

# Gum in South Africa

July 2023

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## Gum in South Africa - Category analysis

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Added-value and new flavours drive strong single-digit value growth in 2023

Mintex pioneers local gum production

Cheap imports remain a threat to mainstream brands in 2023

#### PROSPECTS AND OPPORTUNITIES

Flavour and pack size innovation will be pivotal for growth during the forecast period

Mondelez expected to remain the leader, but strong competition could threaten its share

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