

Gum in Turkey

Market Direction | 2023-07-04 | 21 pages | Euromonitor

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Report description:

The outbreak of COVID-19 decreased the occasions of gum since consumers did not go to offices or schools, and consumers spent more time in the household. This reduced the use of gum as a breath-freshening product, leading to negative growth of gum.

Euromonitor International's Gum in Turkey 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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Following the outbreak of COVID-19, gum enters a phase of recovery

Sales of functional gum rise, offering consumers added benefits in addition to fresh breath

Perfetti Van Melle is set to take over the Mondelez gum brands

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