

Gum in Hungary

Market Direction | 2024-07-09 | 20 pages | Euromonitor

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Report description:

The market for gum in Hungary will see an improved performance in 2024, with best growth in retail volume terms. Sales of chewing gum remain largely impulse-driven and with an increase in mobility, consumers have more opportunities to purchase these products which provide a convenient and effective means of refreshing breath on-the-go. However, inflationary pressures are continuing to have an impact on consumer purchasing patterns, with a switch away from non-essential products to everyday necessities...

Euromonitor International's Gum in Hungary 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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Sugar-free gum taps into health and wellness trends

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Sustainability concerns will shape new product development, while new packaging sizes will offer consumers a wider range of options

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