

Gum in Israel

Market Direction | 2023-07-03 | 17 pages | Euromonitor

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Report description:

Gum saw an improved performance in volume terms in 2023, following a sharp decline in the previous year. The latter was due falling sales of Strauss Group's Must, Bazooka and Elite brands, following a salmonella scare in one its factories in April 2022. With the company's gums having been temporarily removed from retail shelves, rival players Mars Multisales Israel and Leiman Schlussel took up some of the slack. However, while volume sales of gum rebounded in 2023, thanks to Strauss having been...

Euromonitor International's Gum in Israel 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
July 2023

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