

Gum in Serbia

July 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Slowdown in growth in 2023, as consumers look to other breath-refreshing alternatives
Wrigley has virtual monopoly on sales
Convenience and accessibility dictate distribution choices

PROSPECTS AND OPPORTUNITIES

More time spent outside the home will drive demand for gum, although growth potential will be limited by the popularity of other breath-freshening alternatives
Sugar-free gum will continue to lead sales
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