

# Gum in Finland

July 2024

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## Gum in Finland - Category analysis

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#### 2024 DEVELOPMENTS

Marginal growth for gum, in context of increasing maturity and competition from xylitol-sweetened mints

Trend three

Flavour remains key focus of manufacturer innovation

#### PROSPECTS AND OPPORTUNITIES

Players will attempt to offset growing maturity in gum through introduction of value-added products

Domestic origin will become more important when it comes to purchasing decisions

Plastic-free gums will gain momentum

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