

## **Gum in Sweden**

Market Direction | 2024-06-28 | 18 pages | Euromonitor

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### **Report description:**

Gum is set to see current value growth in Sweden in 2024. The competition in chewing gum in Sweden is strong and the category faces maturity. In order to drive sales, players must pay attention to delivering value-added benefits. It is noteworthy that chewing gum in Sweden is seeing innovation and advancing health claims, as manufacturers seek to capture consumer interest. Players also tend to offer different pack sizes from bigger pouches and jars to smaller packaging that fits the pocket and c...

Euromonitor International's Gum in Sweden 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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