

Gum in Mexico

September 2023

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Gum in Mexico - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Volume sales of gum continue declining as consumers prefer other products

Companies diversify and move their focus towards other categories

Trident strengthens its efforts to attract gamers

PROSPECTS AND OPPORTUNITIES

Gum likely to become a niche product

The development of products containing CBD might offer opportunities for gum

Companies might need to reformulate their products due to recent findings

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