

## **Gum in Greece**

Market Direction | 2023-07-03 | 20 pages | Euromonitor

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### **Report description:**

Despite the potential impact of price increases across various snack categories, chewing gum in Greece has exhibited considerable resilience. The typically low price point of chewing gum has ensured that its products remains an accessible purchase for local consumers, regardless of macroeconomic conditions. This affordability, coupled with the often impulsive nature of gum purchases, supports sales as individuals continue to indulge in this category as per their desire.

Euromonitor International's Gum in Greece 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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