

Gum in Italy

June 2023

Table of Contents

Gum in Italy - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Bubble gum loses appeal Category leader invests in the category Players look to functional and enriched gum to add dynamism

PROSPECTS AND OPPORTUNITIES

Health concerns to continue to dampen the demand for gum Functional and health-orientated offer to become increasingly sophisticated and holistic Sustainability and lifestyles to continue to shape developments

CATEGORY DATA

Table 1 - Sales of Gum by Category: Volume 2018-2023
Table 2 - Sales of Gum by Category: Value 2018-2023
Table 3 - Sales of Gum by Category: % Volume Growth 2018-2023
Table 4 - Sales of Gum by Category: % Value Growth 2018-2023
Table 5 - Sales of Gum by Flavour: Rankings 2018-2023
Table 6 - NBO Company Shares of Gum: % Value 2019-2023
Table 7 - LBN Brand Shares of Gum: % Value 2020-2023
Table 8 - Distribution of Gum by Format: % Value 2018-2023
Table 9 - Forecast Sales of Gum by Category: Volume 2023-2028
Table 10 - Forecast Sales of Gum by Category: % Volume Growth 2023-2028
Table 11 - Forecast Sales of Gum by Category: % Value Growth 2023-2028
Table 12 - Forecast Sales of Gum by Category: % Value Growth 2023-2028

Snacks in Italy - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2023: The big picture Key trends in 2023 Competitive landscape Channel developments What next for snacks?

MARKET DATA

Table 13 - Sales of Snacks by Category: Volume 2018-2023
Table 14 - Sales of Snacks by Category: Value 2018-2023
Table 15 - Sales of Snacks by Category: % Volume Growth 2018-2023
Table 16 - Sales of Snacks by Category: % Value Growth 2018-2023
Table 17 - NBO Company Shares of Snacks: % Value 2019-2023
Table 18 - LBN Brand Shares of Snacks: % Value 2020-2023
Table 19 - Penetration of Private Label by Category: % Value 2018-2023
Table 20 - Distribution of Snacks by Format: % Value 2018-2023
Table 21 - Forecast Sales of Snacks by Category: Volume 2023-2028
Table 22 - Forecast Sales of Snacks by Category: % Volume Growth 2023-2028
Table 23 - Forecast Sales of Snacks by Category: % Value Growth 2023-2028
Table 24 - Forecast Sales of Snacks by Category: % Value Growth 2023-2028

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SOURCES

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