

## **Gum in Vietnam**

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

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### **Report description:**

Gum manages to inch back into marginally positive volume gains in Vietnam in 2024, although recovery of the category remains hampered by inflationary pressures leading to lower consumer spending power. Gum is being affected due to the fact it is classed as a non-essential product, while budget-conscious consumers focus their spending on essentials or more indulgent treats in snacks.

Euromonitor International's Gum in Vietnam 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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