



Euromonitor
International

Gum in Thailand

July 2026

Table of Contents

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Gum Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Gum

INDUSTRY PERFORMANCE

Structural Decline as Gum Loses Relevance to Substitute Formats

Mature Lifecycle and Shifting Beauty Perceptions Reduce Usage Frequency

Digital Engagement Becomes Central as Competition Shifts to Cultural Relevance

Chart 2 - Lotte Xylitol Strengthens Youth Engagement

Chart 3 - Value Sales 2021-2031

Chart 4 - Volume Sales 2021-2031

Chart 5 - Value Sales by Category 2026

WHAT'S NEXT?

Structural Decline Set to Persist as Substitutes Gain Traction

Chewing Gum Expected to Dominate but Faces Declining Relevance

Functional Repositioning to Drive Premiumisation and New Usage Occasions

Chart 6 - What's Next? for Gum

Chart 7 - Forecast Value Sales 2021-2031

Chart 8 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Mondelez Leverages Brand Consolidation to Reinforce Leadership

Chart 9 - Company Shares 2026

Chart 10 - Brand Shares 2026

CHANNELS

Convenience Stores Lead as Impulse-Driven Channels Outperform Larger Formats

Shopee and Lazada Capture Bulk Demand but Face Impulse Barriers

Chart 11 - Retail Channels 2021-2026

PRODUCTS

Lotte and Osotspa Create New Occasions with Cross-Brand Innovation

ECONOMIC CONTEXT

Chart 12 - Economic Context for Gum

Chart 13 - Real Gdp Growth 2021-2031

Chart 14 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 15 - Consumer Context for Gum

Chart 16 - Population 2021-2031

Chart 17 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Snacks in Thailand - Industry Overview](#)

EXECUTIVE SUMMARY

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Snacks

INDUSTRY PERFORMANCE

Modest Growth Continues as Snacks Compete for Everyday Spending

Fandom-Led Campaigns Strengthen Relevance among Younger Demographics

Chart 19 - Bus Fandom Campaigns

Mondelez Leverages Affordability and Emotional Branding to Win Trial

Chart 20 - Value Sales 2021-2031

Chart 21 - Value Sales by Category 2026

WHAT'S NEXT?

Affordable Indulgence Is Expected to Sustain Growth Momentum

Savoury Snacks Set to Maintain Leadership as Ice Cream Accelerates Growth

Cultural Relevance and Health Positioning to Shape Brand Strategies

Chart 22 - What's Next? for Snacks

Chart 23 - Forecast Value Sales 2021-2031

Chart 24 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Pepsico Leverages Innovation and Partnerships to Secure Leadership

Chart 25 - Company Shares 2026

Chart 26 - Brand Shares 2026

CHANNELS

Hypermarkets Lead Sales as Convenience Retailers Record Strongest Gain

Shopee and Tiktok Shop Support Online Discovery and Trial

Foodservice Innovation and Cj Express Expansion Drive Access and Engagement

Chart 27 - Retail Channels 2021-2026

PRODUCTS

Health Consciousness and Cultural Identity Shape Product Development Priorities

Fandom Integration and Entry-Level Positioning Headline Recent Launches

Chart 28 - Mondelez Launches Tigo

ECONOMIC CONTEXT

Chart 29 - Economic Context for Snacks

Chart 30 - Real Gdp Growth 2021-2031

Chart 31 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 32 - Consumer Context for Snacks

Chart 33 - Population 2021-2031

Chart 34 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

7 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-thailand/report.