

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 Schlusser 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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Table of Contents:

Gum in Israel
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List Of Contents And Tables

GUM IN ISRAEL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Gum sees a rebound in demand in 2023, as Strauss's products return to retail shelves

Mentos gum with vitamins gives boost to sales of sugar-free gum

Mars Multisales Israel maintains its lead in gum in 2023

PROSPECTS AND OPPORTUNITIES

Functional gums offer potential to add value

Price rises will facilitate shift towards larger packaging sizes

Bubble gum to continue its downward trajectory

CATEGORY DATA

Table 1 Sales of Gum by Category: Volume 2018-2023

Table 2 Sales of Gum by Category: Value 2018-2023

Table 3 Sales of Gum by Category: % Volume Growth 2018-2023

Table 4 Sales of Gum by Category: % Value Growth 2018-2023

Table 5 Sales of Gum by Flavour: Rankings 2018-2023

Table 6 NBO Company Shares of Gum: % Value 2019-2023

Table 7 LBN Brand Shares of Gum: % Value 2020-2023

Table 8 Distribution of Gum by Format: % Value 2018-2023

Table 9 Forecast Sales of Gum by Category: Volume 2023-2028

Table 10 □Forecast Sales of Gum by Category: Value 2023-2028

Table 11 □Forecast Sales of Gum by Category: % Volume Growth 2023-2028

Table 12 □Forecast Sales of Gum by Category: % Value Growth 2023-2028

SNACKS IN ISRAEL

EXECUTIVE SUMMARY

Snacks in 2023: The big picture

Key trends in 2023

Competitive Landscape

Channel developments

What next for snacks?

MARKET DATA

Table 13 Sales of Snacks by Category: Volume 2018-2023

Table 14 Sales of Snacks by Category: Value 2018-2023

Table 15 Sales of Snacks by Category: % Volume Growth 2018-2023

Table 16 Sales of Snacks by Category: % Value Growth 2018-2023

Table 17 NBO Company Shares of Snacks: % Value 2019-2023

Table 18 LBN Brand Shares of Snacks: % Value 2020-2023

Table 19 Penetration of Private Label by Category: % Value 2018-2023

Table 20 Distribution of Snacks by Format: % Value 2018-2023

Table 21 Forecast Sales of Snacks by Category: Volume 2023-2028

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Table 22 □Forecast Sales of Snacks by Category: Value 2023-2028

Table 23 □Forecast Sales of Snacks by Category: % Volume Growth 2023-2028

Table 24 □Forecast Sales of Snacks by Category: % Value Growth 2023-2028

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SOURCES

Summary 1 Research Sources

Gum in Israel

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