

## **Gum in Ecuador**

Market Direction | 2023-06-29 | 16 pages | Euromonitor

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### **Report description:**

Gum is highly dependent on impulse sales in the traditional channel and so the category was heavily affected by the COVID-19 pandemic. As demand subsided, companies substantially reduced their staff, product portfolio and distribution. In 2023, consumer lifestyles may have resumed in Ecuador, but the range of gum products on offer has not normalised, and investment in advertising and distribution remains below par. As consumer traffic in cities and towns has almost fully recovered, impulse consu...

Euromonitor International's Gum in Ecuador 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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Summary 1 Research Sources

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