

Gum in Austria

Market Direction | 2024-07-05 | 20 pages | Euromonitor

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Report description:

Gum enjoyed stable performance in volume and current value terms in 2024. Gum is mainly consumed out of the house and so the relaxation of COVID-19 restrictions has pushed up demand for chewing gum since 2023. With consumers spending more time on the go, impulse purchases of gum strengthened. The majority of gum sales are generated by chewing gum that is free from sugar. Indeed, free from sugar gum remains the most popular type of chewing gum in line with health and wellness trends. Bubble gum a...

Euromonitor International's Gum in Austria 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop

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reliable information resources to help drive informed strategic planning.

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