

Gum in Bosnia and Herzegovina

Market Direction | 2023-07-28 | 16 pages | Euromonitor

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Report description:

In 2023, gum saw minimal decline in retail volume terms due to diminishing consumer demand for products in this category. Health and wellness trends and changing consumer preferences are diverting consumers away from gum and towards healthier snack options. Bubble gum, mainly targeted at children and young teenagers, suffers from an image of too much sugar and of being damaging to oral health, while chewing gum is often seen as antisocial and can be problematic to dispose of.

Euromonitor International's Gum in Bosnia and Herzegovina 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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