

'Breath expert' launches 2-piece gum pack

Clorets has introduced a new convenient 2-piece pack, aimed at making chewing gum more accessible and affordable for all South Africans.



Chewing gum is one of the fastest growing confectionery categories worldwide, particularly in developing markets. But South African consumption, which averages 40g (approx. 2 packs of gum) per person, per year, is lagging behind the growth curve.

Until now, chewing gum packs have been considered too expensive for the majority of South Africans.

“In other developing markets, chewing gum consumption is far higher than in South Africa. Mexicans, for example, chew 10 times the amount of chewing gum that South Africans chew. We recognized an opportunity to grow the chewing gum category by making it more affordable,” says Kirstin Stapelberg, Senior Brand Manager, Chewing Gum.

The new Clorets Original 2-piece box will retail at the recommended selling price (RSP) of 50c per pack, or R12.99 per bag of 50 x 2-piece packs.

This is the first time that Clorets will be actively promoted and sampled in the wholesale channel.

“There will great in-store display support, active promotions and point of sale kits for the trader,” says Stapelberg. “We are also very excited about our sampling campaign, which will see a mass distribution of 600,000 packs of Clorets 2-piece chewing gum (1,200,000 pellets!) distributed to consumers at hot spots such as taxi ranks over just 10 days.”

This sampling campaign is considered integral to the launch of the 2-piece pack, given that the vast majority of South Africans simply haven't been exposed to big brand chewing gum in the past. A variety of affordable candy and bubblegum is currently available, but most do not offer the long lasting breath freshening properties that have made Clorets a chewing gum favourite around the world.

“We are confident that the Clorets 2-piece pack will prove very popular in the South African mass market, and expect to see significant category growth in the months and years to come,” Stapelberg concludes.

The new Clorets 2-piece pack is currently available at wholesale & Cash ‘n Carry stores nationwide.

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