

Gum in Brazil

Market Direction | 2022-07-07 | 22 pages | Euromonitor

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Report description:

Even before the pandemic, the gum category was suffering retail volume declines year after year. This crisis was closely related to the habits of consumers, who came to associate gum, bubble gum in particular, with dental problems such as tooth decay, as well as jaw and stomach pain. In 2020, with the advent of the pandemic, the blow was even harder, and consumption plummeted, since chewing gum is a habit mainly outside the home. At the beginning of 2021, the pandemic scenario in Brazil was the...

Euromonitor International's Gum in Brazil 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 2017-2021, 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 2026, 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.

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Table of Contents:

Gum in Brazil
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List Of Contents And Tables

GUM IN BRAZIL

KEY DATA FINDINGS

2022 DEVELOPMENTS

Impact of the closure of small local grocers during the pandemic jeopardises consumption

With little room for innovation, bubble gum players invest in cross-branding

Use of social media and festival sponsorship focused on younger consumer group

PROSPECTS AND OPPORTUNITIES

Adding vitamins and functional claims can be attractive

Focus on packaging modernisation and connection with generation Z

Growing number of tobacconists offers opportunities

CATEGORY DATA

Table 1 Sales of Gum by Category: Volume 2017-2022

Table 2 Sales of Gum by Category: Value 2017-2022

Table 3 Sales of Gum by Category: % Volume Growth 2017-2022

Table 4 Sales of Gum by Category: % Value Growth 2017-2022

Table 5 Sales of Gum by Flavour: Rankings 2017-2022

Table 6 NBO Company Shares of Gum: % Value 2018-2022

Table 7 LBN Brand Shares of Gum: % Value 2019-2022

Table 8 Distribution of Gum by Format: % Value 2017-2022

Table 9 Forecast Sales of Gum by Category: Volume 2022-2027

Table 10 □Forecast Sales of Gum by Category: Value 2022-2027

Table 11 □Forecast Sales of Gum by Category: % Volume Growth 2022-2027

Table 12 □Forecast Sales of Gum by Category: % Value Growth 2022-2027

CHART 1 Snacks Value Sales Growth Scenarios: 2020-2027

CHART 2 Snacks Impact of Drivers on Value Sales: 2020-2027

SNACKS IN BRAZIL

EXECUTIVE SUMMARY

Snacks in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for snacks?

MARKET DATA

Table 13 Sales of Snacks by Category: Volume 2017-2022

Table 14 Sales of Snacks by Category: Value 2017-2022

Table 15 Sales of Snacks by Category: % Volume Growth 2017-2022

Table 16 Sales of Snacks by Category: % Value Growth 2017-2022

Table 17 NBO Company Shares of Snacks: % Value 2018-2022

Table 18 LBN Brand Shares of Snacks: % Value 2019-2022

Table 19 Penetration of Private Label by Category: % Value 2017-2022

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Table 20 Distribution of Snacks by Format: % Value 2017-2022

Table 21 Forecast Sales of Snacks by Category: Volume 2022-2027

Table 22 □Forecast Sales of Snacks by Category: Value 2022-2027

Table 23 □Forecast Sales of Snacks by Category: % Volume Growth 2022-2027

Table 24 □Forecast Sales of Snacks by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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