

Gum in Switzerland

Market Direction | 2024-06-28 | 19 pages | Euromonitor

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Report description:

Gum is set to post a decline in volumes while value sales rise in current terms in Switzerland in 2024. Both the fall in volumes and the rise in value can be attributed largely to rising prices. In the context of the rising cost of living pushing consumers to focus their reduced purchasing power on essential items, increased prices had a significant negative impact on gum volume sales. Another factor that continued to impact the category negatively during the year was the expansion of self-check...

Euromonitor International's Gum in Switzerland 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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