

Gum in Romania

July 2023

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Gum in Romania - Category analysis

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2023 DEVELOPMENTS

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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