

# Gum in Portugal

July 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Gum slowly recovers from pandemic impacts, while Perfetti Van Melle acquires Mondelez's gum business

Price hikes remain relatively mild in gum, although private labels can still gain shares

Kiosk closures limit gum's traditional distribution channels, while new ones open

#### PROSPECTS AND OPPORTUNITIES

Larger formats and sustainable packaging set to be the next trends

Product rationalisation remains the key focus, from industry to distribution

What happens next will depend on the story of Mondelez and Perfetti Van Melle

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