

United States Chewing Gum Market Report 2016

https://marketpublishers.com/r/UF749CC6901EN.html Date: November 2016 Pages: 101 Price: US\$ 3,800.00 (Single User License) ID: UF749CC6901EN

Abstracts

Notes:

Sales, means the sales volume of Chewing Gum

Revenue, means the sales value of Chewing Gum

This report studies sales (consumption) of Chewing Gum in United States market, focuses on the top players, with sales, price, revenue and market share for each player, covering

Wrigley

Lotte

Perfetti Van Melle

Mondelez

Split by product types, with sales, revenue, price, market share and growth rate of each type, can be divided into

Type I

Type II

Type III



Split by applications, this report focuses on sales, market share and growth rate of Chewing Gum in each application, can be divided into

Application 1

Application 2

Application 3



Contents

United States Chewing Gum Market Report 2016

1 CHEWING GUM OVERVIEW

- 1.1 Product Overview and Scope of Chewing Gum
- 1.2 Classification of Chewing Gum
- 1.2.1 Type I
- 1.2.2 Type II
- 1.2.3 Type III
- 1.3 Application of Chewing Gum
 - 1.3.1 Application
 - 1.3.2 Application
- 1.3.3 Application

1.4 United States Market Size Sales (Value) and Revenue (Volume) of Chewing Gum (2011-2021)

1.4.1 United States Chewing Gum Sales and Growth Rate (2011-2021)

1.4.2 United States Chewing Gum Revenue and Growth Rate (2011-2021)

2 UNITED STATES CHEWING GUM COMPETITION BY MANUFACTURERS

2.1 United States Chewing Gum Sales and Market Share of Key Manufacturers (2015 and 2016)

2.2 United States Chewing Gum Revenue and Share by Manufactures (2015 and 2016)

- 2.3 United States Chewing Gum Average Price by Manufactures (2015 and 2016)
- 2.4 Chewing Gum Market Competitive Situation and Trends
 - 2.4.1 Chewing Gum Market Concentration Rate
 - 2.4.2 Chewing Gum Market Share of Top 3 and Top 5 Manufacturers
 - 2.4.3 Mergers & Acquisitions, Expansion

3 UNITED STATES CHEWING GUM SALES (VOLUME) AND REVENUE (VALUE) BY TYPE (2011-2016)

- 3.1 United States Chewing Gum Sales and Market Share by Type (2011-2016)
- 3.2 United States Chewing Gum Revenue and Market Share by Type (2011-2016)
- 3.3 United States Chewing Gum Price by Type (2011-2016)
- 3.4 United States Chewing Gum Sales Growth Rate by Type (2011-2016)



4 UNITED STATES CHEWING GUM SALES (VOLUME) BY APPLICATION (2011-2016)

4.1 United States Chewing Gum Sales and Market Share by Application (2011-2016)

- 4.2 United States Chewing Gum Sales Growth Rate by Application (2011-2016)
- 4.3 Market Drivers and Opportunities

5 UNITED STATES CHEWING GUM MANUFACTURERS PROFILES/ANALYSIS

- 5.1 Wrigley
 - 5.1.1 Company Basic Information, Manufacturing Base and Competitors
 - 5.1.2 Chewing Gum Product Type, Application and Specification
 - 5.1.2.1 Type I
 - 5.1.2.2 Type II
 - 5.1.3 Wrigley Chewing Gum Sales, Revenue, Price and Gross Margin (2011-2016)
 - 5.1.4 Main Business/Business Overview
- 5.2 Lotte
 - 5.2.2 Chewing Gum Product Type, Application and Specification
 - 5.2.2.1 Type I
 - 5.2.2.2 Type II
 - 5.2.3 Lotte Chewing Gum Sales, Revenue, Price and Gross Margin (2011-2016)
- 5.2.4 Main Business/Business Overview
- 5.3 Perfetti Van Melle
 - 5.3.2 Chewing Gum Product Type, Application and Specification
 - 5.3.2.1 Type I
 - 5.3.2.2 Type II

5.3.3 Perfetti Van Melle Chewing Gum Sales, Revenue, Price and Gross Margin (2011-2016)

- 5.3.4 Main Business/Business Overview
- 5.4 Mondelez
 - 5.4.2 Chewing Gum Product Type, Application and Specification
 - 5.4.2.1 Type I
 - 5.4.2.2 Type II
 - 5.4.3 Mondelez Chewing Gum Sales, Revenue, Price and Gross Margin (2011-2016)
 - 5.4.4 Main Business/Business Overview

6 CHEWING GUM MANUFACTURING COST ANALYSIS

6.1 Chewing Gum Key Raw Materials Analysis



- 6.1.1 Key Raw Materials
- 6.1.2 Price Trend of Key Raw Materials
- 6.1.3 Key Suppliers of Raw Materials
- 6.1.4 Market Concentration Rate of Raw Materials
- 6.2 Proportion of Manufacturing Cost Structure
 - 6.2.1 Raw Materials
 - 6.2.2 Labor Cost
- 6.2.3 Manufacturing Expenses
- 6.3 Manufacturing Process Analysis of Chewing Gum

7 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS

- 7.1 Chewing Gum Industrial Chain Analysis
- 7.2 Upstream Raw Materials Sourcing
- 7.3 Raw Materials Sources of Chewing Gum Major Manufacturers in 2015
- 7.4 Downstream Buyers

8 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS

- 8.1 Marketing Channel
 - 8.1.1 Direct Marketing
 - 8.1.2 Indirect Marketing
 - 8.1.3 Marketing Channel Development Trend
- 8.2 Market Positioning
 - 8.2.1 Pricing Strategy
 - 8.2.2 Brand Strategy
- 8.2.3 Target Client
- 8.3 Distributors/Traders List

9 MARKET EFFECT FACTORS ANALYSIS

- 9.1 Technology Progress/Risk
 - 9.1.1 Substitutes Threat
- 9.1.2 Technology Progress in Related Industry
- 9.2 Consumer Needs/Customer Preference Change
- 9.3 Economic/Political Environmental Change

10 UNITED STATES CHEWING GUM MARKET FORECAST (2016-2021)



10.1 United States Chewing Gum Sales, Revenue Forecast (2016-2021)10.2 United States Chewing Gum Sales Forecast by Type (2016-2021)10.3 United States Chewing Gum Sales Forecast by Application (2016-2021)

10.4 Chewing Gum Price Forecast (2016-2021)

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

Author List Disclosure Section Research Methodology Data Source Disclaimer





List Of Tables

LIST OF TABLES AND FIGURES

Figure Picture of Chewing Gum Table Classification of Chewing Gum Figure United States Sales Market Share of Chewing Gum by Type in 2015 Table Application of Chewing Gum Figure United States Sales Market Share of Chewing Gum by Application in 2015 Figure United States Chewing Gum Sales and Growth Rate (2011-2021) Figure United States Chewing Gum Revenue and Growth Rate (2011-2021) Table United States Chewing Gum Sales of Key Manufacturers (2015 and 2016) Table United States Chewing Gum Sales Share by Manufacturers (2015 and 2016) Figure 2015 Chewing Gum Sales Share by Manufacturers Figure 2016 Chewing Gum Sales Share by Manufacturers Table United States Chewing Gum Revenue by Manufacturers (2015 and 2016) Table United States Chewing Gum Revenue Share by Manufacturers (2015 and 2016) Table 2015 United States Chewing Gum Revenue Share by Manufacturers Table 2016 United States Chewing Gum Revenue Share by Manufacturers Table United States Market Chewing Gum Average Price of Key Manufacturers (2015) and 2016) Figure United States Market Chewing Gum Average Price of Key Manufacturers in 2015 Figure Chewing Gum Market Share of Top 3 Manufacturers Figure Chewing Gum Market Share of Top 5 Manufacturers Table United States Chewing Gum Sales by Type (2011-2016) Table United States Chewing Gum Sales Share by Type (2011-2016) Figure United States Chewing Gum Sales Market Share by Type in 2015 Table United States Chewing Gum Revenue and Market Share by Type (2011-2016) Table United States Chewing Gum Revenue Share by Type (2011-2016) Figure Revenue Market Share of Chewing Gum by Type (2011-2016) Table United States Chewing Gum Price by Type (2011-2016) Figure United States Chewing Gum Sales Growth Rate by Type (2011-2016) Table United States Chewing Gum Sales by Application (2011-2016) Table United States Chewing Gum Sales Market Share by Application (2011-2016) Figure United States Chewing Gum Sales Market Share by Application in 2015 Table United States Chewing Gum Sales Growth Rate by Application (2011-2016) Figure United States Chewing Gum Sales Growth Rate by Application (2011-2016) Table Wrigley Basic Information List Table Wrigley Chewing Gum Sales, Revenue, Price and Gross Margin (2011-2016)



Figure Wrigley Chewing Gum Sales Market Share (2011-2016) Table Lotte Basic Information List Table Lotte Chewing Gum Sales, Revenue, Price and Gross Margin (2011-2016) Table Lotte Chewing Gum Sales Market Share (2011-2016) Table Perfetti Van Melle Basic Information List Table Perfetti Van Melle Chewing Gum Sales, Revenue, Price and Gross Margin (2011-2016)Table Perfetti Van Melle Chewing Gum Sales Market Share (2011-2016) Table Mondelez Basic Information List Table Mondelez Chewing Gum Sales, Revenue, Price and Gross Margin (2011-2016) Table Mondelez Chewing Gum Sales Market Share (2011-2016) Table Production Base and Market Concentration Rate of Raw Material Figure Price Trend of Key Raw Materials Table Key Suppliers of Raw Materials Figure Manufacturing Cost Structure of Chewing Gum Figure Manufacturing Process Analysis of Chewing Gum Figure Chewing Gum Industrial Chain Analysis Table Raw Materials Sources of Chewing Gum Major Manufacturers in 2015 Table Major Buyers of Chewing Gum Table Distributors/Traders List Figure United States Chewing Gum Production and Growth Rate Forecast (2016-2021) Figure United States Chewing Gum Revenue and Growth Rate Forecast (2016-2021) Table United States Chewing Gum Production Forecast by Type (2016-2021) Table United States Chewing Gum Consumption Forecast by Application (2016-2021)



I would like to order

Product name: United States Chewing Gum Market Report 2016 Product link: <u>https://marketpublishers.com/r/UF749CC6901EN.html</u>

> Price: US\$ 3,800.00 (Single User License / Electronic Delivery) If you want to order Corporate License or Hard Copy, please, contact our Customer Service: <u>info@marketpublishers.com</u>

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <u>https://marketpublishers.com/r/UF749CC6901EN.html</u>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name: Last name: Email: Company: Address: City: Zip code: Country: Tel: Fax: Your message:

**All fields are required

Custumer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <u>https://marketpublishers.com/docs/terms.html</u>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970