

## Gum in Slovakia

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

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### Report description:

Gum is seeing positive sales in Slovakia in 2024, in both volume and value sales, and in both retail and foodservice. While value is also being supported by unit price hikes, due to the commodity prices of sweeteners, volume is being supported by consumers' return to their sociable, out-of-home lifestyles in the post-pandemic landscape. This is good news for gum, which benefits from indulgence purchases and visible product placement at checkout counters. Promotions and discounts, in combination...

Euromonitor International's Gum in Slovakia 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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## Table of Contents:

Gum in Slovakia  
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### List Of Contents And Tables

#### GUM IN SLOVAKIA

##### KEY DATA FINDINGS

##### 2024 DEVELOPMENTS

Gum sees positive volume and value sales, supported by strong POS advertising in the post-pandemic landscape

Private label holds a small presence in gum, but needs stronger innovation and promotions to become competitive

Larger pack sizes and flavour innovations enables brands to attract attention

##### PROSPECTS AND OPPORTUNITIES

Functional gum expected to attract growing attention

Gum sales set to be boosted in 2025 by a new slew of tobacco regulations

Natural, eco-friendly, resin-based True Gum tipped as a brand to watch

#### CATEGORY DATA

Table 1 Sales of Gum by Category: Volume 2019-2024

Table 2 Sales of Gum by Category: Value 2019-2024

Table 3 Sales of Gum by Category: % Volume Growth 2019-2024

Table 4 Sales of Gum by Category: % Value Growth 2019-2024

Table 5 Sales of Gum by Flavour: Rankings 2019-2024

Table 6 NBO Company Shares of Gum: % Value 2020-2024

Table 7 LBN Brand Shares of Gum: % Value 2021-2024

Table 8 Distribution of Gum by Format: % Value 2019-2024

Table 9 Forecast Sales of Gum by Category: Volume 2024-2029

Table 10 Forecast Sales of Gum by Category: Value 2024-2029

Table 11 Forecast Sales of Gum by Category: % Volume Growth 2024-2029

Table 12 Forecast Sales of Gum by Category: % Value Growth 2024-2029

#### SNACKS IN SLOVAKIA

##### EXECUTIVE SUMMARY

Snacks in 2024: The big picture

Key trends in 2024

Competitive landscape

Channel developments

What next for snacks?

##### MARKET DATA

Table 13 Sales of Snacks by Category: Volume 2019-2024

Table 14 Sales of Snacks by Category: Value 2019-2024

Table 15 Sales of Snacks by Category: % Volume Growth 2019-2024

Table 16 Sales of Snacks by Category: % Value Growth 2019-2024

Table 17 NBO Company Shares of Snacks: % Value 2020-2024

Table 18 LBN Brand Shares of Snacks: % Value 2021-2024

Table 19 Penetration of Private Label by Category: % Value 2019-2024

Table 20 Distribution of Snacks by Format: % Value 2019-2024

Table 21 Forecast Sales of Snacks by Category: Volume 2024-2029

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Table 22 □Forecast Sales of Snacks by Category: Value 2024-2029

Table 23 □Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

Table 24 □Forecast Sales of Snacks by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 Research Sources

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