



Contents

INTRODUCTION AND ABBREVIATIONS

Introduction

Other relevant reports

Definition

Abbreviations

Terms

EXECUTIVE SUMMARY

\$3.3 billion market, driven by consumers' need for fresh breath

Gum and mint penetration is high, though usage declines with age

Little crossover between segments

Market dominated by a few big players

Growth stalled despite large number of new products

Sugarless gum is the one bright spot

Convenience stores are the top channel

Slow growth anticipated

MARKET DRIVERS

Fresh breath key

Aging population

Figure 1: U.S. population, by age, 2005 and 2010

Product innovation high

Figure 2: New product introductions for gum and mints in the U.S., 2000-2004

Growth stalled despite explosion of new products

Healthier eating trend

Industry consolidation

Joint ventures refining the way growth occurs

Category blurring

MARKET SIZE & TRENDS

Figure 3: Total U.S. retail sales of gum and mints, at current and constant prices, 1999-2004

Graph 1: Total U.S. retail sales of gum and mints, at current and constant prices, 1999-2004

MARKET SEGMENTATION

Overview

Figure 4: FDM sales of gum and mints, segmented by type, 2002 & 2003

Graph 2: Sales of gum and mints, segmented by type, 1999-2004

Sugarless gum, excluding dental gum

Figure 5: FDM sales of sugarless gum, 1999-2004

Regular gum

Figure 6: FDM sales of regular gum, 1999-2004

Breath freshening mints

Figure 7: FDM sales of breath freshening mints, 1999-2004

Antismoking gum

Figure 8: FDM sales of antismoking gum, 1999-2004

Breath strips

Figure 9: FDM sales of breath strips, 1999-2004

Candy mints

Figure 10: FDM sales of candy mints, 1999-2004

Dental gum

Figure 11: FDM sales of dental gum, 1999-2004

SUPPLY STRUCTURE

FOREIGN TRADE

COMPANIES AND BRANDS

Figure 12: FDM manufacturer sales of gum and mints in the U.S., 2002 & 2003

Graph 3: FDM manufacturer share of sales of gum and mints in the U.S. in 2003

Sugarless gum, excluding dental gum

Figure 13: FDM brand sales of sugarless gum, excluding dental gum, in the U.S., 2002 & 2003

Regular gum

Figure 14: FDM brand sales of regular gum in the U.S., 2002 & 2003

Breath freshening mints

Figure 15: FDM brand sales of breath freshening mints in the U.S., 2002 & 2003

Antismoking gum

Figure 16: FDM brand sales of antismoking gum in the U.S., 2002 & 2003

Breath strip

Figure 17: FDM brand sales of breath strips in the U.S., 2002 & 2003

Candy mints

Figure 18: FDM brand sales of candy mints in the U.S., 2002 & 2003

Dental gum

Figure 19: FDM brand sales of dental gum in the U.S., 2002 & 2003

MANUFACTURER PROFILES

Brach's Confections

Cadbury Schweppes

Church & Dwight

Ferrero USA

GlaxoSmithKline

Hershey Foods

Kraft Foods

Mars, Inc.

Perfetti Van Melle USA

Pfizer, Inc.

Wm. Wrigley Jr.

ADVERTISING & PROMOTION

INTRODUCTION

Brach's Confections

Cadbury Schweppes

Church & Dwight

Ferrero USA

GlaxoSmithKline

Hershey Foods

Kraft Foods

Mars/ Masterfoods USA

Perfetti Van Melle USA

Pfizer

Wm. Wrigley Jr.

RETAIL DISTRIBUTION

Overview

Figure 20: U.S. retail sales of gum and mints, by channel, 2002 & 2004

Graph 4: U.S. sales of gum and mints by store type, 1999-2004

Convenience stores

Figure 21: U.S. convenience store sales of gum and mints, 1999-2004

Supermarkets

Figure 22: U.S. supermarket sales of gum and mints, 1999-2004

Drug stores

Figure 23: U.S. drug store sales of gum and mints, 1999-2004

Mass merchandisers

Figure 24: U.S. mass merchandiser sales of gum and mints, 1999-2004

Vending machines

Figure 25: U.S. vending machine sales of gum and mints, 1999-2004

THE CONSUMER

Introduction

Incidence of gum and mint consumption

Figure 26: Who chews gum and eats breath mints/strips, May 2003-April 2004

Figure 27: Who chews gum and eats breath mints/strips by gender, May 2003-April 2004

Figure 28: Who chews gum and eats breath mints/strips by age, May 2003-April 2004

Figure 29: Who chews gum and eats breath mints/strips by race/ethnicity, May 2003-April 2004

Frequency of gum and mint usage

Figure 30: Amount of gum chewed in the last week, May 2003-April 2004

Figure 31: Amount of mints eaten in the last week, May 2003-April 2004

Figure 32: Type of gum chewed, adults and teens, May 2003-April 2004

Figure 33: Type of gum chewed, adults and teens, by race and ethnicity, May 2003-april 2004

Figure 34: Type of mints eaten by adults and teens, May 2003-april 2004

Reasons for using gum and mints

Figure 35: Reasons for chewing gum, December 2002

Figure 36: Reasons for chewing gum, by age, December 2002

Figure 37: Reasons for eating mints, December 2002

Figure 38: Where gum and mints are purchased, November 2004

Brand loyalty

Figure 39: Number of gum brands used, November 2004

Figure 40: Number of mint brands used, November 2004

How consumers shop the category

Figure 41: Type of breath freshener most often purchased, November 2004

FUTURE & FORECAST

FUTURE TRENDS

Older population growing faster than other age groups

Industry will be dominated by fewer big players

Functional gum and mints growing

Packaging innovation will spur growth

Older brands forced to revitalize or fade

MARKET FORECAST

Gum and mints

Figure 42: Forecast of total U.S. retail sales of gum and mints, at current and constant prices, 2004-2009

Graph 5: Forecast of total U.S. retail sales of gum and mints, at current prices, 2004-2009

Sugarless gum, excluding dental gum

Figure 43: Forecast of U.S. FDM sales of sugarless gum, at current and constant prices, 2004-2009

Regular gum

Figure 44: Forecast of U.S. FDM sales of regular gum, at current and constant prices, 2004-2009

Antismoking gum

Figure 45: Forecast of U.S. FDM sales of antismoking gum, at current and constant prices, 2004-2009

Breath freshening mints

Figure 46: Forecast of U.S. FDM sales of breath freshening mints, at current and constant prices, 2004-2009

Candy mints

Figure 47: Forecast of U.S. FDM sales of candy mints, at current and constant prices, 2004-2009

Breath strips

Figure 48: Forecast of U.S. FDM sales of breath strips, at current and constant prices, 2004-2009

Dental gum

Figure 49: Forecast of U.S. FDM sales of dental gum, at current and constant prices, 2004-2009

Forecast factors

APPENDIX: TRADE ASSOCIATIONS

APPENDIX: NEW PRODUCT DEVELOPMENTS

CATEGORY REVIEW - GUM & MINTS

Figure 50: New product introductions for gum and mints in the U.S., 2000-2004

NEW PRODUCT BRIEFS

Gum

Cadbury Adams USA: Bubblicious Bursts Liquid Center-Filled Bubble Gum

Masterfoods USA: Fruit Skittles Bubble Gum Fun Size

Wrigley: Orbit White Dental Gum

Cadbury Adams USA: Trident White Grab & Go Gum

Hasbro: Spider-Man Bubble Twist

Mints

Baskin Robbins: Smooth & Creamy Hard Candy

Houston Harvest Gift Products: Bratz Minty Fresh Fashion Tin

Masterfoods USA: Aqua Drops

Hershey Chocolate USA: Ice Breakers Gum & Mint Dual Packs

APPENDIX: RESEARCH METHODOLOGY

Consumer Research

Sampling & Weighting

Presentation & Definition

Further Analysis

Trade Research

Informal trade research

Formal trade research

Desk & Internet Research

Sources

Definitions

Forecasts

APPENDIX: WHAT IS MINTEL?

Mintel Reports

Global New Products Database

Comperemedia ®

Mintel Services

POS+

Mintel Consultancy

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