

# Gum in South Korea

June 2023

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## Gum in South Korea - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rebound in sales of gum following the end of the mask mandate  
Lotte Wellfood consolidates its dominance in gum with popular animation characters  
Orion adds a fun element to its gum products to approach the younger generations

#### PROSPECTS AND OPPORTUNITIES

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