

## **Gum in Romania**

Market Direction | 2024-06-28 | 19 pages | Euromonitor

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### **Report description:**

Gum is achieving positive volume and robust value sales in Romania in 2024. This is primarily attributed to consumers' post-pandemic return to busy, out-of-home lifestyles, therefore reviving the role of gum as a breath freshener. Added to which, the VAT hikes in relation to high-sugar products have not affected gum negatively, as the majority of modern variants in chewing gum are sugar-free (no added sugar), alongside the fact that inflationary pressures have had a minimal impact on gum, due to...

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 2019-2023, 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 2028, 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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