

Gum in Hungary

July 2024

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Gum in Hungary - Category analysis

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2024 DEVELOPMENTS

Improved performance for gum in 2024

Mars continues to dominate sales but private label gains traction

Sugar-free gum taps into health and wellness trends

PROSPECTS AND OPPORTUNITIES

Sugar-free gums will continue to proliferate, alongside increased oral health concerns

Sustainability concerns will shape new product development, while new packaging sizes will offer consumers a wider range of options

High stress levels and facial fitness trend will increase gum consumption

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