



Gum in the Czech Republic

July 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Chewing gum remains popular thanks to its breath freshening qualities and strong product offerings
Private label performing well but unlikely to challenge the main brands
Increase in face-to-face meetings boosts demand for gum

PROSPECTS AND OPPORTUNITIES

Smokers could have a big influence on sales of chewing gum over the forecast period
Flavour innovation could help to drive demand for chewing gum
Sugar free gum set to benefit from health and wellness trend

CATEGORY DATA

- Table 1 - Sales of Gum by Category: Volume 2019-2024
- Table 2 - Sales of Gum by Category: Value 2019-2024
- Table 3 - Sales of Gum by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Gum by Category: % Value Growth 2019-2024
- Table 5 - Sales of Gum by Flavour: Rankings 2019-2024
- Table 6 - NBO Company Shares of Gum: % Value 2020-2024
- Table 7 - LBN Brand Shares of Gum: % Value 2021-2024
- Table 8 - Distribution of Gum by Format: % Value 2019-2024
- Table 9 - Forecast Sales of Gum by Category: Volume 2024-2029
- Table 10 - Forecast Sales of Gum by Category: Value 2024-2029
- Table 11 - Forecast Sales of Gum by Category: % Volume Growth 2024-2029
- Table 12 - Forecast Sales of Gum by Category: % Value Growth 2024-2029

Snacks in the Czech Republic - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2024: The big picture
Key trends in 2024
Competitive Landscape
Channel developments
What next for snacks?

MARKET DATA

- Table 13 - Sales of Snacks by Category: Volume 2019-2024
- Table 14 - Sales of Snacks by Category: Value 2019-2024
- Table 15 - Sales of Snacks by Category: % Volume Growth 2019-2024
- Table 16 - Sales of Snacks by Category: % Value Growth 2019-2024
- Table 17 - NBO Company Shares of Snacks: % Value 2020-2024
- Table 18 - LBN Brand Shares of Snacks: % Value 2021-2024
- Table 19 - Penetration of Private Label by Category: % Value 2019-2024
- Table 20 - Distribution of Snacks by Format: % Value 2019-2024
- Table 21 - Forecast Sales of Snacks by Category: Volume 2024-2029
- Table 22 - Forecast Sales of Snacks by Category: Value 2024-2029
- Table 23 - Forecast Sales of Snacks by Category: % Volume Growth 2024-2029
- Table 24 - Forecast Sales of Snacks by Category: % Value Growth 2024-2029

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SOURCES

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