

Gum, Mints and Breath Fresheners - US - December 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

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"The vast majority of category participants turn to its offerings for breath freshening, and half of users do so to get a bad taste out of their mouth. This is a strong indication that product marketing would do well to promote the ability of products to meet these primary needs."

– Beth Bloom, Food and Drink Analyst

This report looks at the following areas:

- What are consumers looking for in the category?
- How can the category stem sales losses?
- What role do retailers play in category sales?

Mintel estimates total US retail sales of gum, mints, and breath fresheners will fall 2.4% in 2013. This would be the third consecutive year of declines in the category, cancelling growth experienced following the onslaught of the economic downturn.

Use of products in the category has been on the decline. This is likely due to a combination of factors, including a lack of relevant innovation. New products, new varieties, and new formulations have all declined among product launches measured by Mintel GNPD. What's more, the expansion of competing offerings meets consumer interest in breath freshening, and an increase in snacking leaves consumers with less need for stimulation between eating occasions.

The struggling category needs a reboot. This can happen both at the product development and promotion stages. A focus on function will be key to enlivening sales and turning products into planned purchases that meet a specific need, rather than fun, impulse buys.

The breath freshener segment has seen the strongest growth during the measurement period covered in this report. Sales of breath fresheners grew 19% from 2008-13 to reach \$729 million. The second-largest segment performs well due to product positioning that directly meets consumer need. The vast majority of category participants (76%) use gum, mints, and breath fresheners specifically to freshen breath.

Given consumer demand, breath freshening efficacy should be prioritized. Beyond that, value lies in positioning products as useful in weight loss, mood enhancement, and comfortable social interaction. Such a focus also can allow for premium positioning and will enable retailers to expand display opportunities, moving products beyond the confectionery aisle into other parts of the store.

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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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