

## **Gum in Japan**

Market Direction | 2024-06-20 | 18 pages | Euromonitor

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### **Report description:**

Gum in Japan is set to see a second year of slight retail volume growth and stronger current value growth in 2024, in a rebound after a period of decline in volume terms. At the beginning of the COVID-19 outbreak, chewing gum (the dominant category) experienced a sharp decline in sales as consumers were working remotely and wearing a mask. This led to a decline in demand, as gum is typically used to control bad breath. The positive performance in 2023, which is projected to continue in 2024, has...

Euromonitor International's Gum in Japan 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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Gum shows slight rebound, while decline in smoking population, shrinking shelf space, and competition with other snacks continues

Unit price increases continue

Flavour innovation continues in gum

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Leading manufacturers will promote the health benefits of chewing gum

Lotte features K-pop band NewJeans in the promotion of gum

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