

## **Gum in Switzerland**

Market Direction | 2022-11-23 | 23 pages | Euromonitor

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### **Report description:**

Gum continues to face challenges in 2022, following a further fall in popularity during the era of the COVID-19 pandemic, when home seclusion diktats and the wearing of face masks in public placing overall downwards pressure on sales. Gum is very much an impulse purchase and often chewed by consumers when they wish to freshen their breath in public environments, as such it is clear why the event of the pandemic had a negative effect on demand. While pandemic restrictions have since lifted, howev...

Euromonitor International's Gum in Switzerland 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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Self-checkouts and health and wellness trends pose challenges for sales of gum

Mondelez maintains its lead in gum, although may abandon the category for healthier snacking options

Growing focus on natural ingredients and flavours in gum

#### PROSPECTS AND OPPORTUNITIES

Health/wellness and sustainability trends will pose an ongoing challenge, as players set to launch more biodegradable options

Future innovations are expected to bolster sales in a challenging category

Bubble gum to suffer the most due to having the unhealthiest image, alongside competition from sugar confectionery

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