



Gum in Germany

July 2025

Table of Contents

Gum in Germany - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Category maturity limits growth opportunities for gum in 2025

Wrigley stays on top as sugar-free and plant-based lines seeing the strongest growth

Shoppers favour discounters and their private label gum

PROSPECTS AND OPPORTUNITIES

Whitening and functional gum poised to reignite category growth

Natural and sustainable products set to draw interest

Health-driven regulation and eco mandates set to reshape bubble gum's future

CATEGORY DATA

Table 1 - Sales of Gum by Category: Volume 2020-2025

Table 2 - Sales of Gum by Category: Value 2020-2025

Table 3 - Sales of Gum by Category: % Volume Growth 2020-2025

Table 4 - Sales of Gum by Category: % Value Growth 2020-2025

Table 5 - Sales of Gum by Flavour: Rankings 2020-2025

Table 6 - NBO Company Shares of Gum: % Value 2021-2025

Table 7 - LBN Brand Shares of Gum: % Value 2022-2025

Table 8 - Distribution of Gum by Format: % Value 2020-2025

Table 9 - Forecast Sales of Gum by Category: Volume 2025-2030

Table 10 - Forecast Sales of Gum by Category: Value 2025-2030

Table 11 - Forecast Sales of Gum by Category: % Volume Growth 2025-2030

Table 12 - Forecast Sales of Gum by Category: % Value Growth 2025-2030

Snacks in Germany - Industry Overview

EXECUTIVE SUMMARY

Snacks in 2025: The big picture

Key trends in 2025

Competitive Landscape

Channel developments

What next for snacks?

MARKET DATA

Table 13 - Sales of Snacks by Category: Volume 2020-2025

Table 14 - Sales of Snacks by Category: Value 2020-2025

Table 15 - Sales of Snacks by Category: % Volume Growth 2020-2025

Table 16 - Sales of Snacks by Category: % Value Growth 2020-2025

Table 17 - NBO Company Shares of Snacks: % Value 2021-2025

Table 18 - LBN Brand Shares of Snacks: % Value 2022-2025

Table 19 - Penetration of Private Label by Category: % Value 2020-2025

Table 20 - Distribution of Snacks by Format: % Value 2020-2025

Table 21 - Forecast Sales of Snacks by Category: Volume 2025-2030

Table 22 - Forecast Sales of Snacks by Category: Value 2025-2030

Table 23 - Forecast Sales of Snacks by Category: % Volume Growth 2025-2030

Table 24 - Forecast Sales of Snacks by Category: % Value Growth 2025-2030

DISCLAIMER

SOURCES

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/gum-in-germany/report.