

Gum in Bosnia and Herzegovina

Market Direction | 2024-07-04 | 16 pages | Euromonitor

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Report description:

Gum in Bosnia faces a challenging reality in 2024. Consumer demand continues to dwindle due to a shrinking population base. This demographic decline translates to a moderate decrease in retail volume. Even with rising unit prices caused by inflation, the category only manages to maintain positive growth in RSP value terms. The combination of worsening economic conditions, ongoing domestic political issues, and global crises has taken a toll on non-essential food categories like gum.

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 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Euromonitor International
July 2024

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