

Gum in Germany

Market Direction | 2023-07-11 | 19 pages | Euromonitor

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Report description:

While for many snacks, the pandemic period of home seclusion led to higher uptake in Germany, gum suffered from declining sales. Gum tends to be purchased spontaneously and, in addition to the taste and chewing experience, the product is also perceived as effective in freshening breath. However, there were fewer spontaneous purchases in 2020 and 2021 due to reduced mobility of the local population and fewer social interactions between family, friends and colleagues. Despite improving demand from...

Euromonitor International's Gum in Germany 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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