

# Gum in Italy

June 2024

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## Gum in Italy - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Return to sociable lifestyles benefits gum, but eco-friendly consumers are switching to mints  
Bubble gum continues on a downwards trend, while Big Babol aims to boost sales with NBA partnership  
Chewing Gum Day now celebrated in Italy, presenting an opportunity for brands to engage with consumers

#### PROSPECTS AND OPPORTUNITIES

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