

Gum in India

Market Direction | 2023-10-16 | 21 pages | Euromonitor

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Report description:

The demand for gum, namely chewing gum and bubble gum, remains relatively muted in 2023. A large proportion of gum purchases are impulse in nature and low-ticket price purchases. Most purchases of gum tend to be made from small local grocers, and are dominated by cash transactions. Shopkeepers often give consumers gum in return for change. However, these kinds of transactions are declining with increasing digitalisation in the country.

Euromonitor International's Gum in India 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Major players focus on driving marketing campaigns to build emotional connection

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Gum set to record relatively slow retail volume growth with limited usage occasions

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