

## **Gum in Lithuania**

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

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### **Report description:**

Retail volume sales of gum are set to remain fairly static in 2024. Sales are dominated by chewing gum, which is promoted as a significant contributor to daily fresh breath maintenance. However, there is a widespread perception in Lithuania that gum is anti-social, and this continues to challenge consumption of both chewing gum, and bubble gum, both of which have been banned at educational institutions. Bubble gum suffers from an especially poor public image, as it is seen as being high in sugar...

Euromonitor International's Gum in Lithuania 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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