



Gum in Romania

June 2024

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Gum in Romania - Category analysis

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2024 DEVELOPMENTS

Gum achieves positive volume and robust value sales, thanks to strength of chewing gum

Mars dominates gum with its strong portfolio of well-known brands

Health and wellbeing trends vs gum

PROSPECTS AND OPPORTUNITIES

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Mars will retain its competitive dominance thanks to strength of its portfolio and distribution reach

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