

Gum in Slovakia

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

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Report description:

The elevated inflation in 2023, along with rising production costs, is expected to significantly impact gum as a product area not only in 2023 but also in the future. As prices rise, consumer spending on non-essential items such as gum slightly decreases. However, brand loyalty remains a crucial factor in gum, with consumers continuing to prefer their favourite brands and flavours. Nevertheless, consumers are engaging in price comparisons between similar products and across various retail chains...

Euromonitor International's Gum in Slovakia 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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