KEY DATA FINDINGS

2023 DEVELOPMENTS
COVID-19 continues to shape sales of gum
Wrigley remains dominant in gum
Sales via retail e-commerce thrive

PROSPECTS AND OPPORTUNITIES
New product development set to be the driving force and the primary area of competition
Online sales set to continue to grow in the forecast period

CATEGORY DATA
Table 1 - Sales of Gum by Category: Volume 2018-2023
Table 2 - Sales of Gum by Category: Value 2018-2023
Table 3 - Sales of Gum by Category: % Volume Growth 2018-2023
Table 4 - Sales of Gum by Category: % Value Growth 2018-2023
Table 5 - Sales of Gum by Flavour: Rankings 2018-2023
Table 6 - NBO Company Shares of Gum: % Value 2019-2023
Table 7 - LBN Brand Shares of Gum: % Value 2020-2023
Table 8 - Distribution of Gum by Format: % Value 2018-2023
Table 9 - Forecast Sales of Gum by Category: Volume 2023-2028
Table 10 - Forecast Sales of Gum by Category: Value 2023-2028
Table 11 - Forecast Sales of Gum by Category: % Volume Growth 2023-2028
Table 12 - Forecast Sales of Gum by Category: % Value Growth 2023-2028

EXECUTIVE SUMMARY
Snacks in 2023: The big picture
Key trends in 2023
Competitive landscape
Channel developments
What next for snacks?

MARKET DATA
Table 13 - Sales of Snacks by Category: Volume 2018-2023
Table 14 - Sales of Snacks by Category: Value 2018-2023
Table 15 - Sales of Snacks by Category: % Volume Growth 2018-2023
Table 16 - Sales of Snacks by Category: % Value Growth 2018-2023
Table 17 - NBO Company Shares of Snacks: % Value 2019-2023
Table 18 - LBN Brand Shares of Snacks: % Value 2020-2023
Table 19 - Penetration of Private Label by Category: % Value 2018-2023
Table 20 - Distribution of Snacks by Format: % Value 2018-2023
Table 21 - Forecast Sales of Snacks by Category: Volume 2023-2028
Table 22 - Forecast Sales of Snacks by Category: Value 2023-2028
Table 23 - Forecast Sales of Snacks by Category: % Volume Growth 2023-2028
Table 24 - Forecast Sales of Snacks by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES
Summary 1 - Research Sources
About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings**: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles**: Analysis dedicated to the world’s most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports**: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.