

The Americans were chewing gum and breaking records!

Necla Dalan (ndalan@gazetevatan.com)|07 Mayıs2017Pazar-2:30|Last update: 07.05.2017-2:30

Perfetti Van Melle Turkey has increased its chewing gum exports from it factory in Istanbul to the USA by 50 percent in the last 2 years. The company's exports amounted to 466 million TL.



Perfetti Van Melle Turkey, which is one of the leading companies in the chewing gum and confectionery sector with the brands Vivident, Mentos, Big Babol, Chupa Chups, Brooklyn and Center Fresh, signed an important success in exports. The company's exports in 2016 amounted to 466 million Turkish Liras and showed an increase of 10 percent, compared to the previous year. Since 2007, each year, Perfetti Van Melle has been awarded with the export award in the category "cereals, pulses, oil seeds and products" of the Istanbul Exporter's Association and increased the number production plants in Istanbul Esenyurt to 2 and the number of exported countries to 79. While the country with the largest number of exports is the USA, EU member countries also took their places among the important export markets. Perfetti Van Melle Turkey has increased its chewing gum export to USA by 50 percent in the last 2 years.

2017 will be the year of candy

In 2017, Perfetti Van Melle aims to maintain its leadership in the chewing gum market with the brand Vivident and grow in the candy market. Perfetti Van Melle Turkey Marketing Manager Ms. Çiğdem Tüzüner Serim said "with our leading brand Vivident in the chewing gum market we intend to protect our current position. We are especially following the innovations in packaging. In line with our global strategy we will continue to offer Turkish consumers innovative products and brand-new packaging concepts this year."

According to Serim, the candy market has grown about twice as much compared to the chewing gum market in the past two years, and she further stated "we anticipate that the growth in the candy market will continue at this rate in 2017. Value added new product varieties of our global candy

brands Mentos and Chupa Chups will be offered to the likes of our consumers and with those we aim to the obtain the highest share in the growing market. “

A thousand people are employed

With more than 1.000 employees in Esenyurt, Istanbul, Perfetti Van Melle is producing in one plant on 7.000 square meters and packaging in the other plant on 9.300 square meters. With 791 million TL, Vivident, the locomotive brand of Perfetti Van Melle is leading in the chewing gum market and at the same time protecting the leadership in the biggest segment of the chewing gum category, the “chewing gum with sweetener”, with a share of 44 percent. In the product range of Vivident, there are more than 50 varieties, and in total 30 varies products of the Mentos and Chupa Chups brands. Vivident 45 Minutes Stripe and Vivident Extra Wallet, Mentos Mint Stick and Mentos Choco Stick, Chupa Chups Melody Pops stand out as the best selling brands of the company.

There is a chewing gum market worth 732 million Liras

According to the information given by Perfetti Van Melle Turkey, the chewing gum market in Turkey has a volume of 11 thousand tons. This amounts to a monetary value of 732 million TL. The market grew by 4.7 percent on a turnover basis in 2016 compared to 2015, but remained at the same level in tonnage.

LABELS

perfetti van melle vivident mentos