

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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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

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