



# Gum in Mexico

June 2025

Table of Contents

## Gum in Mexico - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Sugar-free chewing gum and digital platforms help to support sales

Mondelez maintains its lead thanks to strength of its Trident and Bubbalo brands

Tienditas remain key, while e-commerce continues to grow

#### PROSPECTS AND OPPORTUNITIES

Product innovation and distribution expansion will support ongoing low-yet-steady sales

Technological developments set to enhance production and distribution

Junk food ban in schools could impact sales of gum

#### 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 Mexico - 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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