

## **Gum in Japan**

Market Direction | 2023-06-22 | 21 pages | Euromonitor

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### **Report description:**

Gum is set to continue to see a decline in retail volume terms in 2023. In fact, gum in Japan has been suffering a long-term decline in volume terms due to the falling number of smokers, who are a key consumer group for the category. Moreover, the competition with other snacks, such as pastilles, gummies, jellies and chews, has been tough, as this category sees frequent innovation and new flavour offerings. At the beginning of the outbreak of COVID-19, gum saw a sharp decline as consumers were w...

Euromonitor International's Gum in Japan 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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Euromonitor International  
June 2023

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Gum continues to suffer from mask-wearing, hybrid working, decline in smoking population, and competition with other snacks

Lotte continues to focus on functional gum and researches different benefits of gum

A focus on products with health claims

##### PROSPECTS AND OPPORTUNITIES

Manufacturers shift their focus to other snacks, as gum is not expected to recover

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