

## **Gum in Serbia**

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

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### **Report description:**

Gum was hit hard by Coronavirus (COVID-19) in Serbia in 2020. This was because gum products are usually consumed outside the home for breath freshening purposes, including after eating out at a foodservice establishment, or as a mouth-filler. As social activities were severely limited in 2020, chewing gum and bubble gum registered strong declines in retail volume and current value sales.

Euromonitor International's Gum in Serbia 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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## Table of Contents:

Gum in Serbia  
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### List Of Contents And Tables

#### GUM IN SERBIA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Gum sales on the decline as consumers opt for alternatives such as mints

Convenience and accessibility dictate distribution choices in 2022

William Wrigley dominates with highly advertised Orbit, although a lack of competition limits new product development

##### PROSPECTS AND OPPORTUNITIES

Growth potential of gum will be limited by the popularity of alternatives such as mints

Small players set to invest in new launches and marketing to gain ground

Declining young population limits growth potential of bubble gum, but more older consumers are likely to use chewing gum

##### CATEGORY DATA

Table 1 Sales of Gum by Category: Volume 2017-2022

Table 2 Sales of Gum by Category: Value 2017-2022

Table 3 Sales of Gum by Category: % Volume Growth 2017-2022

Table 4 Sales of Gum by Category: % Value Growth 2017-2022

Table 5 NBO Company Shares of Gum: % Value 2018-2022

Table 6 LBN Brand Shares of Gum: % Value 2019-2022

Table 7 Distribution of Gum by Format: % Value 2017-2022

Table 8 Forecast Sales of Gum by Category: Volume 2022-2027

Table 9 Forecast Sales of Gum by Category: Value 2022-2027

Table 10 □Forecast Sales of Gum by Category: % Volume Growth 2022-2027

Table 11 □Forecast Sales of Gum by Category: % Value Growth 2022-2027

#### SNACKS IN SERBIA

##### EXECUTIVE SUMMARY

Snacks in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for snacks?

##### MARKET DATA

Table 12 Sales of Snacks by Category: Volume 2017-2022

Table 13 Sales of Snacks by Category: Value 2017-2022

Table 14 Sales of Snacks by Category: % Volume Growth 2017-2022

Table 15 Sales of Snacks by Category: % Value Growth 2017-2022

Table 16 NBO Company Shares of Snacks: % Value 2018-2022

Table 17 LBN Brand Shares of Snacks: % Value 2019-2022

Table 18 Penetration of Private Label by Category: % Value 2017-2022

Table 19 Distribution of Snacks by Format: % Value 2017-2022

Table 20 Forecast Sales of Snacks by Category: Volume 2022-2027

Table 21 □Forecast Sales of Snacks by Category: Value 2022-2027

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Table 22 □Forecast Sales of Snacks by Category: % Volume Growth 2022-2027

Table 23 □Forecast Sales of Snacks by Category: % Value Growth 2022-2027

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SOURCES

Summary 1 Research Sources

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