

Gum in Israel

July 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Gum records value growth as chewing gum outpaces sales of bubble gum

Mars Multisales Israel Ltd retains its lead while Strauss Group Ltd gains ground through bubble gum sales

Discounters lead gum distribution as retail e-commerce gains momentum in 2025

PROSPECTS AND OPPORTUNITIES

Gum is set to face slower growth as bubble gum declines and price rises ease

Products offering added or functional benefits may emerge over the forecast period

Sugar-free gum is expected to show the fastest growth, supported by health trends

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