

Gum in Estonia

Market Direction | 2022-09-05 | 17 pages | Euromonitor

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Report description:

In 2022, chewing gum showed marginally higher retail volume, whilst current value growth rose dramatically due to inflationary pressure. Gum is positioned as a product to help keep teeth healthy. Manufacturers of chewing gum are expanding new flavours which is having a positive impact on the category, although there is still potential for expansion and growth. Indeed, there is still space for innovative products and new flavours to emerge in this category. Companies are expected to reassess their...

Euromonitor International's Gum in Estonia 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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