

## **Gum in Norway**

Market Direction | 2023-07-04 | 18 pages | Euromonitor

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### **Report description:**

Gum sales are set to experience a moderate decline in retail volume in 2023. Much of this will be driven by the resumption of cross-border trade with Sweden. As the Swedish border opens up and domestic prices increase from a new, lower baseline due to inflationary pressures, there has been an increase in sales from Sweden, challenging growth. Additionally, it has been noted that there is a consumer shift towards smaller pack sizes. The larger bottle format and multipacks gained popularity during...

Euromonitor International's Gum in Norway 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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