

Gum in Colombia

Market Direction | 2022-07-18 | 20 pages | Euromonitor

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Report description:

Though growth remains high for gum in 2022 it is substantially slower than 2021's rebound reaction to eased restrictions and the return of life outside the home in the wake of COVID-19. While products in gum continue to benefit from consumers on the go, back in the office and increased opportunities for socialising, gum's growth is slowing as its popularity declines.

Euromonitor International's Gum in Colombia 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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Trident launches larger formats as sugar-free gum grows

Mondelez stays ahead thanks to broad portfolio and strategic advertising

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