



Euromonitor
International

Gum in Argentina

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Gum in Argentina - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Gum remains vulnerable as economic pressures lead parents to cut spending
Arcor SAIC and Mondelez dominate chewing gum, while Bazooka regains ground
Wholesalers gain traction by catering to individual consumers

PROSPECTS AND OPPORTUNITIES

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Health trends may limit bubble gum as parents shift toward lower-sugar options

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SOURCES

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