

Gum in Serbia

September 2022

Table of Contents

Gum in Serbia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Gum sales on the decline as consumers opt for alternatives such as mints

Convenience and accessibility dictate distribution choices in 2022

William Wrigley dominates with highly advertised Orbit, although a lack of competition limits new product development

PROSPECTS AND OPPORTUNITIES

Growth potential of gum will be limited by the popularity of alternatives such as mints

Small players set to invest in new launches and marketing to gain ground

Declining young population limits growth potential of bubble gum, but more older consumers are likely to use chewing gum

CATEGORY DATA

Table 1 - Sales of Gum by Category: Volume 2017-2022

Table 2 - Sales of Gum by Category: Value 2017-2022

Table 3 - Sales of Gum by Category: % Volume Growth 2017-2022

Table 4 - Sales of Gum by Category: % Value Growth 2017-2022

Table 5 - NBO Company Shares of Gum: % Value 2018-2022

Table 6 - LBN Brand Shares of Gum: % Value 2019-2022

Table 7 - Distribution of Gum by Format: % Value 2017-2022

Table 8 - Forecast Sales of Gum by Category: Volume 2022-2027

Table 9 - Forecast Sales of Gum by Category: Value 2022-2027

Table 10 - Forecast Sales of Gum by Category: % Volume Growth 2022-2027

Table 11 - Forecast Sales of Gum by Category: % Value Growth 2022-2027

Snacks in Serbia - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2022: The big picture

Key trends in 2022

Competitive landscape

Channel developments

What next for snacks?

MARKET DATA

Table 12 - Sales of Snacks by Category: Volume 2017-2022

Table 13 - Sales of Snacks by Category: Value 2017-2022

Table 14 - Sales of Snacks by Category: % Volume Growth 2017-2022

Table 15 - Sales of Snacks by Category: % Value Growth 2017-2022

Table 16 - NBO Company Shares of Snacks: % Value 2018-2022

Table 17 - LBN Brand Shares of Snacks: % Value 2019-2022

Table 18 - Penetration of Private Label by Category: % Value 2017-2022

Table 19 - Distribution of Snacks by Format: % Value 2017-2022

Table 20 - Forecast Sales of Snacks by Category: Volume 2022-2027

Table 21 - Forecast Sales of Snacks by Category: Value 2022-2027

Table 22 - Forecast Sales of Snacks by Category: % Volume Growth 2022-2027

Table 23 - Forecast Sales of Snacks by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/gum-in-serbia/report.