

## **Gum in Guatemala**

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

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### **Report description:**

Plastic bottle packs have continued to gain ground in gum in Guatemala in 2024. Popular brands available in such formats include Trident (35 pieces), Mentos Pure Fresh (15 pieces) and Orbit White (15 pieces). Buoyant demand is partly explained by growing appreciation for their convenience, as they keep gum fresh for longer and can easily be carried in handbags or stored in car glove compartments. Moreover, while bottles typically retail at higher prices than paper-based packs, they also tend to...

Euromonitor International's Gum in Guatemala 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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Euromonitor International  
July 2024

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