

# Gum in Hong Kong, China

June 2024

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## Gum in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Limited development of innovative gum options stunts value sales  
Lotte aims to encourage sales through dual purpose of taste and functionality  
Brands implement strategies to revive consumer interest in gum

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Brands may need to adapt strategies in face of weak growth over forecast period  
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