

## **Gum in North Macedonia**

Market Direction | 2022-09-14 | 16 pages | Euromonitor

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### **Report description:**

Gum is expected to register a third year in a row of volume decline, though value sales are expected to increase due to price rises, mainly stemming from the war in Ukraine, which is pushing up energy and food prices. Gum increasingly has a bad name, due to its high sugar content and bad environmental reputation in terms of disposability and this hampering volume sales.

Euromonitor International's Gum in North Macedonia 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 2017-2021, 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 2026, 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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William Wrigley Jr dominates in 2022 due to solid marketing, while AD Makpromet remains sole domestic player

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