

Gum in Switzerland

Market Direction | 2023-07-17 | 19 pages | Euromonitor

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Report description:

Gum is posting a negative performance in 2023, with both retail volume and value sales falling, despite rising price points. A major challenge for gum sales is the increased use of self-scan checkouts. Due to gum being an impulse and on-the-go purchase, the optimum shelf space to display gum is often by the checkout. As such, the growing use of self-scan checkouts cannibalises the best shelf space for gum.

Euromonitor International's Gum in Switzerland 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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Euromonitor International
July 2023

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