

Gum in Indonesia

Market Direction | 2023-06-22 | 17 pages | Euromonitor

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Report description:

Distribution channels play a crucial role in sales of gum, ensuring on-the-go and impulse purchase accessibility for consumers. Supermarkets and hypermarkets have long been the primary sales points for gum, offering a wide variety of options for shoppers. However, convenience stores have been expanding rapidly, along with the growth of e-commerce platforms. These developments have increased competition among distribution channels, leading to wider product availability and variety for consumers,...

Euromonitor International's Gum in Indonesia 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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Distribution channel penetration crucial for gum sales, as convenience stores widen their reach

Perfetti Van Melle Indonesia maintains its leading position in gum

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