



Gum in Colombia

July 2025

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2025 DEVELOPMENTS

Volume sales of gum continue to decline in 2025

Mondelez dominates, with strong campaigns focusing on younger consumers

Small local grocers helps manufacturers to reach key consumers

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Gum sales are expected to grow as impulse purchases recover

Diversity and inclusion update brand positioning to better connect with younger audience

Sustainable chewing gum brands have potential for success over forecast period

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