

## **Gum in Vietnam**

Market Direction | 2022-07-13 | 22 pages | Euromonitor

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### **Report description:**

Retail sales of gum will begin its recovery in 2022 as consumers start returning to their offices and socialising more often. Gum is frequently used as an on-the-go snack that keeps one's breath fresh and is thus considered an important item to have when commuting to meet colleagues, friends, or partners. The category will also benefit from consumers in Vietnam shopping more frequently and being able to purchase gum, typically on impulse, more regularly. Gum is very widely available in tradition...

Euromonitor International's Gum in Vietnam 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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##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Recovery begins as traditional channels resume normal operations; sales are driven by the chewing gum as bubble gum remains a niche

Lotte strengthens its competitiveness through continuous advertising and health-focused message; plastic jars rise in popularity as packaging format

Marketing focus remains online as consumers remain reliant on technology for entertainment

##### PROSPECTS AND OPPORTUNITIES

Bubble gum grows slower unless there are a new demand created in the forecast period

Further investment among category leaders set to spur calorie sales growth

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