

Gum in Germany

July 2024

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Gum in Germany - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Retail landscape remains traditional with higher demand for gum in summer Sugar-free remains dominant in Germany's gum offer Gum strips from Wrigley no longer available in local market

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Wrigley's withdrawal of gum strips leaves space for new brands and formats Plastic reduction and sustainability set to be main drivers of product innovation E-commerce's growth likely to continue slowing

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