



# Gum in the United Kingdom

June 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Gum maintains growth as impulse sales recover  
Despite market dominance, Wrigley faces intensifying competition  
Convenience boosts sales through small local grocers, convenience stores and e-commerce

PROSPECTS AND OPPORTUNITIES

Gum is set to grow steadily but challenges persist.  
Flavour and packaging innovations can drive gum growth by attracting younger consumers and expanding consumption occasions.  
The rise of environmental and health awareness is creating a strong foundation for the growth of plastic-free gum

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