Ongoing growth supported by stable demand
Further innovations in flavours expected over the forecast period
“Healthier” formulations also expected to increase over the coming years

CATEGORY DATA

Table 1 - Sales of Gum by Category: Volume 2020-2025
Table 2 - Sales of Gum by Category: Value 2020-2025
Table 3 - Sales of Gum by Category: % Volume Growth 2020-2025
Table 4 - Sales of Gum by Category: % Value Growth 2020-2025
Table 5 - Sales of Gum by Flavour: Rankings 2020-2025
Table 6 - NBO Company Shares of Gum: % Value 2021-2025
Table 7 - LBN Brand Shares of Gum: % Value 2022-2025
Table 8 - Distribution of Gum by Format: % Value 2020-2025
Table 9 - Forecast Sales of Gum by Category: Volume 2025-2030
Table 10 - Forecast Sales of Gum by Category: Value 2025-2030
Table 11 - Forecast Sales of Gum by Category: % Volume Growth 2025-2030
Table 12 - Forecast Sales of Gum by Category: % Value Growth 2025-2030

Snacks in Egypt - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2025: The big picture
Key trends in 2025
Competitive landscape
Channel developments
What next for snacks?

MARKET DATA

Table 13 - Sales of Snacks by Category: Volume 2020-2025
Table 14 - Sales of Snacks by Category: Value 2020-2025
Table 15 - Sales of Snacks by Category: % Volume Growth 2020-2025
Table 16 - Sales of Snacks by Category: % Value Growth 2020-2025
Table 17 - NBO Company Shares of Snacks: % Value 2021-2025
Table 18 - LBN Brand Shares of Snacks: % Value 2022-2025
Table 19 - Penetration of Private Label by Category: % Value 2020-2025
Table 20 - Distribution of Snacks by Format: % Value 2020-2025
Table 21 - Forecast Sales of Snacks by Category: Volume 2025-2030
Table 22 - Forecast Sales of Snacks by Category: Value 2025-2030
Table 23 - Forecast Sales of Snacks by Category: % Volume Growth 2025-2030
Table 24 - Forecast Sales of Snacks by Category: % Value Growth 2025-2030

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SOURCES

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