

## **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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## Table of Contents:

Gum in Switzerland  
Euromonitor International  
July 2023

List Of Contents And Tables

### GUM IN SWITZERLAND

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rising health and wellness trends lead to declining sales of gum

Natural ingredients and the rising sustainability trend shapes product developments

Mondelez sells its gum business while Migros increases its share

#### PROSPECTS AND OPPORTUNITIES

Lack of impulse purchases and rising sugar concerns challenge sales

Perfetti Van Melle Group takes the lead and adapts to rising trends

Bubble gum suffers due to unhealthy image and competition from sugar confectionery

#### 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 SWITZERLAND

#### 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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