

Gum in Greece

Market Direction | 2022-07-13 | 20 pages | Euromonitor

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Report description:

New and long-standing traditional brands coexist within gum. The companies that are active in the field are constantly launching new lines with a huge range of flavours, shapes and aromas as well as slightly alternative chewing gum products, which are already accepted by the buying public. Local brand Elma has kept its first gum with sugar available only for historical reasons; all its other products are sugar-free. Chewing gum is marketed at adults and is increasingly sugar-free, and in 2022 it...

Euromonitor International's Gum in Greece 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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