

# Gum in Uzbekistan

July 2023

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# Gum in Uzbekistan - Category analysis

# **KEY DATA FINDINGS**

### 2023 DEVELOPMENTS

Volume growth of gum cannot be held back by rising prices Wrigley maintains its dominance New local brands gain share with halal offerings, and imports increase

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Growth set to continue as consumers' spending power rises Demand for fresh breath will lead chewing gum to continue to prevail More impulse purchases in modern retail channels

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