

## **Gum in Dominican Republic**

Market Direction | 2022-07-25 | 17 pages | Euromonitor

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### **Report description:**

The category continues to recover in 2022 in line with all mandatory COVID-19 measures being lifted in February of this year. Gum has historically been a product with high on-the-go and low at-home consumption, thus significantly reducing its consumption occasions during the last two years. Although the hybrid working format is still in place in some sectors, people are more regularly commuting to the office and students are returning to schools and universities. This is creating more consumptio...

Euromonitor International's Gum in Dominican Republic 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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Euromonitor International  
July 2022

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More time outside the home and social interaction boosts volume sales of gum

Chewing gum shows faster recovery thanks to its added value properties

Bubble gum continue losing relevance due to high sugar content

#### PROSPECTS AND OPPORTUNITIES

Low price points support growth whilst non-essential nature, lack of sustainability, and fewer impulse purchases hampers it

Gum makeover with natural ingredients could boost the category

Industry players must engage in new product developments to revitalise the category

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