

Gum in Denmark

June 2025

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Gum in Denmark - Category analysis

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2025 DEVELOPMENTS

Modest increase in sales reflects return to on-the-go consumption

Perfetti Van Melle dominates sales, gaining share in 2025

Discounters continues to lead sales thanks to nationwide presence

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Technology will help shape the category's fortunes

Health and wellness trend aligns well with innovations in gum

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