

PVM reports Asia success as excitement builds before Singapore show

By **Jas Ryat** on April, 10 2019 | Confectionery & Fine Foods



These Hello Kitty Chupa Chups Markers are suited to the Asia Pacific region, given the huge popularity of the Hello Kitty brand

Perfetti Van Melle (PVM) Global Travel Retail will return to the TFWA Asia Pacific exhibition with innovative new display concepts and on-stand activations to support its new lines (Stand: Basement 2, E29).

Speaking about PVM's travel retail performance in the Asia Pacific region, Benedict Ho, Area Manager Travel Retail Asia, said: "Across the Asia Pacific region we are outperforming the sugar confectionery category and growing at a stable rate. This is mainly driven by our key products.

"For the South East Asia market, despite a bit of a slowdown in the Chinese travelers in Q4 2018, we 1

are seeing good returns in the business, especially in Bangkok and Cebu, while our business in China has been contributed to by the uptick in travelers in Haitang Bay and Macau.

“The business will be expected to face uncertainty ahead due to the political tension between China and US, but I believe we have taken the right steps to move the business forward in a sustainable manner. We recently had some high profile promotions in Bangkok and Malaysia which are part of our growth plan for the ASPAC region this year.”

PVM will be launching new products to Asia Pacific travel retail, including:

Lollipop Memphis Design MegaChup: This limited-edition giant chup consists of 15 fruit-flavored lollipops. The Memphis Group was an Italian design and architecture group founded by Ettore Sottsass in 1980 that designed postmodern furniture, fabrics, ceramics, glass, and metal objects. The Memphis style is mainly identified by the colorful, bright, saturated colors and geometric style.

Hello Kitty Chupa Chups Markers: This line extension to the Chupa Chups Smurf Marker is suited to the Asia Pacific region, given the huge popularity of the Hello Kitty brand.

In addition, PVM will be displaying products which are considered must-stock items, such as the Mentos Mix on the Beach Jumboroll; Chupa Chups Cupcake; and the Mix of Mini’s Silo.

One of the most important tools at PVM’s disposal is visibility. “Perfetti Van Melle makes use of unique and colorful displays, which are the perfect way to attract the eye of the consumer and entice them into the confectionery area,” said Femke van Veen, Brand Manager Travel Retail.

Having successfully introduced the suitcase display for its best-sellers, PVM is now focusing on a display for the ferry channel. “We see a higher demand for channel-specific displays and therefore decided to design a display especially for the ferry channel,” she said.