

## **Gum in the United Kingdom**

Market Direction | 2024-06-26 | 22 pages | Euromonitor

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### **Report description:**

Maintaining its positive performance from 2022 and 2023, gum in the UK continues to enjoy positive growth in both volume and value terms in 2024. The category, which suffered significant losses during the pandemic due to limited time spent outside of the home, continues to recover despite the overall unfavourable economic environment in the UK that has been challenging consumers' purchasing power. Gum is particularly benefiting from the recovery of impulse sales as consumer confidence improves.

Euromonitor International's Gum in United Kingdom 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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reliable information resources to help drive informed strategic planning.

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