

Gum in Greece

Market Direction | 2024-07-05 | 19 pages | Euromonitor

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Report description:

Within the context of further retail price increases, demand for gum in Greece is expected to show a modest decline in 2024. Chewing gum is largely an impulse purchase, and with consumers struggling with the high cost of living, many are cutting down on discretionary expenditures in order to save money. The post-pandemic boom in mobility, which created favourable conditions for chewing gum, is also beginning to wane, leading to a normalisation of demand.

Euromonitor International's Gum in Greece 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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