

# Gum in Poland

July 2024

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## Gum in Poland - Category analysis

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#### 2024 DEVELOPMENTS

Bright outlook for gum in Poland in 2024  
Younger demographics are key targets for gum players  
Reduction in visits to retailers negatively impacts sales of chewing gum in 2024

#### PROSPECTS AND OPPORTUNITIES

Wrigley will retain its dominance of the category in the years ahead  
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