

Gum in the Czech Republic

Market Direction | 2023-06-29 | 17 pages | Euromonitor

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Report description:

Gum is highly dependent on impulse purchases, on-the-go consumption, and as a breath freshener. Because of this, the post-pandemic return to social gatherings and office working post-pandemic led modest retail volume growth in 2023.

Euromonitor International's Gum in Czech Republic 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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Slow recovery as gum remains a discretionary product for many Czech consumers

Price promotions on branded products keep private label at bay

Bigger packs and new flavours attract consumer interest in 2023

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