

Gum in Switzerland

July 2023

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Gum in Switzerland - Category analysis

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2023 DEVELOPMENTS

Rising health and wellness trends lead to declining sales of gum Natural ingredients and the rising sustainability trend shapes product developments Mondelez sells its gum business while Migros increases its share

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Lack of impulse purchases and rising sugar concerns challenge sales Perfetti Van Melle Group takes the lead and adapts to rising trends Bubble gum suffers due to unhealthy image and competition from sugar confectionery

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