

## **Gum in Bulgaria**

Market Direction | 2024-07-04 | 20 pages | Euromonitor

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### **Report description:**

Gum continues to see steady growth in retail volume terms in 2024, although growth has been stronger in current value terms which is due to price inflation. Gum is entirely an imported product and thus it has been impacted by higher transportation fees. The category is still in the process of recovering from the huge drop in sales seen during the start of the pandemic when consumers found themselves stuck at home. Sales have struggled to recover to pre-pandemic levels in retail volume terms beca...

Euromonitor International's Gum in Bulgaria 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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