

## **Gum in Ireland**

Market Direction | 2023-07-24 | 19 pages | Euromonitor

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### **Report description:**

Gum retail volume sales are stagnating in 2023 as the cost of living mitigates consumption slightly. Chewing gum is largely an impulse purchase, which make up two-thirds of gum purchases. Many consumers are therefore buying it on a whim rather than as a planned item, and so the price is less likely to be a determining factor in purchasing decisions compared to other products, such as groceries or household items.

Euromonitor International's Gum in Ireland 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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