

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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