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Gum in the United Kingdom

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Gum in the United Kingdom - Category analysis

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2025 DEVELOPMENTS

Gum maintains growth as impulse sales recover

Despite market dominance, Wrigley faces intensifying competition

Convenience boosts sales through small local grocers, convenience stores and e-commerce

PROSPECTS AND OPPORTUNITIES

Gum is set to grow steadily but challenges persist.

Flavour and packaging innovations can drive gum growth by attracting younger consumers and expanding consumption occasions.

The rise of environmental and health awareness is creating a strong foundation for the growth of plastic-free gum

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