

# Gum, Mints and Breath Fresheners - US - March 2019

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## This report looks at the following areas:

- Mature market poised for declines
- Less than half of consumers turn to mints, gum
- Guilt-free gum
- Function over form



"Sales of gums, mints, and breath fresheners have been essentially flat over the past five years. The consumer base has shown no discernible growth, and brands have confined their innovation strategies toward longer-lasting familiar flavors and packaging. The time would seem right for gums featuring more functional attributes."

- **William Roberts, Jr, Senior Food & Drink Analyst**

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## GUM, MINT, BREATH FRESHENER PURCHASE

- Less than half of consumers purchase mints, gum

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