

## **Gum in Italy**

Market Direction | 2024-06-18 | 21 pages | Euromonitor

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### **Report description:**

Gum in Italy continues to achieve positive value and volume sales in 2024. Notably, gum consumption is strongly related to an out-and-about, sociable lifestyle, whereas such activities were curbed during the era of the pandemic restrictions and therefore gum suffered losses during this time. As such, the recovery of social interactions and a stronger return to workplaces means more consumers are using gum to both freshen their breath and relieve stress through the act of chewing. However, gum al...

Euromonitor International's Gum in Italy 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.

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## Table of Contents:

Gum in Italy  
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### List Of Contents And Tables

#### GUM IN ITALY

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Return to sociable lifestyles benefits gum, but eco-friendly consumers are switching to mints

Bubble gum continues on a downwards trend, while Big Babol aims to boost sales with NBA partnership

Chewing Gum Day now celebrated in Italy, presenting an opportunity for brands to engage with consumers

##### PROSPECTS AND OPPORTUNITIES

The leading players ramp up their promotional strategies in light of ongoing volume declines

Perfetti Van Melle confirms acquisition of Trident chewing gum brand

Innovations needed in gum to modernise its image

##### CATEGORY DATA

Table 1 Sales of Gum by Category: Volume 2019-2024

Table 2 Sales of Gum by Category: Value 2019-2024

Table 3 Sales of Gum by Category: % Volume Growth 2019-2024

Table 4 Sales of Gum by Category: % Value Growth 2019-2024

Table 5 Sales of Gum by Flavour: Rankings 2019-2024

Table 6 NBO Company Shares of Gum: % Value 2020-2024

Table 7 LBN Brand Shares of Gum: % Value 2021-2024

Table 8 Distribution of Gum by Format: % Value 2019-2024

Table 9 Forecast Sales of Gum by Category: Volume 2024-2029

Table 10 □Forecast Sales of Gum by Category: Value 2024-2029

Table 11 □Forecast Sales of Gum by Category: % Volume Growth 2024-2029

Table 12 □Forecast Sales of Gum by Category: % Value Growth 2024-2029

#### SNACKS IN ITALY

##### EXECUTIVE SUMMARY

Snacks in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for snacks?

##### MARKET DATA

Table 13 Sales of Snacks by Category: Volume 2019-2024

Table 14 Sales of Snacks by Category: Value 2019-2024

Table 15 Sales of Snacks by Category: % Volume Growth 2019-2024

Table 16 Sales of Snacks by Category: % Value Growth 2019-2024

Table 17 NBO Company Shares of Snacks: % Value 2020-2024

Table 18 LBN Brand Shares of Snacks: % Value 2021-2024

Table 19 Penetration of Private Label by Category: % Value 2019-2024

Table 20 Distribution of Snacks by Format: % Value 2019-2024

Table 21 Forecast Sales of Snacks by Category: Volume 2024-2029

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Table 22 □Forecast Sales of Snacks by Category: Value 2024-2029

Table 23 □Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

Table 24 □Forecast Sales of Snacks by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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