

Gum in the Czech Republic

Market Direction | 2024-07-05 | 17 pages | Euromonitor

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Report description:

Customers are purchasing more chewing gum mostly to improve their breath. Chewing gum comes in a variety of options, including sugar free, as well as new product options with other claims such as added protein and energy boosting. Bubble gum is a much smaller category and despite seeing steady growth in retail volume terms in 2024 parents are becoming more concerned about the sugar content which is limiting sales. Bubble gum also sees limited promotional efforts when compared to chewing gum. Pro...

Euromonitor International's Gum in Czech Republic 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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Euromonitor International
July 2024

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Private label performing well but unlikely to challenge the main brands

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