



Euromonitor
International

Gum in Colombia

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Gum in Colombia - Category analysis

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2025 DEVELOPMENTS

Volume sales of gum continue to decline in 2025

Mondelez dominates, with strong campaigns focusing on younger consumers

Small local grocers helps manufacturers to reach key consumers

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Gum sales are expected to grow as impulse purchases recover

Diversity and inclusion update brand positioning to better connect with younger audience

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SOURCES

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