

# Gum in Israel

July 2023

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## Gum in Israel - Category analysis

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Gum sees a rebound in demand in 2023, as Strauss's products return to retail shelves

Mentos gum with vitamins gives boost to sales of sugar-free gum

Mars Multisales Israel maintains its lead in gum in 2023

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Price rises will facilitate shift towards larger packaging sizes

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