

Gum in Indonesia

Market Direction | 2024-08-16 | 18 pages | Euromonitor

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Report description:

Gum remains in a structural decline in Indonesia in 2024, in both value and volume terms. Gum is a small and mature category, with few opportunities for innovation or reinvention. Thus, maturity is set to continue to limit growth potential in gum, although opportunities exist in sugar-free, oral hygiene, and other health and wellness-orientated variants. Sugar-free options are now more widespread than those with sugar, meanwhile, other developments seen in recent years include those which promis...

Euromonitor International's Gum in Indonesia 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
January 2025

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GUM IN INDONESIA

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Gum continues its structural decline in 2024

Competition remains consolidated due to low levels of interest or investment

Convenience stores maintain strength, with niche opportunities still to be found in e-commerce

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