



Gum in Pakistan

July 2023

Table of Contents

Gum in Pakistan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sugar-free chewing gum attracts new audience in Pakistan

Ban on imports removed in 2023

Wider distribution supports gum category

PROSPECTS AND OPPORTUNITIES

Opportunity for healthier products with natural ingredients

Hilal Confectionery to retain dominance of gum in Pakistan

Marketing strategies to focus on social media

CATEGORY DATA

Table 1 - Sales of Gum by Category: Volume 2018-2023

Table 2 - Sales of Gum by Category: Value 2018-2023

Table 3 - Sales of Gum by Category: % Volume Growth 2018-2023

Table 4 - Sales of Gum by Category: % Value Growth 2018-2023

Table 5 - NBO Company Shares of Gum: % Value 2019-2023

Table 6 - LBN Brand Shares of Gum: % Value 2020-2023

Table 7 - Distribution of Gum by Format: % Value 2018-2023

Table 8 - Forecast Sales of Gum by Category: Volume 2023-2028

Table 9 - Forecast Sales of Gum by Category: Value 2023-2028

Table 10 - Forecast Sales of Gum by Category: % Volume Growth 2023-2028

Table 11 - Forecast Sales of Gum by Category: % Value Growth 2023-2028

Snacks in Pakistan - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for snacks?

MARKET DATA

Table 12 - Sales of Snacks by Category: Volume 2018-2023

Table 13 - Sales of Snacks by Category: Value 2018-2023

Table 14 - Sales of Snacks by Category: % Volume Growth 2018-2023

Table 15 - Sales of Snacks by Category: % Value Growth 2018-2023

Table 16 - NBO Company Shares of Snacks: % Value 2019-2023

Table 17 - LBN Brand Shares of Snacks: % Value 2020-2023

Table 18 - Distribution of Snacks by Format: % Value 2018-2023

Table 19 - Forecast Sales of Snacks by Category: Volume 2023-2028

Table 20 - Forecast Sales of Snacks by Category: Value 2023-2028

Table 21 - Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

Table 22 - Forecast Sales of Snacks by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/gum-in-pakistan/report.