



# Gum in Vietnam

July 2024

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## Gum in Vietnam - Category analysis

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#### 2024 DEVELOPMENTS

Gum inches back into marginally positive volume growth, although recovery remains slow due to inflationary pressures

Gum continues to compete with oral hygiene products after the COVID-19 pandemic

Digital platforms help to boost brand awareness for leading competitive names

#### PROSPECTS AND OPPORTUNITIES

Gum expected to achieve ongoing recovery over the forecast period

Sugar-free gum trend continues to become more widespread, as new innovations also appear

Bubble gum will see slower growth in absence of product innovation

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