

Gum in Costa Rica

Market Direction | 2022-07-19 | 16 pages | Euromonitor

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Report description:

Gum is not considered an essential or functional snack in Costa Rica and, instead, is more popular as an out-and-about indulgence, or for freshening breath in social environments or whilst at work. It is usually bought by younger generations to avoid bad breath, who often purchase gum to hide the smell of tobacco, alcohol, or other substances from their parents, or just to generally improve their breath when surrounded by other people. As pandemic restrictions have been relaxed and younger consu...

Euromonitor International's Gum in Costa Rica 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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reliable information resources to help drive informed strategic planning.

Table of Contents:

Gum in Costa Rica
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List Of Contents And Tables

GUM IN COSTA RICA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Rising social mobility supports slight rise in category growth

Gum options are limited with at home consumption is inspiring promotion

Sugarless gum consumed as a way to help lose weight

PROSPECTS AND OPPORTUNITIES

Gum is expected to continue to recover as consumers return to their normal routines, and social gatherings

Mondelez to dominate gum category

Greater awareness of dental hygiene should drive sugar-free gum consumption

CATEGORY DATA

Table 1 Sales of Gum by Category: Volume 2017-2022

Table 2 Sales of Gum by Category: Value 2017-2022

Table 3 Sales of Gum by Category: % Volume Growth 2017-2022

Table 4 Sales of Gum by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Gum: % Value 2018-2022

Table 6 LBN Brand Shares of Gum: % Value 2019-2022

Table 7 Distribution of Gum by Format: % Value 2017-2022

Table 8 Forecast Sales of Gum by Category: Volume 2022-2027

Table 9 Forecast Sales of Gum by Category: Value 2022-2027

Table 10 □Forecast Sales of Gum by Category: % Volume Growth 2022-2027

Table 11 □Forecast Sales of Gum by Category: % Value Growth 2022-2027

SNACKS IN COSTA RICA

EXECUTIVE SUMMARY

Snacks in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for snacks?

MARKET DATA

Table 12 Sales of Snacks by Category: Volume 2017-2022

Table 13 Sales of Snacks by Category: Value 2017-2022

Table 14 Sales of Snacks by Category: % Volume Growth 2017-2022

Table 15 Sales of Snacks by Category: % Value Growth 2017-2022

Table 16 NBO Company Shares of Snacks: % Value 2018-2022

Table 17 LBN Brand Shares of Snacks: % Value 2019-2022

Table 18 Penetration of Private Label by Category: % Value 2017-2022

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Table 19 Distribution of Snacks by Format: % Value 2017-2022

Table 20 Forecast Sales of Snacks by Category: Volume 2022-2027

Table 21 □Forecast Sales of Snacks by Category: Value 2022-2027

Table 22 □Forecast Sales of Snacks by Category: % Volume Growth 2022-2027

Table 23 □Forecast Sales of Snacks by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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