

Gum in Indonesia

June 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Distribution channel penetration crucial for gum sales, as convenience stores widen their reach
Perfetti Van Melle Indonesia maintains its leading position in gum
Maturity of category limits innovation opportunities – other than those seen in “healthier” variants

PROSPECTS AND OPPORTUNITIES

Post-pandemic lifestyles will continue to support sales in gum over the forecast period
Gum performance is associated with the smoking culture in Indonesia
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