

## **Gum in Taiwan**

Market Direction | 2024-07-04 | 19 pages | Euromonitor

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### **Report description:**

Gum is set to see current value growth in Taiwan in 2024. Originally, it was expected that, after the pandemic, consumers would return to buying chewing gum at convenience stores, especially as people began to resume normal social interactions. It was anticipated that this would greatly help gum sales. However, the degree of recovery has not met expectations. One main reason for this is that many consumers switched from gum to medicated confectionery and mints during the pandemic. However, only...

Euromonitor International's Gum in Taiwan 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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