

Gum in Portugal

Market Direction | 2023-07-17 | 22 pages | Euromonitor

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Report description:

Gum is slowly recovering from the declines in sales seen during the era of the COVID-19 restrictions. Gum consumption dropped substantially from the start of the pandemic, hampered by a decline in on-the-go consumption, with many consumers eventually abandoning the habit of using gum. Nevertheless, these declines have since started to recover, due to the return of impulse purchases as society reopened, with consumers once again returning to workplaces and meet friends for socialising opportuniti...

Euromonitor International's Gum in Portugal 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 Portugal
Euromonitor International
July 2023

List Of Contents And Tables

GUM IN PORTUGAL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Gum slowly recovers from pandemic impacts, while Perfetti Van Melle acquires Mondelez's gum business

Price hikes remain relatively mild in gum, although private labels can still gain shares

Kiosk closures limit gum's traditional distribution channels, while new ones open

PROSPECTS AND OPPORTUNITIES

Larger formats and sustainable packaging set to be the next trends

Product rationalisation remains the key focus, from industry to distribution

What happens next will depend on the story of Mondelez and Perfetti Van Melle

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 PORTUGAL

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

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