



# Gum in Malaysia

July 2024

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## Gum in Malaysia - Category analysis

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Gum faces continued decline in 2024

Bubble gum sales continues to plummet, in light of limited distribution and parental health concerns

International player Wrigley maintains its dominance

#### PROSPECTS AND OPPORTUNITIES

Sticky future for gum, in light of withdrawal of key players and competition from sugar confectionery alternatives

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