

Gum in Georgia

Market Direction | 2024-07-09 | 16 pages | Euromonitor

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Report description:

Gum witnessed significant volume growth in 2024 as part of its ongoing recovery from the COVID-19 pandemic and the rebound in sales of Wrigley's Orbit brand. In 2022, Wrigley Jr Co, William (Mars Inc) faced supply issues resulting in sales decline across its major brands as well as its Wrigley portfolio. Promotional activities such as discounts and merchandising strategies will drive sales in 2024, alongside novelties from key brands.

Euromonitor International's Gum in Georgia 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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