



Gum in Poland

July 2024

Table of Contents

Gum in Poland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Bright outlook for gum in Poland in 2024
Younger demographics are key targets for gum players
Reduction in visits to retailers negatively impacts sales of chewing gum in 2024

PROSPECTS AND OPPORTUNITIES

Wrigley will retain its dominance of the category in the years ahead
Health and wellness trend will continue to drive innovation in gum in Poland
Effects of inflation are likely to be limited in the gum arena

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 Poland - 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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