



Euromonitor
International

Gum in China

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Gum in China - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Gum sees value sales rise as players invest in new consumption occasions

Wrigley dominates chewing gum and retains stronghold over bubble gum in 2025

Supermarkets accounts for most gum sales in China, with gum increasingly seen as offering emotional value

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DISCLAIMER

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