



Gum in the Philippines

July 2025

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Gum in the Philippines - Category analysis

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2025 DEVELOPMENTS

Chewing gum records retail value growth as bubble gum struggles to innovate

Wrigley Philippines Inc continues to lead, improving its share with a focus on innovations

Small local grocers continue to be the key channel, while retail e-commerce gains momentum

PROSPECTS AND OPPORTUNITIES

Stable value sales are expected, driven by modern lifestyle trends

Small local grocers will anchor gum sales while retail e-commerce will remain niche

Health and wellness trends will create both opportunities and challenges across gum

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