

Gum in Uruguay

July 2023

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Gum in Uruguay - Category analysis

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2023 DEVELOPMENTS

Gum continues its recovery in 2023 from the sales slump seen during the pandemic Lack of innovation sees bubble gum underperforming The Beldent and Top Line brands dominate the gum category

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Sales will not return to pre-pandemic levels over the forecast period E-commerce penetration expected to remain limited for gum New labelling law having an impact on bubble gum

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