



# Gum in India

October 2025

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## Gum in India - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Affordability benefits impulse purchases while mints pose a competitive threat

Perfetti Van Melle India maintains a strong lead in gum

Traditional retailers grasp the lion's share of sales

#### PROSPECTS AND OPPORTUNITIES

Players will look to extend the benefit proposition with a health-focus

Labelling revisions could lead to greater consumer scrutiny

Small local grocers will remain crucial for impulse purchases, while modern retailers and quick commerce platforms drive premiumisation

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