

Gum in Sweden

Market Direction | 2022-08-11 | 20 pages | Euromonitor

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Report description:

Gum was negatively impacted by COVID-19 and struggled during 2020, while many other snack categories received a boost in sales due to the pandemic. This was mainly for two reasons. Firstly, gum is often purchased as an impulse product and located at or near the cash register at supermarkets. As some consumers limited their shopping trips to minimise contact with others and the risk of infection, they had fewer opportunities to see and buy gum. Secondly, gum is often consumed outside the home...

Euromonitor International's Gum in Sweden 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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Negative sales predicted thanks to limited innovation and self-scanning increasing at grocery retailers

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