

Gum in Croatia

Market Direction | 2024-07-05 | 15 pages | Euromonitor

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Report description:

The persistent inflation and rising production costs in 2024 are significantly impacting gum sales in Croatia. As prices remain elevated, consumer spending on non-essential items like gum has seen a slight decrease. However, brand loyalty remains a crucial factor in this category, with consumers gravitating towards their preferred brands and flavours. This loyalty does not prevent price comparisons though, as consumers become increasingly cost-conscious. They are actively comparing prices between...

Euromonitor International's Gum in Croatia 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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