



# Gum in South Africa

July 2024

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## Gum in South Africa - Category analysis

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#### 2024 DEVELOPMENTS

Cheaper imports of chewing gum limit volume decline for gum

Brands appeal to a wide range of consumers with different packaging formats

Mondelez International uses social media, competitions, and product developments to maintain its dominance

#### PROSPECTS AND OPPORTUNITIES

Different flavours and pack sizes will be important to limit volume decline

Despite competition from imports, Mondelez and William Wrigley Jr set to maintain their leading positions

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