

## **Gum in Belgium**

Market Direction | 2023-06-28 | 21 pages | Euromonitor

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### **Report description:**

The gum category suffered a significant setback due to the COVID-19 health crisis in 2020, particularly as it heavily relies on impulse purchasing. Many consumers opted for online shopping amidst pandemic-induced lockdowns, which led to a steep decline in sales of gum, posing challenges to the category's growth trajectory. Chewing gum, sales of which are directly proportional to social interactions, bore the brunt of this impact. Nonetheless, the category has since rebounded, and is set to see r...

Euromonitor International's Gum in Belgium 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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