

# Gum in Vietnam

June 2023

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### Gum in Vietnam - Category analysis

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#### 2023 DEVELOPMENTS

Inflationary pressures impact sales of chewing gum, with bubble gum remaining a niche Sugar-free gum trend gathers pace Lotte strengthens its competitiveness through continuous advertising and health-focused message, while plastic jars rise in popularity as a packaging format

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Health-conscious consumers will drive growth Bubble gum will see slower growth in absence of product innovation Further investment among category leaders set to spur growth

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