

Gum in China

Market Direction | 2022-07-27 | 19 pages | Euromonitor

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Report description:

Retail volume sales of gum were further frustrated in 2022, with decline expected in the year overall due to regional outbreaks of the Omicron variant of COVID-19. The two-month lockdown in Shanghai and tight controls in other cities, such as Beijing, significantly reduced social contact, therefore limiting the need for gum. In addition, a large number of purchases of gum are made on impulse at the checkout. As consumers shifted to online shopping during the outbreaks, and visited offline channe...

Euromonitor International's Gum in China 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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