

Gum in Indonesia

August 2024

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Gum in Indonesia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Gum continues its structural decline in 2024

Competition remains consolidated due to low levels of interest or investment

Convenience stores maintain strength, with niche opportunities still to be found in e-commerce

PROSPECTS AND OPPORTUNITIES

Few notable prospects ahead for gum

No major innovations expected in gum packaging or modernisation

Stronger developments in distribution channels needed

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