

## **Gum in South Korea**

Market Direction | 2024-06-18 | 19 pages | Euromonitor

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### **Report description:**

Historically, gum experienced long-term stagnation or decline, with even more significant falls in sales seen during the COVID-19 pandemic. However, sales of gum in South Korea saw a resurgence in 2023 following the end of the pandemic, and growth is set to be maintained in 2024. However, the post-pandemic period has seen strong growth due to the effect of a lower base, with comparison with a period of exceptionally low sales exaggerating the appearance of growth, and sales are expected to remain...

Euromonitor International's Gum in South Korea 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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