

Gum in Spain

June 2024

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Gum in Spain - Category analysis

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2024 DEVELOPMENTS

Increasingly active lifestyles and a buoyant tourism industry support sales of gum in 2024

Perfetti Van Melle acquires Mondelez's gum while private label puts pressure on Mars

Functional claims help add value to chewing gum

PROSPECTS AND OPPORTUNITIES

Gum will need investment to fend off signs of category maturity

Trident expected to benefit from new launches while brands likely to focus on impulse sales to avoid competition from private label

Putting the fun in bubble gum will be key to growth

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