



Gum in Brazil

August 2023

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Gum in Brazil - Category analysis

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2023 DEVELOPMENTS

Static demand for gum, despite normalisation of consumer lifestyles

Manufacturers seek to retain consumer interest through packaging innovations and introduction of healthier variants

Companies focus on digitalisation and personalisation

PROSPECTS AND OPPORTUNITIES

Focus on nostalgia is expected to continue

Sugar-free gums will focus on oral health benefits

Functional gums will gain traction

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