



# Gum in Canada

June 2025

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## Gum in Canada - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Products that offer health and wellness attributes drive growth in chewing gum  
Perfette Van Melle retains its leads while The Pur Co has a strong performance  
Forecourt retailers remain the largest distribution channel but retail e-commerce shows dynamism

#### PROSPECTS AND OPPORTUNITIES

New product development is expected to support ongoing value growth in gum  
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