

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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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

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