

Gum in Finland

Market Direction | 2024-07-04 | 18 pages | Euromonitor

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Report description:

The market for gum in Finland will see only marginal growth in retail volume terms in 2024, in the context of increasing maturity. The category is dominated by sugar-free gum offerings, specifically, gum created with the sweetener xylitol, which has been available in Finland since the 1970s when the leading brand, Jenkki, introduced the innovation to the landscape. Xylitol has well-known dental health claims, having been shown to prevent cavities by inhibiting the growth of bacteria. While the c...

Euromonitor International's Gum in Finland 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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Euromonitor International
July 2024

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