

Gum in the United Kingdom

Market Direction | 2022-07-07 | 23 pages | Euromonitor

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Report description:

Following sharp retail volume and current value declines in 2020, the gum category did not show any signs of recovery in 2021. On the one hand, sales of bubble gum managed to recover from the negative impact of the previous year, as the policy on home schooling was eased and children - the key audience for bubble gum - had increased opportunities to socialise in person. On the other hand, this was not the case for chewing gum, sales of which continued to decline in 2021, given that the lockdown...

Euromonitor International's Gum in United Kingdom 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International
July 2022

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