

Gum in the Philippines

Market Direction | 2022-07-11 | 19 pages | Euromonitor

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Report description:

Gum is set to continue to experience contraction in 2022, having already seen double-digit current value decline in the previous two years as the COVID-19 crisis led to a marked reduction in opportunities for impulse purchases. Even though e-commerce has improved considerably in the local market, gum is not as able to benefit from the rise in online shopping as other categories because it is highly discretionary and strongly geared towards impulse purchases. The discretionary character of gum ma...

Euromonitor International's Gum in Philippines 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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