



Gum in Ireland

July 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Modest volume growth with a stronger value performance for Gum
Wrigley continues to dominate gum sales, increasing its share in 2025
Forecourt retailers lead sales while retail e-commerce and discounters gain ground

PROSPECTS AND OPPORTUNITIES

Moderate growth expected across the forecast period, driven by chewing gum sales
Product innovation and a focus on flavour is set to drive differentiation in gum
Health trends are set to drive demand for both sugar-free and sustainable products

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