

## **Gum in Italy**

Market Direction | 2022-07-11 | 24 pages | Euromonitor

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### **Report description:**

Gum was one of the snacks categories most heavily impacted by the outbreak of Coronavirus (COVID-19) in 2020. Lockdowns and home seclusion discouraged gum sales due to reduced workplace, school and social consumption occasions. This, consequently, reduced the need for breath freshening products. In addition, category sales, which rely strongly on impulse purchases, were further hit by consumers trying to minimise the time they spent in grocery stores, reducing the frequency of their visits to sm...

Euromonitor International's Gum in Italy 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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July 2022

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Bubble gum struggles, but retains the ability to surprise

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