

# Gum in Taiwan

July 2024

Table of Contents

## Gum in Taiwan - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Limited growth in gum

Lotte continues to gain share in chewing gum

Wrigley's Extra shifts its brand position towards personal benefits rather than functional benefits

#### PROSPECTS AND OPPORTUNITIES

Future growth in chewing gum is expected to be limited

Shifting from convenience stores towards bulk purchases in supermarkets

Play Gum targeting youth consumers

#### CATEGORY DATA

Table 1 - Sales of Gum by Category: Volume 2019-2024

Table 2 - Sales of Gum by Category: Value 2019-2024

Table 3 - Sales of Gum by Category: % Volume Growth 2019-2024

Table 4 - Sales of Gum by Category: % Value Growth 2019-2024

Table 5 - Sales of Gum by Flavour: Rankings 2019-2024

Table 6 - NBO Company Shares of Gum: % Value 2020-2024

Table 7 - LBN Brand Shares of Gum: % Value 2021-2024

Table 8 - Distribution of Gum by Format: % Value 2019-2024

Table 9 - Forecast Sales of Gum by Category: Volume 2024-2029

Table 10 - Forecast Sales of Gum by Category: Value 2024-2029

Table 11 - Forecast Sales of Gum by Category: % Volume Growth 2024-2029

Table 12 - Forecast Sales of Gum by Category: % Value Growth 2024-2029

## Snacks in Taiwan - Industry Overview

### EXECUTIVE SUMMARY

Snacks in 2024: The big picture

Key trends in 2024

Competitive Landscape

Channel developments

What next for snacks?

#### MARKET DATA

Table 13 - Sales of Snacks by Category: Volume 2019-2024

Table 14 - Sales of Snacks by Category: Value 2019-2024

Table 15 - Sales of Snacks by Category: % Volume Growth 2019-2024

Table 16 - Sales of Snacks by Category: % Value Growth 2019-2024

Table 17 - NBO Company Shares of Snacks: % Value 2020-2024

Table 18 - LBN Brand Shares of Snacks: % Value 2021-2024

Table 19 - Penetration of Private Label by Category: % Value 2019-2024

Table 20 - Distribution of Snacks by Format: % Value 2019-2024

Table 21 - Forecast Sales of Snacks by Category: Volume 2024-2029

Table 22 - Forecast Sales of Snacks by Category: Value 2024-2029

Table 23 - Forecast Sales of Snacks by Category: % Volume Growth 2024-2029

Table 24 - Forecast Sales of Snacks by Category: % Value Growth 2024-2029

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### SOURCES

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