

# Gum in Switzerland

July 2025

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Gum records slight value growth in a challenging retail environment Consolidation boosts leadership as functional innovation gains ground Supermarkets lead distribution, while hypermarkets see renewed growth

#### PROSPECTS AND OPPORTUNITIES

Gum expected to remain stable as wellness trends and shopping behaviour shape future growth

Functional gum and wellness-enhancing formats expected to lead innovation

Littering regulations remain localised, but consumer behaviour is already shaped by sustainability concerns

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