



Euromonitor
International

Gum in Romania

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Gum in Romania - Category analysis

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2025 DEVELOPMENTS

Gum sales continue to grow, driven by recovery of social activity and affordability

Mars's stronghold on sales discourages competitors

Modern retail leads gum distribution, but local grocers remain vital in rural areas

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Scope for further innovation in gum, as health and wellness trends gain traction

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SOURCES

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