

# Gum, Mints and Breath Fresheners - US - December 2012

## Scope and Themes



*“When it comes to gum, mints and breath fresheners, flavor remains the most important attribute consumers are seeking. However, an increased consumer desire for getting a benefit from everything they ingest has raised a demand for functional benefits. Therefore, while some strides have been made in this area, manufacturers need to consider further development to fill specific needs; additionally targeting particular demographics also could prove to be a lucrative strategy.”*

– **Carla Dobre-Chastain, Food Analyst**

## In this report we answer the key questions:

- **Can an emphasis on gum and mints’ functional benefits attract consumers?**
- **Is the rise in the older consumer population a threat to the gum and mints category?**
- **How can manufacturers better suit nutritional needs of children, teens?**

The \$4.3 billion gum, mints, and breath fresheners category has shown a positive trend during recessionary times, likely driven by relatively low cost and broad availability. However, the market started showing softness in 2010 and Mintel forecasts the trend to continue throughout 2017. Nevertheless, while product innovation does not always translate into dollar sales, if manufacturers develop products that are appealing to consumers, mainly focused on flavor and a multitude of functionalities, the overall predicted trend could take a more positive turn.

## BUY THIS REPORT NOW

VISIT:  
[store.mintel.com](http://store.mintel.com)

CALL:  
EMEA  
+44 (0)207 778 7151

Americas  
+1 (312) 943 5250

APAC  
+61 (0)2 8284 8100

Brazil  
0800 095 9094

EMAIL:  
[oxygen@mintel.com](mailto:oxygen@mintel.com)

## DID YOU KNOW?

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

## Gum, Mints and Breath Fresheners - US - December 2012

### Scope and Themes

This report builds on the analysis presented in Mintel's *Gum, Mints and Breath Fresheners—U.S., February 2010*, as well as the reports bearing the same name from May 2008, April 2007 and January 2006 and *Gum and Mints—U.S., January 2005*.

The report includes sales of the following products:

- sugarless gum (including dental and whitening gum)
- regular gum
- breath fresheners (Ice Breakers, Tic Tac and Altoids)
- candy mints (Life Savers mints, Mentos and Red Bird).
- Excluded from this report are:
  - nicotine gum
  - mouthwash
  - toothpaste
  - candy in all forms except candy mints (eg Life Savers mints are included, while other types of Life Savers are excluded).

For the *Social Media* section of the report Share of Voice (SOV) is defined as the total number of online conversations about a brand as compared with its competitors, expressed as a percentage.

**Value figures throughout this report are at retail selling prices (rsp) excluding sales tax unless otherwise stated.**

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA: +44 (0)207 778 7151 | Brazil: 0800 095 9094

Americas: +1 (312) 943 5250 | APAC: +61 (0)2 8284 8100

**EMAIL:** [oxygen@mintel.com](mailto:oxygen@mintel.com)

# Gum, Mints and Breath Fresheners - US - December 2012

## Contents

### SCOPE AND THEMES

*What you need to know*

*Definition*

*Data sources*

Sales data

Consumer survey data

Advertising creative

*Abbreviations and terms*

Abbreviations

Terms

### EXECUTIVE SUMMARY

*The market and forecast*

Category shows growth during recession, but recent softness forecast to continue

Figure 1: Total U.S. sales and fan chart forecast of gum, mints, breath fresheners, at current prices, 2007-17

Sugarless gum dominates and influences the overall category performance

Figure 2: Rate of change in current dollar sales, gum, mints and breath fresheners, by segment, 2012-17

*Market factors*

Gum could play a positive role in the fight against obesity

An uncertain economic climate continues to nurture a frugal mentality

Older population is increasing in number at a higher rate than other ages

*Companies, brands, and innovations*

Market controlled by three large companies; Mars owns half of the market share

Figure 3: Selected manufacturer MULO share of gum, mints, and breath fresheners, 2012\*

Low/no/sugar remains the top claim based on launches; sees the greatest decline

Figure 4: Percentage change of top seven claims on gum product launches, 2008-12\*

*The consumer*

Consumption is lower for gum than mints and breath fresheners

Figure 5: Consumption of gum, mints, and breath fresheners, by presence of children in household, August 2012

Frequency of consumption continues to be low

Figure 6: Frequency of consumption of gum, mints, and breath fresheners, June 2012

Flavor and long-lasting flavors remain important for the majority of consumers

Figure 7: Top six important purchase drivers for gum, mints and breath fresheners, August 2012

Brand loyalty is low; interest in new flavors persists

Figure 8: Attitudes toward brand and flavor of gum and mints, August 2012

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA: +44 (0)207 778 7151 | Brazil: 0800 095 9094

Americas: +1 (312) 943 5250 | APAC: +61 (0)2 8284 8100

EMAIL: [oxygen@mintel.com](mailto:oxygen@mintel.com)

# Gum, Mints and Breath Fresheners - US - December 2012

## Contents

Products that provide emotional benefits just as important as functional ones

Figure 9: Attitudes toward gum as related to dieting and overall health, August 2012

Price continues to play an important role in consumers' choices

Figure 10: Attitudes toward purchasing habits and price, August 2012

*What we think*

### ISSUES IN THE MARKET

*Can an emphasis on gum and mints' functional benefits attract consumers?*

Figure 11: Important attributes when selecting gum and mints, by personal consumption of gum, mints, and breath fresheners, August 2012

*Is the rise in the older consumer population a threat to the gum and mints category?*

*How can manufacturers better suit nutritional needs of children, teens?*

### INSIGHTS AND OPPORTUNITIES

*Provide benefits that appeal to parents without losing fun and taste*

Figure 12: Important attributes when selecting gum and mints, by presence of children in household, August 2012

*Oral care continues to be an opportunity*

Figure 13: Important attributes when selecting gum and mints, by age, August 2012

*Emphasize functionality to the elderly*

Figure 14: Personal consumption of gum, mints, and breath fresheners, by generations, August 2012

*Multigenerational gum packages to appeal to multiple members of HH*

### TREND APPLICATIONS

Figure 15: Attitudes toward gum as related to overall health, by presence of children, August 2012

*Trend: Moral Brands*

Figure 16: Attitudes toward gum as related to dieting and overall health, by gender, August 2012

### MARKET SIZE AND FORECAST

*Key points*

*Category experiences difficulties; negative trend forecast to continue*

*Sales and forecast of gum, mints and breath fresheners*

Figure 17: Total U.S. retail sales and forecast of gum, mints, and breath fresheners, at current prices, 2007-17

Figure 18: Total U.S. retail sales and forecast of gum, mints, and breath fresheners, at inflation-adjusted prices, 2007-17

*Fan chart forecast*

Figure 19: Total U.S. sales and fan chart forecast of gum, mints, and breath fresheners, at current prices, 2007-17

### MARKET DRIVERS

*Gum could play a positive role in the fight against obesity*

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA: +44 (0)207 778 7151 | Brazil: 0800 095 9094

Americas: +1 (312) 943 5250 | APAC: +61 (0)2 8284 8100

EMAIL: [oxygen@mintel.com](mailto:oxygen@mintel.com)

# Gum, Mints and Breath Fresheners - US - December 2012

## Contents

*An uncertain economic climate continues to nurture a frugal mentality  
Older population is increasing in number at a higher rate than other ages*

### **COMPETITIVE CONTEXT**

*Snacking poses threat*

Figure 20: Teen attitudes toward food and snacking, by gender and age, April 2010-June 2011

Figure 21: Attitudes and opinions about food, by age, April 2011-June 2012

Figure 22: Attitudes toward gum as related to dieting and overall health, by age, August 2012

Figure 23: Important attributes when selecting gum and mints, by age, August 2012

*Chewy Candy—shows positive performance and presents tough competition*

### **SEGMENT PERFORMANCE**

*Key points*

*Sugarless gum dominates; influences overall category performance*

Figure 24: Attitudes toward brand and flavor of gum and mints, by age, August 2012

Figure 25: Important attributes when selecting gum and mints, by age, August 2012

*Sales of gum, mints, and breath fresheners, by segment*

Figure 26: Total U.S. retail sales of gum, mints, and breath fresheners, by segment, at current prices, 2010 and 2012

### **SEGMENT PERFORMANCE—SUGARLESS GUM**

*Key points*

*Strategic positioning could change the future of sugarless gum*

Figure 27: Attitudes toward brand and flavor of gum and mints, by age, August 2012

Figure 28: Important attributes when selecting gum and mints, by personal consumption of sugarless gum, August 2012

*Sales and forecast of sugarless gum*

Figure 29: Total U.S. retail sales and forecast of sugarless gum, at current prices, 2007-17

### **SEGMENT PERFORMANCE—BREATH FRESHENERS**

*Key points*

*Breath fresheners shows strongest performance among all segments*

Figure 30: Important attributes when selecting gum and mints, by personal consumption of breath fresheners, August 2012

*Sales and forecast of breath fresheners*

Figure 31: Total U.S. retail sales and forecast of breath fresheners, at current prices, 2007-17

### **SEGMENT PERFORMANCE—REGULAR GUM**

*Key points*

*Regular gum becoming a square peg in a round hole?*

Figure 32: Important attributes when selecting gum and mints, by personal consumption, regular gum, August 2012

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA: +44 (0)207 778 7151 | Brazil: 0800 095 9094

Americas: +1 (312) 943 5250 | APAC: +61 (0)2 8284 8100

EMAIL: [oxygen@mintel.com](mailto:oxygen@mintel.com)

# Gum, Mints and Breath Fresheners - US - December 2012

## Contents

### *Sales and forecast of regular gum*

Figure 33: Total U.S. retail sales and forecast of regular gum, at current prices, 2007-17

### **SEGMENT PERFORMANCE—PLAIN MINTS**

#### *Key points*

#### *Plain mints need a spark to continue growth trend*

Figure 34: Important attributes when selecting gum and mints, by personal consumption of plain mints and breath strips, August 2012

#### *Sales and forecast of plain mints*

Figure 35: Total U.S. retail sales and forecast of plain mints, at current prices, 2007-17

### **RETAIL CHANNELS**

#### *Key points*

#### *Retail channels struggle overall; impulse purchases are key*

Figure 36: Purchase habits of gum and mints, by age, August 2012

Figure 37: Important attributes when selecting gum and mints, by age, August 2012

#### *Sales of gum, mints, and breath fresheners, by channel*

Figure 38: Total U.S. retail sales of gum, mints and breath fresheners, by channel, at current prices, 2010 and 2012

#### *Supercenters, clubs and other retailers take a hit in 2010 after positive performance*

Figure 39: Attitudes toward purchasing habits and price, by age, August 2012

#### *Supercenters', warehouse clubs' and other retailers' sales of gum, mints, and breath fresheners*

Figure 40: U.S. supercenters', warehouse clubs' and other retailers' sales of gum, mints and breath fresheners, at current prices, 2007-12

#### *Supermarkets suffer loss from 2010-12*

#### *Supermarket sales of gum, mints, and breath fresheners*

Figure 41: U.S. supermarket sales of gum, mints, and breath fresheners, at current prices, 2007-12

#### *Drugstores show sales increases; 2012 shows minor softness*

#### *Drugstores sales of gum, mints, and breath fresheners*

Figure 42: U.S. drugstore sales of gum, mints, and breath fresheners, at current prices, 2007-12

### **RETAIL CHANNELS—NATURAL SUPERMARKETS**

#### *Key points*

#### *Insights*

Figure 43: Natural supermarket sales of gum, mints, and breath fresheners, at current prices, 2010-12\*

Figure 44: Natural supermarket sales of gum, mints, and breath fresheners, at inflation-adjusted prices, 2010-12\*

#### *Natural channel sales of gum, mints and breath fresheners by segment*

Figure 45: Natural supermarket sales of gum, mints, and breath fresheners, by segment, 2010 and

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA: +44 (0)207 778 7151 | Brazil: 0800 095 9094

Americas: +1 (312) 943 5250 | APAC: +61 (0)2 8284 8100

EMAIL: [oxygen@mintel.com](mailto:oxygen@mintel.com)

# Gum, Mints and Breath Fresheners - US - December 2012

## Contents

2012\*

*Brands of note*

*Natural channel sales of gum, mints and breath fresheners by organic*

Figure 46: Natural supermarket sales of gum, mints, and breath fresheners, by organic, 2010 and 2012\*

### **LEADING COMPANIES**

*Key points*

*Mars leads the way; Mondelez follows; both companies show declines*

*Private label is small; but has a strong presence in some segments*

*Consumer usage in line with dollar sales data*

Figure 47: Adult usage of chewing or bubblegum, by brand, by age, April 2011-June 2012

*Manufacturer sales of gum, mints, and breath fresheners*

Figure 48: MULO sales of gum, plain mints, and breath fresheners, by leading companies, 2011\* and 2012\*

### **BRAND SHARE—SUGARLESS GUM**

*Key points*

*A two-horse race experiencing a troublesome journey*

*Mars remains the leader; continued declines could threaten its position*

Figure 49: Adult usage of top 12 chewing or bubblegum, by brand, by age, April 2011-June 2012

*Mondelez International sees little success in sugarless segment*

Figure 50: Trended frequency of usage of chewing gum or bubblegum in last seven days, 2008-12

*Manufacturer sales of sugarless gum*

Figure 51: MULO sales of sugarless gum, by leading companies, 2011\* and 2012\*

### **BRAND SHARE—REGULAR GUM**

*Key points*

*Mars dominates and influences segment's continued downward trend*

*Tootsie Roll banks on nostalgia and wins big*

*Manufacturer sales of regular gum*

Figure 52: MULO sales of regular gum, by leading companies, 2011\* and 2012\*

### **BRAND SHARE—BREATH FRESHENERS**

*Key points*

*A small breath of fresh air*

Figure 53: Adult usage of breath mints, by brand, by age, April 2011-June 2012

*Listerine's functionality regains some ground*

*Manufacturer sales of breath fresheners*

Figure 54: MULO sales of breath fresheners, by leading companies, 2011\* and 2012\*

### **BRAND SHARE—PLAIN MINTS**

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA: +44 (0)207 778 7151 | Brazil: 0800 095 9094

Americas: +1 (312) 943 5250 | APAC: +61 (0)2 8284 8100

EMAIL: [oxygen@mintel.com](mailto:oxygen@mintel.com)

# Gum, Mints and Breath Fresheners - US - December 2012

## Contents

### Key points

*Life Savers celebrates 100 years; Mentos stays fresh*

*Private label builds momentum*

*Manufacturer sales of plain mints*

Figure 55: MULO sales of plain mints, by leading companies, 2011\* and 2012\*

### **INNOVATIONS AND INNOVATORS**

*Number of product introductions for gum on decline 2008-12*

Figure 56: Gum product introductions, 2008-12

Figure 57: Gum product introductions, by claims, 2008-12

Figure 58: Gum product introductions, by flavor, 2008-12

Figure 59: Adult usage of chewing or bubblegum, by flavor, by age, April 2011-June 2012

*Long-lasting flavor still an area of focus for consumers*

Figure 60: Elements of flavor and packaging that manufacturers should work on, 2010 and 2012

*Nostalgia—an attempt to revive regular gum*

*Emphasis on naturalness, ethical products and environmentally friendly*

*Flavor development continues to be a focus*

*Functional benefits vary; more focus in this area is needed*

### **MARKETING STRATEGIES**

*Overview of the brand landscape*

*Wrigley 5—an innovative brand meant to appeal to the young consumer*

Wrigley's 5 TV ad is meant to appeal to young consumers

Figure 61: 5 Gum, TV ad, "New Sensation," 2012

Figure 62: Brand analysis of 5, 2012

Wrigley aggressively leverages online advertising to create awareness of its 5 brand

Wrigley 5 becomes a sponsor for MTV's music meter mobile application

*Wrigley Extra emphasizes its flavors and low caloric content*

TV presence

Figure 63: Wrigley Extra, TV ad, Title "Icy Cool," 2011

Figure 64: Brand analysis of Wrigley Extra, 2012

Online initiatives

Print and other

*Stride continues to tout its long-lasting flavor*

TV presence

Figure 65: Stride, TV ad, "Thanks Ryan," 2011

Figure 66: Brand analysis of Stride, 2012

Online initiatives

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA: +44 (0)207 778 7151 | Brazil: 0800 095 9094

Americas: +1 (312) 943 5250 | APAC: +61 (0)2 8284 8100

EMAIL: [oxygen@mintel.com](mailto:oxygen@mintel.com)

# Gum, Mints and Breath Fresheners - US - December 2012

## Contents

Print and other

*Trident stresses oral health*

TV presence

Figure 67: Trident, TV ad, "Fun," 2012

Figure 69: Brand analysis of Trident, 2012

Print, PR and other

*Dentyne underscores convenience through its Split2Fit gum pack*

TV presence

Figure 68: Dentyne, TV ad "Fresh Breath," 2012

Figure 69: Brand analysis of Dentyne, 2012

Online initiatives

*Tic Tac plays up its flavors*

TV presence

Figure 70: Tic Tac, TV ad "Fruit Adventure," 2012

Figure 71: Brand analysis of Tic Tac, 2012

Online initiatives

Print and other

*Mentos uses social media to appeal to younger consumers*

### **SOCIAL MEDIA—GUM, MINTS AND BREATH FRESHENERS**

*Key points*

*Key social media metrics*

Figure 72: Key brand metrics, November 2012

*Market overview*

Figure 73: Examples of smaller gum pack sizes that include six pieces

*Brand usage and awareness*

Figure 74: Usage and awareness of selected gum, mints and breath freshener brands, October 2012

*Brand satisfaction*

Figure 75: Satisfaction with selected gum, mints and breath freshener brands, October 2012

*Interaction with brands*

Figure 76: Interaction with brands, October 2012

*Motivations for interacting with brands*

Figure 77: Why people interact with gum, mints and breath freshener brands, October 2012

### **ONLINE CONVERSATIONS**

Figure 78: Percentage of consumer conversation, by selected gum, mints and breath freshener brands, August 1, 2012- November 17, 2012

Figure 79: Online mentions, selected gum, mints and breath freshener brands, by week, August 1, 2012-November 17, 2012

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA: +44 (0)207 778 7151 | Brazil: 0800 095 9094

Americas: +1 (312) 943 5250 | APAC: +61 (0)2 8284 8100

EMAIL: [oxygen@mintel.com](mailto:oxygen@mintel.com)

# Gum, Mints and Breath Fresheners - US - December 2012

## Contents

*Where are people talking about gum, mints and breath freshener brands?*

Figure 80: Mentions, by page type, selected gum, mints and breath freshener brands, August 1, 2012-November 17, 2012

*What are people talking about?*

Figure 81: Mentions, by type of conversation, selected gum, mints and breath freshener brands, August 1, 2012-November 17, 2012

Figure 82: Major areas of discussion surrounding gum, mints and breath freshener brands, by day, August 1, 2012-November 17, 2012

Figure 83: Major areas of discussion surrounding gum, mints and breath freshener brands, by page type, August 1, 2012-November 17, 2012

### BRAND ANALYSIS

*Tic Tac*

Figure 84: Tic Tac, key social media indicators, November 2012

*Key online campaigns*

*What we think*

*Wrigley's 5*

Figure 85: Wrigley's 5, key social media indicators, November 2012

*Key online campaigns*

*What we think*

*Altoids*

Figure 86: Altoids, key social media indicators, November 2012

*Key online campaigns*

*What we think*

*Juicy Fruit*

Figure 87: Juicy Fruit, key social media indicators, November 2012

*Key online campaigns*

*What we think*

*Orbit*

Figure 88: Orbit, key social media indicators, November 2012

*Key online campaigns*

*What we think*

*Dentyne Ice*

Figure 89: Dentyne Ice, key social media indicators, November 2012

*Key online campaigns*

*What we think*

### **USAGE, FREQUENCY OF CONSUMPTION—ADULTS**

*Key points*

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA: +44 (0)207 778 7151 | Brazil: 0800 095 9094

Americas: +1 (312) 943 5250 | APAC: +61 (0)2 8284 8100

EMAIL: [oxygen@mintel.com](mailto:oxygen@mintel.com)

# Gum, Mints and Breath Fresheners - US - December 2012

## Contents

*Category has room to grow; opportunities exist for breath strips*

Figure 90: Personal consumption of gum, mints, and breath fresheners, by type, by gender, August 2012

*Consumers aged 18-24 are key users for the category*

Figure 91: Personal consumption and frequency of consumption of gum, mints, and breath fresheners, by type, by age, August 2012

*Frequency of consumption continues to be low*

Figure 92: Frequency of consumption of gum, mints, and breath fresheners, by type, August 2012

### **USAGE, FREQUENCY OF CONSUMPTION—KIDS**

*Key points*

*Almost all children chew gum; older children lead the way*

Figure 93: Kids' usage of gum, by gender and age, April 2011-June 2012

Figure 94: Parents' attitudes toward children's and teens' consumption of gum and mints, by age, August 2012

Figure 95: Important attributes when selecting gum and mints, by presence of children in household, August 2012

Figure 96: Kids' usage of gum, by flavor, by gender and age, April 2011-June 2012

Figure 97: Kids' frequency usage of gum in last week, by gender and age, April 2011-June 2012

Figure 98: Important attributes when selecting gum and mints, by presence of children in household, August 2012

Figure 99: Kids' usage of gum, by top 20 brands, by gender and age, April 2011-June 2012

*More girls aged 9-11 eat mints/strips; also eat most mints in past month*

Figure 100: Kids' usage of breath mints/strips, by gender and age, April 2011-June 2012

Figure 101: Kids' frequency of usage, breath mints/strips, in last month, by gender and age, April 2011-June 2012

*Tic Tac—a favorite hard to beat*

Figure 102: Kids' usage of breath mints/strips, by brands, by gender and age, April 2011-June 2012

### **USAGE, FREQUENCY OF CONSUMPTION—TEENS**

*Key points*

*Significantly more teen girls aged 15-17 eat sugar-free gum*

Figure 103: Teen usage of chewing or bubblegum, by gender and age, April 2011-June 2012

*Fruit, spearmint, wintergreen—top three flavors chewed by teens*

Figure 104: Teen usage of chewing or bubblegum, by flavor, by gender and age, April 2011-June 2012

*Wrigley's 5 hits a home run with teens*

Figure 105: Teen usage of chewing or bubblegum, by top 20 brands, by gender and age, April 2011-June 2012

*Teens continue to chew the most gum; majority buy their gum and mints*

Figure 106: Teen frequency usage of chewing gum or bubblegum in last seven days, by gender and

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA: +44 (0)207 778 7151 | Brazil: 0800 095 9094

Americas: +1 (312) 943 5250 | APAC: +61 (0)2 8284 8100

EMAIL: [oxygen@mintel.com](mailto:oxygen@mintel.com)

# Gum, Mints and Breath Fresheners - US - December 2012

## Contents

age, April 2011-June 2012

*Half of teens use breath mints; teen girls aged 12-14 use the most*

Figure 107: Teen usage of breath mints, by gender and age, April 2011-June 2012

Figure 108: Teen frequency usage of breath mints in last 30 days, by gender and age, April 2011-June 2012

Figure 109: Teen usage of breath mints, by brands, by gender and age, April 2011-June 2012

### **PURCHASE DECISION INFLUENCERS**

*Key points*

*Word of mouth—main influencer for gum and mints purchases*

Figure 110: Venues that influence purchase decision of gum and mints, by type, August 2012

Figure 111: Elements of packaging to change, by age, August 2012

Figure 112: Attitudes toward purchasing habits and price, by age, August 2012

*TV influences purchase decisions for three in 10 HHs with children*

Figure 113: Factors that influence purchase decision of gum and mints, by presence of children, August 2012

### **IMPACT OF RACE/HISPANIC ORIGIN**

*Key points*

*Multicultural groups tend to over index on consumption*

Figure 114: Personal consumption and frequency of consumption of gum, mints, and breath fresheners, by types, by race/Hispanic origin, August 2012

*More Hispanics use gum to avoid snacking and calm down*

Figure 115: Attitudes toward gum as related to dieting and overall health, by race/Hispanic origin, August 2012

*Wrigley brands—favorite with blacks*

Figure 116: Adult usage of chewing or bubblegum, by brand, by race/Hispanic origin, April 2011-June 2012

*More Asians and Hispanics consider important short ingredient lines*

Figure 117: Important attributes when selecting gum and mints, by race/Hispanic origin, August 2012

### **SYMPHONYIRI/BUILDERS—KEY HOUSEHOLD PURCHASE MEASURES**

OVERVIEW OF GUM

SUGARLESS GUM

*Consumer insights on key purchase measures—sugarless gum*

*Brand map*

Figure 118: Brand map, selected brands of sugarless gum buying rate, by household penetration, 2012\*

*Brand leader characteristics*

*Key purchase measures*

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA: +44 (0)207 778 7151 | Brazil: 0800 095 9094

Americas: +1 (312) 943 5250 | APAC: +61 (0)2 8284 8100

EMAIL: [oxygen@mintel.com](mailto:oxygen@mintel.com)

# Gum, Mints and Breath Fresheners - US - December 2012

## Contents

Figure 119: Key purchase measures for the top brands of sugarless gum, by household penetration, 2012\*

REGULAR GUM (NO SUGARLESS)

*Consumer insights on key purchase measures—regular gum*

*Brand map*

Figure 120: Brand map, selected brands of regular gum (no sugarless) buying rate, by household penetration, 2012\*

*Brand leader characteristics*

*Key purchase measures*

Figure 121: Key purchase measures for the top brands of regular gum (no sugarless), by household penetration, 2012\*

OVERVIEW OF NON-CHOCOLATE CANDY

BREATH FRESHENERS

*Consumer insights on key purchase measures—breath fresheners*

Figure 122: Brand map, selected brands of breath fresheners buying rate, by household penetration, 2012\*

*Brand leader characteristics*

*Key purchase measures*

Figure 123: Key purchase measures for the top brands of breath fresheners, by household penetration, 2012\*

### **APPENDIX: OTHER USEFUL CONSUMER TABLES**

Figure 124: Adult usage of chewing or bubblegum, by brand, by age, April 2011-June 2012

Figure 125: Adult usage of chewing or bubblegum, by brand, by gender, April 2011-June 2012

Figure 126: Adult usage of chewing or bubblegum, by brand, by age, April 2011-June 2012

Figure 127: Adult usage of chewing or bubblegum, by brand, by presence of children in household, April 2011-June 2012

Figure 128: Kids' usage of gum, by type, by gender and age, April 2011-June 2012

Figure 129: Frequency of favorite gum in house, by gender and age, April 2011-June 2012

Figure 130: Frequency of favorite breath mint/strip in house, by gender and age, April 2011-June 2012

Figure 131: Availability of gum from vending machines at school, by gender and age, April 2011-June 2012

Figure 132: Teen usage of chewing or bubblegum, by type, by gender and age, April 2011-June 2012

Figure 133: Purchase habits of gum and mints, by household income, August 2012

### **APPENDIX—SYMPHONYIRI BUILDERS PANEL DATA DEFINITIONS**

*SymphonyIRI Consumer Network Metrics*

### **APPENDIX—SOCIAL MEDIA—GUM, MINTS AND BREATH FRESHENERS**

*Brand usage and awareness*

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA: +44 (0)207 778 7151 | Brazil: 0800 095 9094

Americas: +1 (312) 943 5250 | APAC: +61 (0)2 8284 8100

EMAIL: [oxygen@mintel.com](mailto:oxygen@mintel.com)

# Gum, Mints and Breath Fresheners - US - December 2012

## Contents

Figure 134: Usage and awareness of the Altoids brand, by demographics, October 2012

Figure 135: Usage and awareness of the Tic Tac brand, by demographics, October 2012

Figure 136: Usage and awareness of the Orbit brand, by demographics, October 2012

Figure 137: Usage and awareness of the Juicy Fruit brand, by demographics, October 2012

Figure 138: Usage and awareness of the Wrigley's 5 brand, by demographics, October 2012

Figure 139: Usage and awareness of the Dentyne Ice brand, by demographics, October 2012

### *Satisfaction with brands*

Figure 140: Satisfaction with selected Gum, mints and breath fresheners brands, November 2012

Figure 141: Satisfaction with Altoids brand, by demographics, November 2012

Figure 142: Satisfaction with Tic Tac brand, by demographics, November 2012

Figure 143: Satisfaction with Orbit brand, by demographics, November 2012

Figure 144: Satisfaction with Juicy Fruit brand, by demographics, November 2012

Figure 145: Satisfaction with Wrigley's 5 brand, by demographics, November 2012

Figure 146: Satisfaction with Dentyne Ice brand, by demographics, November 2012

### *Interaction with brands*

Figure 147: Interaction with the Altoids brand, by demographics, November 2012

Figure 148: Interaction with the Tic Tac brand, by demographics, November 2012

Figure 149: Interaction with the Orbit brand, by demographics, November 2012

Figure 150: Interaction with the Juicy Fruit brand, by demographics, November 2012

Figure 151: Interaction with the Wrigley's 5 brand, by demographics, November 2012

Figure 152: Interaction with the Dentyne Ice brand, by demographics, November 2012

### *Motivations for interaction*

Figure 153: internet users aged 18+ who have used listed gum, mints and breath fresheners brand and researched or commented on it

Figure 154: Reason for interaction with the Tic Tac brand, by demographics, November 2012

Figure 155: Reason for interaction with the Orbit brand, by demographics, November 2012

Figure 156: Reason for interaction with the Juicy Fruit brand, by demographics, November 2012

Figure 157: Reason for interaction with the Wrigley's 5 brand, by demographics, November 2012

Figure 158: Reason for interaction with the Dentyne Ice brand, by demographics, November 2012

### *Online conversations*

Figure 159: Percentage of consumer conversation, by gum, mints and breath freshener brands, August 1, 2012-November 17, 2012

Figure 160: Online mentions, by gum, mints and breath freshener brands, by day, August 1, 2012-November 17, 2012

Figure 161: Mentions by page type, selected gum, mints and breath freshener brands, August 1, 2012-November 17, 2012

Figure 162: Online mentions, by selected gum, mints and breath freshener brands, by type of

**BUY THIS  
REPORT NOW**

VISIT: [store.mintel.com](http://store.mintel.com)

CALL: EMEA: +44 (0)207 778 7151 | Brazil: 0800 095 9094

Americas: +1 (312) 943 5250 | APAC: +61 (0)2 8284 8100

EMAIL: [oxygen@mintel.com](mailto:oxygen@mintel.com)

# Gum, Mints and Breath Fresheners - US - December 2012

## Contents

conversation, August 1, 2012-November 17, 2012

Figure 163: Major areas of discussion surrounding gum, mints and breath freshener brands, by day, August 1, 2012-November 17, 2012

Figure 164: Major areas of discussion surrounding gum, mints and breath fresheners, by type of website, August 1, 2012-November 17, 2012

### **APPENDIX: TRADE ASSOCIATIONS**

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA: +44 (0)207 778 7151 | Brazil: 0800 095 9094

Americas: +1 (312) 943 5250 | APAC: +61 (0)2 8284 8100

**EMAIL:** [oxygen@mintel.com](mailto:oxygen@mintel.com)