

Gum in Italy

Market Direction | 2023-06-22 | 23 pages | Euromonitor

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Report description:

Gum is set to continue to see retail volume growth over 2023, albeit solely due to chewing gum and at a slower rate than in 2022. As a result, retail volume sales are set to remain below the 2019 re-pandemic level at the end of the review period. High inflation has exerted strong upward pressure on prices. This has pushed retail current value growth in chewing gum and bubble gum during 2023. However, as in retail volume terms, growth rates set to be slower than in 2022 and sales lower than the 2...

Euromonitor International's Gum in Italy 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.

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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