

Gum in Poland

Market Direction | 2023-07-04 | 19 pages | Euromonitor

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Report description:

Marketing campaigns grew in importance for the chewing gum industry in Poland towards the end of the review period. Wrigley, the leading player in the chewing gum category in Poland, launched a campaign called "Every Smile is Beautiful" to support the introduction of its new product, Orbit White Raspberry Pomegranate. This sugar-free gum, which combined fruity notes of raspberry and pomegranate, was positioned as providing a refreshing taste and helping to maintain a healthy, white smile. Moreov...

Euromonitor International's Gum in Poland 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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reliable information resources to help drive informed strategic planning.

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