

Gum in Turkey

July 2023

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Gum in Turkey - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Following the outbreak of COVID-19, gum enters a phase of recovery

Sales of functional gum rise, offering consumers added benefits in addition to fresh breath

Perfetti Van Melle is set to take over the Mondelez gum brands

PROSPECTS AND OPPORTUNITIES

Gum growth is set to be positive, driven by new taste experiences

Innovation focuses on health and wellness trends, with natural ingredients

Opportunities for players to engage with the growing young population

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