

## **Gum in Canada**

Market Direction | 2024-06-28 | 18 pages | Euromonitor

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### **Report description:**

Despite the initial growth spurt in 2024, the gum category experienced a significant slowdown in sales later in the year in Canada. This shift can be attributed to a decline in consumer interest, as preferences veer towards healthier snacking options. Even functional gums that boast oral health benefits or sugar-free varieties are often lumped into the broader category of sugary confectionery. As health consciousness continues to rise, consumers are increasingly opting for alternatives perceived...

Euromonitor International's Gum in Canada 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 2019-2023, 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 2028, 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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