

Gum in Estonia

Market Direction | 2024-07-15 | 17 pages | Euromonitor

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Report description:

Chewing gum is seeing positive value and volume growth in Estonia in 2024 as it is promoted as being beneficial to dental health, particularly sugar-free versions. Orbit, for instance, has an image of a tooth on its packaging, suggesting the benefits of chewing gum for teeth. In addition, manufacturers have been actively diversifying their product lines by introducing new flavours, thereby enhancing the overall appeal of chewing gum and contributing to its success.

Euromonitor International's Gum in Estonia 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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