

Gum in Bulgaria

July 2025

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Gum in Bulgaria - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Chewing gum leads growth in 2025 as hybrid work habits persist in Bulgaria

Mars Inc Bulgaria leads gum as Perfetti Van Melle and Fini Golosinas España SLU record strong growth

Supermarkets leads gum distribution as convenience stores grow rapidly with minimart expansion

PROSPECTS AND OPPORTUNITIES

Gum sales are forecast to grow, driven by rising demand for refreshment and oral hygiene support

Innovation is set to be driven by natural health trends and playful product launches

Brand communications is set to highlight chewing gum as a micro-stress relief

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SOURCES

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