

Perfetti Van Melle eyes growth in Europe and Middle East in 2023



A Chupa Chups activation at Istanbul Airport in partnership with Gebr. Heinemann

Confectionery company [Perfetti Van Melle](#) (PVM) has identified 2023 as a year for growth in its key Europe and Middle East markets.

According to a news release, "PVM experienced 'better than expected' second-half year sales for its travel retail division in 2022 with growth coming from 'good recovery' in Europe and the Middle East as travelers in these regions returned to international travel and picked up best-selling confectionery products such as the Chupa Chups Mega Chups and Backpacks. PVM is also looking ahead with optimism to China and Asia-Pacific as these markets open up more rapidly this year, bringing plenty of potential."

For 2023, PVM is focusing on activations to boost brand awareness and be more relevant to the consumer's travel journey.

"This year PVM will boost brand activations in their own way, with a wheel of fortune, unique GWPs and mascots. A highlight of the coming year is the eye-catching Chupa Chups customer engagement kiosk, which was well received at the TFWA WE show in October. During the year, the activations are planned in different locations all over the world. The beginning of the year saw PVM kick off with a

Chupa Chups activation at Istanbul Airport in partnership with Gebr. Heinemann focusing on the Chupa Chups sunglasses as a GWP."

PVM Brand Manager, GTR Femke van Veen said, "2023 is a year of investments across the board for our GTR division. We are investing in people, promotions and training this year and we will be back to taking part in industry events in a big way, to ensure we are talking to our travel retail partners in our key regions and markets."

Training is seen as a particularly important element of this year's strategy with a program focusing on optimizing customer experience within the GTR retail space.

PVM will be participating at the upcoming Summit of Americas show in April in West Palm Beach, Florida with a presence on the Otis McAllister stand 201. PVM will also have its own stand at the TFWA Asia-Pacific conference in May, where it will reveal a number of new product developments for its Mentos Jumborolls and Mentos Mints brands.

"With the changing needs of travelers we have focused on an updated design for our iconic Mentos Jumborolls," said van Veen. "PVM will target the travel retail market with exclusive packaging designs showing different means of transportation. The new look Jumborolls are available in Fruit, Mint, Cola, Berry, Strawberry and Liquorice flavors."

New for Chupa Chups is the sugar free box. It can be placed at the cash till or in dedicated sustainability areas. It contains six sugar free assorted lollipops (in Strawberry, Cherry and Cola flavors). PVM also now offers travelers all over the globe its new Mentos Mints.

"The Mentos Mints will easily fit your bag and the flip-top feature makes it super easy to open and stay fresh. The attractive metal tin immediately denotes a premium feeling. The perfect refreshment in Peppermint and Strawberry flavour whilst traveling or before a meeting."