



Euromonitor
International

Gum in Hungary

July 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Improved performance for gum in 2024
- Mars continues to dominate sales but private label gains traction
- Sugar-free gum taps into health and wellness trends

PROSPECTS AND OPPORTUNITIES

- Sugar-free gums will continue to proliferate, alongside increased oral health concerns
- Sustainability concerns will shape new product development, while new packaging sizes will offer consumers a wider range of options
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