

Gum in India

Market Direction | 2024-10-22 | 22 pages | Euromonitor

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Report description:

In India, demand for gum has largely been linked to the smoking population, with many smokers relying on it to freshen their breath and mask the smell of tobacco after smoking. With India's smoking population set to reach over 32 million in 2024, the consumption of both chewing gum and bubble gum is expected to continue to see a slight rise in retail volume terms in this year.

Euromonitor International's Gum in India 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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GUM IN INDIA

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Gum witnesses slight growth in volume demand, driven by the smoking population and impulse purchases

Amplified focus on brand ambassadors to drive brand awareness amongst the target audience

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