

**Gum in Hong Kong, China**

Market Direction | 2022-07-08 | 19 pages | Euromonitor

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**Report description:**

Despite a fifth wave of the pandemic hitting Hong Kong in early 2022, gum is set to see a strong recovery as consumers gradually resume greater levels of mobility outside of the home. This is especially relevant for this category as gum is often an impulse purchase made from a convenience store, a channel which accounts for over 50% value share in terms of distribution. Thus, the relaxation of social distancing measures means that Hong Kongers are spending longer outside of their homes and are m...

Euromonitor International's Gum in Hong Kong, China 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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