

Gum in Ukraine

Market Direction | 2023-08-09 | 20 pages | Euromonitor

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Report description:

The demand for gum in Ukraine suffered heavily in the wake of the Russian invasion of the country in 2022. This was partly because consumers in Ukraine looked to save money, and they tended to make fewer impulse purchases, which included perceived non-essential products like chewing gum and bubble gum. Moreover, the evacuation of children, which followed the outbreak of war in Ukraine, reduced the consumer base for bubble gum. Ukrainian parents had already looked to steer their children away fro...

Euromonitor International's Gum in Ukraine 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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reliable information resources to help drive informed strategic planning.

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