

Gum in Saudi Arabia

June 2024

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Gum in Saudi Arabia - Category analysis

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2024 DEVELOPMENTS

Return to normality supports gum sales, with health-oriented options seeing an increase in demand

Gum remains a highly consolidated competitive landscape

Discounters become more important in distribution of gum

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Return to pre-pandemic lifestyles will support early recovery for retail volume sales

Health and wellness trends will drive innovation in the market

Demand for sustainable gum will increase

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