Gum, Mints and Breath Fresheners - US - December 2012

Scope and Themes

"When it comes to gum, mints and breath fresheners, flavor remains the most important attribute consumers are seeking. However, an increased consumer desire for getting a benefit from everything they ingest has raised a demand for functional benefits. Therefore, while some strides have been made in this area, manufacturers need to consider further development to fill specific needs; additionally targeting particular demographics also could prove to be a lucrative strategy."

– Carla Dobre-Chastain, Food Analyst

In this report we answer the key questions:

- **Can an emphasis on gum and mints' functional benefits attract consumers?**
- **Is the rise in the older consumer population a threat to the gum and mints category?**
- **How can manufacturers better suit nutritional needs of children, teens?**

The $4.3 billion gum, mints, and breath fresheners category has shown a positive trend during recessionary times, likely driven by relatively low cost and broad availability. However, the market started showing softness in 2010 and Mintel forecasts the trend to continue throughout 2017. Nevertheless, while product innovation does not always translate into dollar sales, if manufacturers develop products that are appealing to consumers, mainly focused on flavor and a multitude of functionalities, the overall predicted trend could take a more positive turn.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

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This report builds on the analysis presented in Mintel's *Gum, Mints and Breath Fresheners—U.S., February 2010*, as well as the reports bearing the same name from May 2008, April 2007 and January 2006 and *Gum and Mints—U.S., January 2005*.

The report includes sales of the following products:

- sugarless gum (including dental and whitening gum)
- regular gum
- breath fresheners (Ice Breakers, Tic Tac and Altoids)
- candy mints (Life Savers mints, Mentos and Red Bird).
- Excluded from this report are:
- nicotine gum
- mouthwash
- toothpaste
- candy in all forms except candy mints (eg Life Savers mints are included, while other types of Life Savers are excluded).

For the *Social Media* section of the report Share of Voice (SOV) is defined as the total number of online conversations about a brand as compared with its competitors, expressed as a percentage.

Value figures throughout this report are at retail selling prices (rsp) excluding sales tax unless otherwise stated.

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