

Gum in Ecuador

Market Direction | 2024-07-09 | 17 pages | Euromonitor

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Report description:

Gum in Ecuador has faced several challenges in recent years. One of the primary issues is that consumers perceive gum as a relatively lacklustre product. This can be attributed to the limited number of new product launches in the gum category, especially when compared to other categories such as pastilles, gummies, jellies and chews. Ecuadorians have a wide variety of options when it comes to confectionery, with manufacturers continuously innovating. By comparison, gum products have not seen the...

Euromonitor International's Gum in Ecuador 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 Ecuador
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List Of Contents And Tables

GUM IN ECUADOR

KEY DATA FINDINGS

2024 DEVELOPMENTS

Gum faces strong competition from other innovative snack categories

Confiteca rules the traditional channel while Agogo attempts a revival

Retailers become direct importers

PROSPECTS AND OPPORTUNITIES

Changing consumer preferences towards sugar-free gum

Forecourt retailers: The modern channel's growth engine

Investment required to reinvigorate category performance

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 ECUADOR

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

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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