

Gum in Peru

June 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Significant growth of gum due to wide distribution and the resumption of normal lifestyles in the wake of COVID-19, though volume sales fail to reach pre-pandemic levels

Mondelez consolidates its leadership in chewing gum, mainly with the Trident brand that offers a wide variety of types and flavours

Bubble gum benefits from a significant increase in sales due to its availability and affordable price, but has yet to reach pre-pandemic volume levels

PROSPECTS AND OPPORTUNITIES

Gum recovers volume sales but needs time to reach 2019 levels due to a decline in consumption habits

High dynamism in chewing gum thanks to frequent innovations, where mint and peppermint flavours are well accepted

Difficult economic situation affects higher-priced gum, leading consumers to reduce their consumption and opt for cheaper alternatives

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DISCLAIMER

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