

## **Gum in Mexico**

Market Direction | 2024-06-27 | 21 pages | Euromonitor

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### **Report description:**

In 2024, gum in Mexico is projected to see only a marginal increase in retail volume sales, with predicted strong retail current value growth largely dependent on inflationary pressure on prices. The overall performance is heavily influenced by that of the dominant category, chewing gum, which is set to post slightly higher than average increases in retail volume and current value growth. Meanwhile, bubble gum is expected to see a decline in retail volume sales and well below average retail curr...

Euromonitor International's Gum in Mexico 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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