

Gum, Mints and Breath Fresheners - US - 2022

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- Purchases of gum, mints, and breath fresheners
- Uses of gum, mints, and breath fresheners
- Influences on changes in gum, mints, and breath fresheners usage
- Purchase factors of gum, mints, and breath fresheners
- Attitudes and behaviors regarding gum, mints, and breath fresheners
- Interest in gum, mints, and breath freshener claims
- Perceptions of different gum, mint, and breath freshener packaging formats

The gum, mints and breath freshener market was hit hard by the onset of the COVID-19 pandemic, seeing a 22.6% loss in sales from 2019 to 2020 as usage occasions diminished and shopping habits obstructed impulse purchasing. The market continues to recover as consumers find more reasons and occasions to purchase. Going forward, rising prices will contribute to much of the market's sales growth, with relatively low existing price points discounting the perception of inflationary pricing.

Dual paths to market growth exist: renewing the commitment of relapsed users and recruiting new users. Fresh messaging will be key to both, as will a fresh take on where the category fits into consumer routines. While finding new occasions for gum, mints and breath fresheners is a challenge, it will prove worth the effort. Meeting new and emerging needs includes considering how the category can meet needs not historically associated with gum, mints and breath freshener.

Another challenge the market faces is a disconnect between consumer perceptions of consumption and actual consumption. Namely, sugar free gum falls victim, with only 26% of consumers reporting usage of sugar free gum even as sugar free gum makes up 61.8% of MULO sales for the market. Brands will need to tread lightly around messaging around sugar, as some consumers may not realize products are sugar-free, while others are specifically purchasing



“The gum, mints and breath fresheners market needs a dose of refreshment itself, including stronger brand identity, innovation and the introduction of new occasions for use. Proving relevancy in routines will help a market that was stagnant pre-pandemic and continues to struggle.”

– Kelsey Olsen, Food and Drink Analyst

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

sugar-free options for their sugarless qualities. A focus on messaging that contributes to product identities will be key to help build consumer excitement and loyalty to products and occasions.

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

OVERVIEW

- **Renew focus on the who, what, when, where, why**
- **This Report looks at the following areas**
- **Definition**
- **Market context**

EXECUTIVE SUMMARY

- **Top takeaways**
- **Market overview**
Figure 1: Total US sales and fan chart forecast of gum, mints and breath fresheners market, at current prices, 2017-27
Figure 2: Category outlook, 2022-27
- **Opportunities and challenges**
- **Consumers lack realization of usage**
Figure 3: Purchases of Gum, Mints, and Breath Fresheners, 2022
- **Embrace the shake up**
Figure 4: Reasons for increased gum, mint and breath freshener consumption, by work status, 2022
- **Versatile benefits may be the “in” to more occasions**
Figure 5: Interest in gum, mint, and breath freshener claims, by age, 2022
- **Convenience is key in evolving shopping habits**
Figure 6: Gum, mint, and breath freshener behaviors, by parental status, 2022
- **Key consumer insights**
- **Evolve alongside routines**
- **Prioritize messaging that highlights product identities**
- **Bring benefits beyond oral care**

MARKET SIZE AND FORECAST

- **Recovery helped by rising prices**
Figure 7: Total US sales and fan chart forecast of gum, mints and breath fresheners market, at current prices, 2017-27
Figure 8: Total US retail sales and forecast of gum, mints and breath fresheners, at current prices, 2017-27

SEGMENT PERFORMANCE

- **(Sugar)less is more**
Figure 9: Total US retail sales estimate of gum, mints and breath fresheners, by segment, at current prices, 2022

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 10: Total US retail sales and forecast of gum, mints and breath fresheners, by segment, at current prices, 2017-22

Figure 11: Total US retail sales and forecast of gum, mints and breath fresheners, by segment, at current prices, 2017-27

- **Other retailers will be necessary for market recovery**

Figure 12: Total US retail sales of gum, mints and breath fresheners, by channel, at current prices, 2017-22

MARKET FACTORS

- **The future of innovation is crucial**

Figure 13: Gum, standard and power mint product launches 2000-21

- **Refreshed ideas can capture attention in the next normal**

Figure 14: Current work situation, 2022

- **Evolving wellness views present opportunity to expand uses**

Figure 15: Functional uses for gum, mints and breath fresheners, 2022

- **Mondelez shifting focus from developed gum business to snacking**

Figure 16: Multi-outlet sales of gum, mints and breath fresheners, by leading companies, 52 weeks ending June 12, 2022

MARKET SHARE/KEY PLAYERS

- **Market share relatively unchanged as Mars holds strong**

Figure 17: Multi-outlet sales of gum, mints and breath fresheners, by leading companies, rolling 52 weeks 2021 vs 2022

- **Mars does most with sugarless**

Figure 18: Multi-outlet sales of sugarless gum, by leading companies and brands, rolling 52 weeks 2021 vs 2022

- **Pops of flavor are opportunity for regular gum**

Figure 19: Multi-outlet sales of regular gum, by leading companies and brands, rolling 52 weeks 2021 vs 2022

- **Breaking the ice with Tic Tacs and tins**

Figure 20: Multi-outlet sales of breath fresheners, by leading companies and brands, rolling 52 weeks 2021 vs 2022

- **A shared spread for plain mints**

Figure 21: Multi-outlet sales of plain mints, by leading companies and brands, rolling 52 weeks 2021 vs 2022

COMPETITIVE STRATEGIES AND MARKET OPPORTUNITIES

- **Highlight new roles in evolving routines**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 22: Instagram posts and on-pack messaging suggesting roles in evolving routines, 2022

- **Targeted oral care provides direction to consumers**

Figure 23: Dry mouth gum and mint products, 2022

- **Evoke emotions with flavor**

Figure 24: Instagram Messaging with flavor callouts, 2022

- **Staving the sugar cravings**

Figure 25: Sweet victory gum instagram posts, 2022

- **Sustainable oral care**

Figure 26: Sustainable mint and gum products, 2022

- **Gut health focus is bubbling**

Figure 27: Gut health breath freshener

- **Chew the way to calm**

Figure 28: Calming mint products, 2022

- **Keep the caffeine leave the coffee breath**

Figure 29: Caffeinated gum and mints

- **Have your vitamins and chew gum, too**

Figure 30: Vitamin enhanced products, 2022

THE GUM, MINT AND BREATH FRESHENER CONSUMER – FAST FACTS

- **Give identity to gum, mints and breath fresheners**
- **Create value in evolving routines**
- **Convenience is key for the planned impulse**

USE OF GUM, MINTS, AND BREATH FRESHENERS

- **Sugar-free moves from differentiator to invisible detail**
Figure 31: Use of gum, mints, and breath fresheners, 2022
- **Sweet intentions vary by age**
Figure 32: Use of gum, mints, and breath fresheners, by age, 2022
- **Enough to “feed” a family**
Figure 33: Use of gum, mints, and breath fresheners, by parental status, 2022

USES FOR GUM, MINTS, AND BREATH FRESHENERS

- **Chew the way past fresh breath**
Figure 34: Uses for gum, mints, and breath fresheners, 2022
- **Self-care sticks for younger gum chewers**
Figure 35: Use of gum, by age, 2022
- **Mint for more**
Figure 36: Use of mints and breath fresheners, by gender, 2022

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

CHANGE IN USE OF GUM, MINTS AND BREATH FRESHENERS

- The next normal lends a helping hand**
Figure 37: Change in consumption of gum, mints, and breath fresheners vs last year, 2022
- Meet the return to occasions for younger consumers**
Figure 38: Change in consumption of gum, mints, and breath fresheners vs last year, by age, 2022
- Innovate toward WFH**
Figure 39: Change in consumption of gum, mints, and breath fresheners vs last year, by work status, 2022

REASONS FOR INCREASED USE

- Provide simplicity to evolving routines**
Figure 40: Reasons for increased consumption of gum, mints, and breath fresheners, 2022
- Encourage purchase opportunities through online shopping**
Figure 41: Reasons for increased gum, mint, and breath freshener consumption, by work status, 2022
- Bring fresh perspectives to wellness journeys**
Figure 42: Reasons for increased gum, mint, and breath freshener consumption, by age, 2022

REASONS FOR DECREASED USE OF GUM, MINTS, BREATH FRESHENERS

- The times they are a-changin'**
Figure 43: Reasons for decreased consumption of gum, mints, and breath fresheners, 2022

GUM, MINTS, AND BREATH FRESHENERS BEHAVIORS

- Shake up wavering habits**
Figure 44: Gum, mints, and breath fresheners behaviors, 2022
- The world is your breath mint**
Figure 45: Gum, mint, and breath freshener behaviors, by age, 2022
- Be there for parents, in store and after purchase**
Figure 46: Gum, mint, and breath freshener behaviors, by parental status, 2022

PURCHASE FACTORS

- Value must be at the foundation of innovation**
Figure 47: Gum, mints, or breath fresheners purchase factors, 2022
- Natural ingredients, self-care needs evolve with age**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 48: Gum, mint, and breath freshener purchase factors, by age, 2022

INTEREST IN GUM, MINT, AND BREATH FRESHENER CLAIMS

- **Turn interest into purchases via BFY claims**
Figure 49: Interest in gum, mints, and breath freshener claims, 2022
- **Young adults just wanna have fun(ctional gum, mints, and breath fresheners)**
Figure 50: Interest in gum, mint, and breath freshener claims, by age, 2022
- **Take your daily gum, mint or breath freshener**
Figure 51: Interest in gum, mint, and breath freshener claims, by parental status, 2022

PERCEPTIONS OF PACKAGING

- **Packaging: refresh, reuse, recycle**
Figure 52: Gum, mint, and breath freshener packaging attributes, 2022
- **Bring new twists to nostalgic favorites**
Figure 53: Gum, mint, and breath freshener packaging attributes – nostalgia, by age, 2022
- **Convince younger consumers of convenience**
Figure 54: Gum, mint, and breath freshener packaging attributes – convenience, by age, 2022

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Data sources
- Sales data
- Forecast
- Consumer survey data
- Abbreviations and terms
- Abbreviations

APPENDIX – THE MARKET

Figure 55: Total US retail sales and forecast of gum, mints and breath fresheners, at inflation-adjusted prices, 2017-27
 Figure 56: Total US retail sales and forecast of sugarless gum, at inflation-adjusted prices, 2017-27
 Figure 57: Total US retail sales and forecast of regular gum, at inflation-adjusted prices, 2017-27
 Figure 58: Total US retail sales and forecast of breath fresheners, at inflation-adjusted prices, 2017-27

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 59: Total US retail sales and forecast of plain mints, at inflation-adjusted prices, 2017-27

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.