

Gum and Mints - US - January 2005 (\$2995.00)

The U.S. gum and mints category grew rapidly beginning in the mid-1990s, driven by a high level of product innovation. Growth stalled after 2002, however, despite a continued onslaught of new products. The market could not support so many new product introductions, many of which were not unique enough to increase consumption or bring in new users. Sales of breath strips, a new sector that emerged in late 2001, fell dramatically in 2003. Sugarless gum is the only sector that has continued to grow, due to a flurry of new products and line extensions; a healthier eating trend that led consumers to seek out low-sugar products; and improvements in artificial sweeteners.

Competition continues to intensify, fueled by acquisitions that have created a market dominated by bigger, more experienced players. Wrigley, the long-time leader in chewing gum sales, faces increased competition from Cadbury Schweppes, which became the number two player after acquiring the Adams Confectionery 2003. However, Wrigley is pursuing its own aggressive growth strategy, acquiring Altoids from Kraft in November 2004 in an effort to expand beyond just gum. Both the pace of new product introductions and marketing spending will increase as the two companies battle it out for share in the gum and mint sectors.

Mintel's report on the gum and mints market includes an intense examination of the overall market, covering market size, segmentation, and trends. A thorough analysis of the gum and mint consumer includes an evaluation of top concerns and priorities when choosing products, a breakdown of preferences by demographic characteristics, and statistics of purchasing location and frequency. A five-year market forecast estimates the future of the market, with a statistical forecast of market performance until 2009 and an outline of demographic and product trends.

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