

## **Gum in Taiwan**

Market Direction | 2022-07-19 | 20 pages | Euromonitor

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### **Report description:**

COVID-19 spikes in 2021 undermined demand for gum products which were already suffering from waning consumer interest. In 2022, recovery is underway and both volume and current value sales are approaching pre-pandemic levels. However, the government continues with its mandatory mask policy in 2022, thus further suppressing sales in gum. With at-home work and study on the rise again there is reduced opportunity for impulse purchases (a key driver of growth in gum) and reduced need for gum to fres...

Euromonitor International's Gum in Taiwan 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.

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Euromonitor International  
July 2022

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