

Gum in Turkey

Market Direction | 2022-07-19 | 22 pages | Euromonitor

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Report description:

Gum overall is posting only negligible volume growth in 2022, driven by chewing gum as bubble gum slides into negative growth. Current value growth, on the other hand, is skyrocketing, soaring ahead at nearly treble the rates of 2021 thanks to inflation. Low volume sales are explained partly by the shift away from bubble gum as increasingly health-conscious parents seek to protect their children's teeth from a sugary product. Chewing gum has benefited a little in 2022, following a slump in sales...

Euromonitor International's Gum in Turkey 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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Euromonitor International
July 2022

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Bubble gum players attempt to revive sales through fun and fruity flavours

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