

Gum in Romania

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Report description:

Current retail volume growth in 2023 results from completely eliminating COVID-19 restrictions since 2022, with students returning to school and workers in the workplace. With more time spent outside of the home, socialising and meetings have revived the role of gum as a breath refresher - however, levels are yet to align with pre-pandemic results. One reason for this is that the gum-chewing habit was reduced during the pandemic and was not reversed in totality as restrictions were eliminated. H...

Euromonitor International's Gum in Romania 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 2018-2022, 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 2027, 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 ROMANIA

KEY DATA FINDINGS

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A return to socialising boost gum used as a way to freshen breath

Mars Romania continues to dominate, offering the top three brands

Rising health and wellness trends will boost sales of premium offerings

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Positive performance driven by social interactions and added health benefits

Mars is set to retain its top spot, shaping the performance of the landscape

There is limited opportunity for smaller players to enter the landscape

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