

# Gum in Algeria

June 2023

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## Gum in Algeria - Category analysis

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#### 2023 DEVELOPMENTS

Gum is yet to recover from COVID-19, as economic hardship hampers sales  
Chewing gum remains the key product area, with consumers appreciating fresh breath  
International players continue to lead, despite restrictions on imports

#### PROSPECTS AND OPPORTUNITIES

Gum has healthy growth prospects as sugar-free options drive sales  
Modern retailing continues to win value share across the forecast period  
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