

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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