



# Gum in Mexico

June 2025

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#### 2025 DEVELOPMENTS

Sugar-free chewing gum and digital platforms help to support sales

Mondelez maintains its lead thanks to strength of its Trident and Bubbalo brands

Tienditas remain key, while e-commerce continues to grow

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Product innovation and distribution expansion will support ongoing low-yet-steady sales

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Junk food ban in schools could impact sales of gum

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