



# Gum in Canada

June 2025

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#### 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

Digital media communications will be key to engaging younger consumers

Innovation is set to focus on health and wellness attributes, aligning with consumer demands

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