

Gum in the Netherlands

July 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Gum remains relatively stable with only marginal increase in retail sales

Perfetti Van Melle Group bounces back after boycotts by Jumbo Supermarkten BV during previous year

Convenience stores see strong growth in distribution

PROSPECTS AND OPPORTUNITIES

Modest volume growth expected for chewing gum as bubble gum sees further decline

Technology will help to create more complex and functional gum products

Growing interest in oral health will support volume sales

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 the Netherlands - 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

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SOURCES

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