

Gum in Japan

Market Direction | 2022-07-06 | 22 pages | Euromonitor

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Report description:

In 2021, retail current value sales of gum continued to suffer, as Tokyo was under either quasi-state of emergency or state of emergency for a total of 245 days in 2021, while other major cities, such as Osaka and Aichi, were also placed into either quasi-state of emergency or state of emergency several times throughout the year. As the Japanese government strongly recommended employees work from home, and dining establishments had limited operating hours during both quasi-state of emergency and...

Euromonitor International's Gum in Japan 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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reliable information resources to help drive informed strategic planning.

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Lotte focuses on functional products which correspond to change in consumers' lifestyles

Mondelez Japan's key advertising messages are refreshment and motivational enhancement

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