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Gum in Hungary

Market Direction | 2022-09-13 | 21 pages | Euromonitor

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Report description:

Gum suffered double-digit negative figure declines during the most restrictive time of COVID-19, mainly due to the fact that gum is an impulse purchase product, typically displayed at checkouts in stores, and attracting consumers on-the-go. During the period of home seclusion, with schools closed and people working from home, it is clear why gum saw such a downturn. Within this environment a trend shift was also seen, as some local consumers switched to larger pack sizes and stocked up on gum to...

Euromonitor International's Gum in Hungary 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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