

Gum in Guatemala

Market Direction | 2022-07-22 | 17 pages | Euromonitor

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Report description:

Gum is one of the categories still suffering from the Coronavirus (COVID-19) pandemic's harsh impact. Due to the lack of consumer mobility, this category contracted severely in 2020, and failed to bounce back fully as conditions eased in 2021. Industry sources commented that fewer social gatherings, reduced cigarette consumption and other social and mobility variables influenced the category's struggle to recover fully. They also stated it might be a category where consumers have shifted their h...

Euromonitor International's Gum in Guatemala 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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Table of Contents:

Gum in Guatemala
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List Of Contents And Tables

GUM IN GUATEMALA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Gum still short of full recovery

Trident benefits from highly active digital media promotions

Leading brands benefit from low sugar presentations

PROSPECTS AND OPPORTUNITIES

Changing consumer habits to slow gum's recovery

Investment to retain Trident's leading position

Traditional grocery channel to win over consumers with smaller and cheaper pack sizes

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 GUATEMALA

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

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

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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

Gum in Guatemala

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