



Euromonitor
International

Gum in Austria

July 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Sugar-free and sustainability attributes are key drivers of growth for gum in 2025
Mars Austria maintains its leadership despite losing share to others in 2025
Supermarkets retains the lead while retail e-commerce and discounters gain ground

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Chewing gum is set to drive growth while sales of bubble gum continue to decline
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