

## **Gum in Spain**

Market Direction | 2022-07-07 | 21 pages | Euromonitor

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### **Report description:**

Retail constant value sales (2022 prices) of gum will fall for the third year in a row during 2022. However, volume sales of gum will increase for the first time in three years, as local consumers spend less time at home and move around more. COVID-19 had a significant negative effect on demand for gum, particularly chewing gum, during 2020 and 2021.

Euromonitor International's Gum in Spain 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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With most pandemic restrictions eliminated, volume sales return to growth

Bubble gum sales return to pre-pandemic level

Leader Mars loses ground to niche brands

##### PROSPECTS AND OPPORTUNITIES

Biodegradable and functional offerings could be avenues for growth

Growing popularity of private label will limit the ability of brands to boost pricing

Gum containing functional ingredients like caffeine could grow in popularity

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