

## **Gum in Australia**

Market Direction | 2023-06-22 | 20 pages | Euromonitor

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### **Report description:**

The gum category is highly dependent on consumer mobility fuelling on-the go consumption. Gum had already been on a declining trend even before COVID-19, but mobility restrictions during the pandemic had a strong negative impact on the category, as Australia experienced tough restrictions and heightened anxiety around outbreaks of the virus. The wearing of masks during the pandemic also reduced the consumption occasions for gum, as well as office workers shifting to remote working. As mobility h...

Euromonitor International's Gum in Australia 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 2018-2022, 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 2027, 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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reliable information resources to help drive informed strategic planning.

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Euromonitor International  
June 2023

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