



# Gum in Argentina

July 2025

Table of Contents

## Gum in Argentina - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Gum remains vulnerable as economic pressures lead parents to cut spending  
Arcor SAIC and Mondelez dominate chewing gum, while Bazooka regains ground  
Wholesalers gain traction by catering to individual consumers

#### PROSPECTS AND OPPORTUNITIES

Economic stabilisation and rising disposable incomes will support gum's recovery  
Digital payments remove the need for gum as small change, opening space for innovation  
Health trends may limit bubble gum as parents shift toward lower-sugar options

#### CATEGORY DATA

Table 1 - Sales of Gum by Category: Volume 2020-2025  
Table 2 - Sales of Gum by Category: Value 2020-2025  
Table 3 - Sales of Gum by Category: % Volume Growth 2020-2025  
Table 4 - Sales of Gum by Category: % Value Growth 2020-2025  
Table 5 - Sales of Gum by Flavour: Rankings 2020-2025  
Table 6 - NBO Company Shares of Gum: % Value 2021-2025  
Table 7 - LBN Brand Shares of Gum: % Value 2022-2025  
Table 8 - Distribution of Gum by Format: % Value 2020-2025  
Table 9 - Forecast Sales of Gum by Category: Volume 2025-2030  
Table 10 - Forecast Sales of Gum by Category: Value 2025-2030  
Table 11 - Forecast Sales of Gum by Category: % Volume Growth 2025-2030  
Table 12 - Forecast Sales of Gum by Category: % Value Growth 2025-2030

## Snacks in Argentina - Industry Overview

### EXECUTIVE SUMMARY

Snacks in 2025: The big picture  
Key trends in 2025  
Competitive Landscape  
Channel developments  
What next for snacks?

#### MARKET DATA

Table 13 - Sales of Snacks by Category: Volume 2020-2025  
Table 14 - Sales of Snacks by Category: Value 2020-2025  
Table 15 - Sales of Snacks by Category: % Volume Growth 2020-2025  
Table 16 - Sales of Snacks by Category: % Value Growth 2020-2025  
Table 17 - NBO Company Shares of Snacks: % Value 2021-2025  
Table 18 - LBN Brand Shares of Snacks: % Value 2022-2025  
Table 19 - Penetration of Private Label by Category: % Value 2020-2025  
Table 20 - Distribution of Snacks by Format: % Value 2020-2025  
Table 21 - Forecast Sales of Snacks by Category: Volume 2025-2030  
Table 22 - Forecast Sales of Snacks by Category: Value 2025-2030  
Table 23 - Forecast Sales of Snacks by Category: % Volume Growth 2025-2030  
Table 24 - Forecast Sales of Snacks by Category: % Value Growth 2025-2030

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