

# Gum in Japan

June 2023

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## Gum in Japan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Gum continues to suffer from mask-wearing, hybrid working, decline in smoking population, and competition with other snacks

Lotte continues to focus on functional gum and researches different benefits of gum

A focus on products with health claims

#### PROSPECTS AND OPPORTUNITIES

Manufacturers shift their focus to other snacks, as gum is not expected to recover

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Manufacturers likely to focus on creating new value for gum

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