

# THE FUTURE OF GUM

The post-COVID-19 landscape is changing the future for gum, but only slowly. As sales and innovation lag, the category needs a big "something new" to reboot it.



A Mintel Analyst, Global Analyst



# Report Content



- Mintel recommends
- The pandemic was not kind to gum
  - Graph 1: gum, % change in launch activity, 2015-20
- Gum sales and innovation languished as younger gum users chewed less
  - Graph 2: chewing gum less since the COVID-19 outbreak, by age, 2020
- Emphasize gum's contribution to emotional wellness
- Consumers seek gum to help with focus, stress relief and relaxation, but few products respond
- Consumers are interested in an array of functional benefits
  - Graph 3: functional areas of interest for gum and mints, 2019
- There is more room for gum manufacturers to respond
- Make (bio)degradable gum a reality
- Biodegradable products are limited
- The opportunity

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