

# Gum in India

October 2023

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## Gum in India - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Increase in digital transactions results in relatively slower growth rate for gum  
Major players focus on driving marketing campaigns to build emotional connection

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Major players will look to focus on increasing margins with high cost pressures expected over the forecast period  
Gum set to record relatively slow retail volume growth with limited usage occasions

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