

Gum in the United Kingdom

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

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Report description:

Following two consecutive years of sales decline, gum showed the first signs of recovery from the impact of COVID-19 in 2022. With local consumers gradually returning to their pre-pandemic habits and spending greater time outside of the home, gum recorded double-digit growth rates. The category benefited from its breath- freshening qualities and its heavy reliance on impulse sales, which also started to recover in the UK. The positive performance is expected to be retained in 2023 with the categ...

Euromonitor International's Gum in United Kingdom 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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