



Euromonitor
International

Gum in Ireland

July 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Modest volume growth with a stronger value performance for Gum
Wrigley continues to dominate gum sales, increasing its share in 2025
Forecourt retailers lead sales while retail e-commerce and discounters gain ground

PROSPECTS AND OPPORTUNITIES

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Product innovation and a focus on flavour is set to drive differentiation in gum
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