

[>> Download this market research report on Reportlinker.com](#)

World Gums Markets

Published on March 2008

Report Summary

This report analyzes the worldwide markets for Gums in Millions of US\$. The specific product segments analyzed are Chewing Gum, and Bubble Gum. The report provides separate comprehensive analytics for the US, Canada, Japan, Europe, Asia-Pacific, Middle East, and Latin America. Annual forecasts are provided for each region for the period of 2001 through 2015. A ten-year historic analysis is also provided for these markets with annual market analytics. The report profiles 124 companies including many key and niche players worldwide such as Cadbury Schweppes PLC, Ferndale Confectionery Pty. Ltd., Haribo GmbH & Co. Kg, Masterfoods Usa, Perfetti Van Melle, The Hershey Company, The Wm. Wrigley Jr. Company, and Zed Gum. Market data and analytics are derived from primary and secondary research. Company profiles are mostly extracted from URL research and reported select online sources.

Table of Content

I. INTRODUCTION, METHODOLOGY & PRODUCT DEFINITIONS

Study Reliability and Reporting Limitations	I-1
Disclaimers	I-2
Data Interpretation & Reporting Level	I-2
Quantitative Techniques & Analytics	I-3
Product Definitions and Scope of Study	I-3
Chewing Gum	I-3
Bubble Gum	I-3

II. EXECUTIVE SUMMARY

1. Industry Overview	II-1
An Evolving Outlook	II-1
Gum - A High-Impulse Product	II-1
Constant Product Innovation Perk Up Sales Opportunities	II-2
Table 1: World Chewing Gum Market (2004-2006): New Product Launches by Region - Europe, Asia-Pacific, North America, Latin America, and Middle East & Africa (includes corresponding Graph/Chart)	II-2
Distribution is the Key	II-2
Litter Causing Gums: A Threat to the Industry	II-3
Move Towards Functionality Curbs Long-Term Growth of Gum	II-3
Nutraceutical Gum: A Potential Opportunity	II-3
Fierce Competition Keeps Prices Down	II-3
Novel Packaging Attracts All Age-Group Consumers	II-4

2. Competitive Analysis	II-5
Table 2: Leading Players in the Global Gum Market (2001-2005): Percentage Breakdown of Value Sales for Wrigley, Cadbury Schweppes, Lotte, Perfetti Van Melle, and Others (includes corresponding Graph/Chart)	II-5
Table 3: Leading Players in the Global Chewing Gum Market (2006): Percentage Breakdown of Value Sales for Wrigley, Cadbury, Lotte, Perfetti Van Melle, Hershey, and Others (includes corresponding Graph/Chart)	II-5
Table 4: Global Gum Market (2006): Percentage Sales of Wrigley by Select Country - USA, UK, Russia, France, Canada, Sweden, Spain, and Mexico (includes corresponding Graph/Chart)	II-6
Table 5: Global Gum Market (2006): Percentage Sales of Cadbury by Select Country - UK, USA, Mexico, France, Canada, Russia, Sweden, and Spain (includes corresponding Graph/Chart)	II-6
Table 6: Global Chewing Gum Market (2005): Percentage Share of Cadbury by Select Country - Mexico, Brazil, France, Spain, USA, Japan, and Malaysia (includes corresponding Graph/Chart)	II-6
3. Market Trends & Issues	II-7
Industry Consolidation Continues	II-7
Gums: Emerging as a Functional Product	II-7
Increased Competition Engenders Refurbishment of Oldest Brands	II-7
Heavy Advertising Spurs Gum Sales	II-7
Tie-ups with Pharma Companies Aids Nutraceutical Gum Development	II-8
Functionality Surges Sugarless Gum Sales	II-8
Table 7: Global Sugarless Gum Market (2004): Percentage Penetration by Region - Spain, UK, Germany, Italy, Japan and USA (includes corresponding Graph/Chart)	II-8
Product Innovation Keeps Pace with Changing Consumer Preferences	II-8
Demographic Shift Prompts Development of Adult-Specific Products	II-9
Growing Health Concerns Inflate Sales	II-9
Bubble Gum: No More a Pink Tutti Frutti-flavored Gum	II-9
4. Global Market Analysis	II-10
Analysis by Region	II-10
Analysis by Product Segment	II-11
5. Product Overview	II-12
Gums - An Introduction	II-12
Chewing Gum	II-12
Table 8: Global Confectionary Market (2004): Percentage Breakdown of Value and Volume Sales by Segment - Chocolate, Sugar, Chewing Gum, and Others (includes corresponding Graph/Chart)	II-12
Bubble Gum	II-12

Sugarless Gum	II-13	
Antismoking Gum	II-13	
Production Process	II-13	
Latest Technology for Manufacturing Gums		II-13
Gum Base	II-14	
Table 9: Basic Composition of a Regular Gum		II-14
History	II-14	
Breakthrough in Petroleum- Based Plastic		II-14
Focus on Flavor Trends	II-14	
'Bubble Gum Flavor': Still the Popular Choice		II-15
Mint: All-Time Favorite	II-15	
Sweet and Sour: A Unique Flavor		II-15
Benefits of Gum Chewing	II-15	
Breath Freshener	II-15	
Relaxes and Eases Tension		II-16
Keeps Active and Awake		II-16
Aids in Concentration	II-16	
Improves Brainpower	II-16	
Recovers from Postoperative Ileus		II-16
Decreases Uneasiness of Ear while Flying		II-16
Helps to Quit Smoking	II-16	
Other Advantages	II-17	
Packaging Trends	II-17	
6. Product Innovations/Introductions	II-18	
Cadbury Schweppes Introduces Bubbalo Bubble Gum in India		II-18
Wrigley to Introduce 5' Sugarless Stick Gum	II-18	
Revolymer' Develops Clean Gum	II-18	
Universal Robina to Launch Gum Product Portfolio		II-18
Wrigley Adds Two More Flavors to Orbit Brand	II-18	
Quest Designs New Technology for Flavoring Gums		II-19
Cadbury Adams Launches Stride Gum in the US Market		II-19
Wrigley Introduces New Confectionary Products	II-19	
Wisconsin's Finest Ginseng Launches Kik Energy Balance Ginseng Gum	II-19	
BASF to Add L Anti-Caries in Chewing Gums	II-19	
Biohit Oyj Manufactures Cancer-Preventing Gum	II-19	
McNeil Nutritionals Launches Viactiv Multi-Vitamin Soft Chew Chewing Gum	II-19	
Cadbury Adam Introduces Cadbury Trident Fusion Gum		II-20
Kanebo Introduces New Line of Chewing Gums in Japan		II-20
Lotte India Launches Two New Varieties of Gums		II-20
Gum Base Unveils New Variety Gum	II-20	
Wm. Wrigley Jr. Company Re-Launches Two Brands		II-20
Perfetti Launches Happydent Protex Chewing Gum	II-20	
Ovalette Brands Launches Mentholated Gums	II-20	
Blue Q Unveils New Varieties of Gums	II-21	
American Gum Company Introduces Mentholated Gums		II-21
Ford Gum Unveils Calcium-Added Gums	II-21	
Callard & Bowser Enhances its Product Range	II-21	

Adams Unveils New Whitening Gum	II-21
South Beach Beverage and Lotte USA Together Introduces a New Chewing Gum	II-21
Lotte Shoji Unveils Airst Winter Green	II-21
Kanebo Foods Introduces Kaorin for Women	II-21
Kanebo Foods Releases New Chewing Gum with Functional Properties	II-22
Wrigley Releases New Crunchy Gum Wad in Australia	II-22
Lotte Rolls Out Two New Chewing Gums in Japan	II-22
Ford Gum & Machine Introduces Gum and Candy Range	II-22
7. Recent Industry Activity	II-23
Tornante and Madison Dearborn Acquires Topps	II-23
Straight Acquires Gummy Bins	II-23
Wrigley Acquires Joyco Group's Confectionery Business	II-23
Cadbury Acquires Intergum	II-23
Hershey and Lotte Confectionary Form Strategic Alliance	II-23
Perrigo Acquires Permission to Sell Nicotine Coated Fruit Gum	II-24
Novartis Consumer Health Receives FDA Approval for Thrive Gum	II-24
Cadbury Schweppes Acquires Dan Products	II-24
Generex Biotechnology and Fertin Partner to Develop Medicinal Chewing Gum	II-24
Fertin Pharma Signs Development Agreement with USADRT	II-24
SuperPro Vending Enters into Agreement with Cadbury Adams	II-25
Polnard Enters into a Letter of Intent Agreement with Cadbury Polska	II-25
Cadbury Schweppes Americas Opens Science & Technology Center	II-25
Wrigley Installs Stable Micro Systems' Texture Analyzer	II-25
Arcor to Spend R\$3 Million to Market Chewing Gum	II-25
Cadbury Schweppes to Establish Chewing Gum Plant in Poland	II-26
Cadbury Polska to Construct Chewing Gum Facility in Poland	II-26
Lotte Japan Joint Venture with DS Group Called Off	II-26
Wrigley Acquires Kraft Confectionery	II-26
Tootsie Roll Industries Acquires Concord Confections	II-26
Crown Confectionery Acquires Haitai Confectionery	II-27
Wm. Wrigley Jr. Purchases Joyco Group's Certain Confectionery Businesses	II-27
Wrigley Buys AmuroI Confections	II-27
Wrigley and Grupo Bimbo Inks Exclusive Distribution Agreement	II-27
Cadbury Acquires Adams	II-27
Hershey Foods Sells Three Chewing Gum Brands	II-28
Cadbury-Schweppes Acquires Dandy from the Bagger-Sorensen	II-28
Kent Gida Join Forces with Chupa Chups	II-28
Wrigley Joins Forces with Procter & Gamble for Product Development	II-28
Zed Gum Acquires Leaf Ireland	II-29
Joyko Inversiones and Joyko Espana Establishes Joyko enterprise in Russia	II-29
Cadbury Schweppes Acquires Wuxi-Leaf Confectionery	II-29
Hershey Foods Acquires Gum and Mint Business of Nabisco	II-29

8. Focus on Select Global Players	II-30
Cadbury Schweppes Plc (UK)	II-30
Ferndale Confectionery Pty Ltd. (Australia)	II-30
Haribo GmbH & Co. Kg (Germany)	II-30
Masterfoods USA (USA)	II-30
Perfetti Van Melle (Italy)	II-31
The Hershey Company (USA)	II-31
The Wm. Wrigley Jr. Company (USA)	II-31
Zed Gum (Ireland)	II-31
9. Global Market Perspective	II-33
Table 10: World Recent Past, Current and Future Analysis for Gums by Geographic Region - USA, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East and Latin American Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2001 through 2010 (includes corresponding Graph/Chart)	II-33
Table 11: World Long-term Projections for Gums by Geographic Region - USA, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East and Latin American Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)	II-34
Table 12: World Historic Review for Gums by Geographic Region - USA, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East and Latin American Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 1991 through 2000 (includes corresponding Graph/Chart)	II-35
Table 13: World 20-Year Perspective for Gums by Geographic Region - Percentage Breakdown of Dollar Sales for USA, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East and Latin American Markets for Years 1991, 1997, 2007 & 2010 (includes corresponding Graph/Chart)	II-36
Table 14: World Recent Past, Current and Future Analysis for Chewing Gum by Geographic Region - USA, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East and Latin American Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2001 through 2010 (includes corresponding Graph/Chart)	II-37
Table 15: World Long-term Projections for Chewing Gum by Geographic Region - USA, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East and Latin American Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)	II-38

Table 16: World Historic Review for Chewing Gum by Geographic Region - USA, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East and Latin American Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 1991 through 2000 (includes corresponding Graph/Chart) II-39

Table 17: World 20-Year Perspective for Chewing Gum by Geographic Region - Percentage Breakdown of Dollar Sales for USA, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East and Latin American Markets for Years 1991, 1997, 2007 & 2010 (includes corresponding Graph/Chart) II-40

Table 18: World Recent Past, Current & Future Analysis for Bubble Gum by Geographic Region - USA, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East and Latin American Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2001 through 2010 (includes corresponding Graph/Chart) II-41

Table 19: World Long-term Projections for Bubble Gum by Geographic Region - USA, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East and Latin American Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart) II-42

Table 20: World Historic Review for Bubble Gum by Geographic Region - USA, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East and Latin American Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 1991 through 2000 (includes corresponding Graph/Chart) II-43

Table 21: World 20-Year Perspective for Bubble Gum by Geographic Region - Percentage Breakdown of Dollar Sales for USA, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Middle East and Latin American Markets for Years 1991, 1997, 2007 & 2010 (includes corresponding Graph/Chart) II-44

III. MARKET

1. The United States	III-1
A. Market Analysis	III-1
Current & Future Analysis	III-1
Market Overview	III-1
Gum Market - A Perspective	III-1
Innovation Fuels Growth in the Gum Market	III-1
Table 22: Leading Players in the US Gum Market (2005 & 2006): Percentage Breakdown of Value Sales for Wrigley, Cadbury, Hershey, and Others (includes corresponding	

Graph/Chart)	III-2	
Table 23: Confectionery Market in the US (2005): Percentage Breakdown of Value Sales by Category - Chocolate Candy, Non-Chocolate Candy, and Gum (includes corresponding Graph/Chart)	III-2	
Leading Brands	III-2	
Table 24: Leading Brands in the US Sugarless Gum Market (2006): Sales in US\$ Million for Orbit, Extra, Trident, Eclipse, Dentyne Ice, Trident White, Orbit White, Trident Splash, Altoids, and Ice Breakers Ice Cubes (includes corresponding Graph/Chart)	III-2	
Table 25: Leading Brands in the US Sugarless Gum Market (2006): Sales in Million Units for Extra, Orbit, Trident, Eclipse, Dentyne Ice, Trident White, Orbit White, Trident Splash, Ice Breakers Ice Cubes, and Altoids (includes corresponding Graph/Chart)	III-3	
Table 26: Wrigley's Sugarless Gum Brands in the US Market (2005 & 2006): Sales in US\$ Million for Orbit, Wrigley's Extra, Wrigley's Eclipse, Orbit White, and Altoids (includes corresponding Graph/Chart)	III-3	
Table 27: Wrigley's Sugar Stick Gum Brands in the US Market (2005 & 2006): Sales in US\$ Million for Wrigley's Double Mint, Wrigley's Juicy Fruit, Wrigley's Winterfresh, Freedent, Wrigley's Big Red, and Wrigley's Spearmint (includes corresponding Graph/Chart)	III-3	
Chewing Gum Market	III-4	
Gaining Popularity	III-4	
Table 28: Leading Players in the US Chewing Gum Market (2005): Percentage Breakdown of Value Sales for Wrigley, Pfizer and Hershey (includes corresponding Graph/Chart)	III-4	
Table 29: Chewing Gum Market in the US (2007): Mass Market Sales in US\$ Million by Category - Sugarless Gum, and Regular Gum	III-4	
Table 30: Chewing Gum Market in the US (2006): Sales in US\$ Million by Category - Sugarless Gum and Regular Gum	III-4	
Table 31: Chewing Gum Market in the US (2006 & 2007): Drugstore Sales in US\$ Million by Category - Sugarless Gum, and Regular Gum	III-5	
Leading Brands	III-5	
Table 32: Leading Brands in the US Regular Chewing Gum Market (2007): Sales in US\$ Million for Doublemint, Juicy Fruit, Wrigley's Winter Fresh, Freedent, Wrigley's Spearmint, Big Red, Bubblicious, Hubba Bubba Bubble Tape, Bubble Yum, and Hubba Bubba Max (includes corresponding Graph/Chart)	III-5	

Table 33: Leading Brands in the US Regular Chewing Gum Market (2007): Sales in Million Units for Doublemint, Juicy Fruit, Wrigley's Winter Fresh, Wrigley's Spearmint, Freedent, Big Red, Bubblicious, Hubba Bubba Bubble Tape, Bubble Yum, and Hubba Bubba Max (includes corresponding Graph/Chart) III-5

Table 34: Leading Brands in the US Chewing Gum Market (2007): Drugstore Sales in US\$ Million for Orbit, Wrigley's Extra, Trident, Wrigley's Eclipse, Dentyne Ice, Trident White, Orbit White, Wrigley's Double Mint, Stride, and Wrigley's Winterfresh (includes corresponding Graph/Chart) III-6

Table 35: Leading Brands in the US Chewing Gum Market (2007): Drugstore Sales in Million Units for Orbit, Wrigley's Extra, Trident, Wrigley's Eclipse, Dentyne Ice, Trident White, Wrigley's Double Mint, Orbit White, Wrigley's Winterfresh, and Wrigley's Juicy Fruit (includes corresponding Graph/Chart) III-6

Table 36: Leading Brands in the US Sugarless Chewing Gum Market (2007): Sales in US\$ Million for Orbit, Extra, Trident, Eclipse, Dentyne Ice, Trident White, Orbit White, Stride, Trident Splash, and Ice Breakers Ice Cubes (includes corresponding Graph/Chart) III-7

Table 37: Leading Brands in the US Sugarless Chewing Gum Market (2007): Sales in Million Units for Orbit, Extra, Trident, Eclipse, Dentyne Ice, Trident White, Orbit White, Stride, Trident Splash, and Ice Breakers Ice Cubes (includes corresponding Graph/Chart) III-7

Imports and Exports III-8

Table 38: Chewing Gum Market in the US (2002-2006): Imports in US\$ '000 by Select Country - Canada, Mexico, Colombia, China, Brazil, Italy, France, Spain, Israel, and Japan (includes corresponding Graph/Chart) III-8

Table 39: Chewing Gum Market in the US (2002-2006): Exports in US\$ '000 by Select Country - Canada, Australia, Jamaica, Trinidad and Tobago (Port of Spain), Honduras, New Zealand, Mexico, Netherlands Antilles, Venezuela, and UK (includes corresponding Graph/Chart) III-8

A Focus on Retailing III-9

Table 40: Gum Market in the US (2005): Percentage Breakdown of Value Sales by Distribution Channel - Standard Grocers, Convenience Stores, Discount Grocers, Petrol Station Stores, Kiosks, Traditional Grocers, Vending Machines, and Others (includes corresponding Graph/Chart) III-9

Product Launches/Developments III-9

Strategic Corporate Developments	III-12
Key Players	III-15
Masterfoods USA	III-15
The Hershey Company	III-15
The Wm. Wrigley Jr. Company	III-16
B.Market Analytics	III-16
Table 41: USA Recent Past, Current and Future Analysis for Gums by Product Segment - Chewing Gum and Bubble Gum Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2001 through 2010 (includes corresponding Graph/Chart)	III-16
Table 42: USA Long-term Projections for Gums by Product Segment - Chewing Gum and Bubble Gum Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)	III-17
Table 43: USA Historic Review for Gums by Product Segment - Chewing Gum and Bubble Gum Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 1991 through 2000 (includes corresponding Graph/Chart)	III-17
Table 44: USA 20-Year Perspective for Gums by Product Segment - Percentage Breakdown of Dollar Sales for Chewing Gum and Bubble Gum Markets for Years 1991, 1997, 2007 & 2010	III-17
2. Canada	III-18
A.Market Analysis	III-18
Current & Future Analysis	III-18
Imports & Exports	III-18
Table 45: Chewing Gum Market in Canada (2004-2006): Imports in CDN\$ by Select Country - USA, Mexico, China, Italy, Japan, Chile, Israel, Venezuela, Hong Kong, and Denmark (includes corresponding Graph/Chart)	III-18
Table 46: Chewing Gum Market in Canada (2004-2006): Exports in CDN\$ by Select Country - USA, Hong Kong, UK, Netherlands, France, Israel, UAE, Argentina, Australia, and Japan (includes corresponding Graph/Chart)	III-19
Strategic Corporate Development	III-19
B.Market Analytics	III-20
Table 47: Canadian Recent Past, Current and Future Analysis for Gums by Product Segment - Chewing Gum and Bubble Gum Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2001 through 2010 (includes corresponding Graph/Chart)	III-20
Table 48: Canadian Long-term Projections for Gums by Product Segment - Chewing Gum and Bubble Gum Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years	

2011 through 2015 (includes corresponding Graph/Chart) III-20

Table 49: Canadian Historic Review for Gums by Product Segment - Chewing Gum and Bubble Gum Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 1991 through 2000 (includes corresponding Graph/Chart) III-21

Table 50: Canadian 20-Year Perspective for Gums by Product Segment - Percentage Breakdown of Dollar Sales for Chewing Gum and Bubble Gum Markets for Years 1991, 1997, 2007, & 2010 III-21

3. Japan III-22

A. Market Analysis III-22

Current & Future Analysis III-22

Imports & Exports III-22

Table 51: Chewing Gum Market in Japan (2005 & 2006):

Imports in Tonnes III-22

Table 52: Chewing Gum Market in Japan (2005 & 2006):

Imports in US\$ '000 III-22

Table 53: Chewing Gum Market in Japan (2005 & 2006):

Exports in Tonnes III-22

Table 54: Chewing Gum Market in Japan (2005 & 2006):

Exports in US\$ '000 III-22

Product Launches/Developments III-23

B. Market Analytics III-24

Table 55: Japanese Recent Past, Current and Future Analysis for Gums by Product Segment - Chewing Gum and Bubble Gum Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2001 through 2010 (includes corresponding Graph/Chart) III-24

Table 56: Japanese Long-term Projections for Gums by Product Segment - Chewing Gum and Bubble Gum Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart) III-24

Table 57: Japanese Historic Review for Gums by Product Segment - Chewing Gum and Bubble Gum Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 1991 through 2000 (includes corresponding Graph/Chart) III-25

Table 58: Japanese 20-Year Perspective for Gums by Product Segment - Percentage Breakdown of Dollar Sales for Chewing Gum and Bubble Gum Markets for Years 1991, 1997, 2007, & 2010 III-25

4. Europe	III-26
A. Market Analysis	III-26
Current & Future Analysis	III-26
Analysis by Region	III-26
Analysis by Product Segment	III-26
Market Overview	III-26
B. Market Analytics	III-27
Table 59: European Recent Past, Current and Future Analysis for Gums by Geographic Region - France, Germany, Italy, UK, Spain, Russia and Rest of Europe Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2001 through 2010 (includes corresponding Graph/Chart)	III-27
Table 60: European Long-term Projections for Gums by Geographic Region - France, Germany, Italy, UK, Spain, Russia and Rest of Europe Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)	III-28
Table 61: European Historic Review for Gums by Geographic Region - France, Germany, Italy, UK, Spain, Russia and Rest of Europe Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 1991 through 2000 (includes corresponding Graph/Chart)	III-29
Table 62: European Recent Past, Current and Future Analysis for Gums by Product Segment - Chewing Gum and Bubble Gum Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2001 through 2010 (includes corresponding Graph/Chart)	III-29
Table 63: European Long-term Projections for Gums by Product Segment - Chewing Gum and Bubble Gum Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)	III-30
Table 64: European Historic Review for Gums by Product Segment - Chewing Gum and Bubble Gum Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 1991 through 2000 (includes corresponding Graph/Chart)	III-30
Table 65: European 20-Year Perspective for Gums by Geographic Region - Percentage Breakdown of Dollar Sales for France, Germany, Italy, UK, Spain, Russia and Rest of Europe Markets for Years 1991, 1997, 2007, & 2010 (includes corresponding Graph/Chart)	III-31
Table 66: European 20-Year Perspective for Gums by Product Segment - Percentage Breakdown of Dollar Sales for Chewing Gum and Bubble Gum Markets for Years 1991, 1997, 2007, &	

2010	III-31
4a. France	III-32
A.Market Analysis	III-32
Current & Future Analysis	III-32
Market Overview	III-32
B.Market Analytics	III-32
Table 67: French Recent Past, Current and Future Analysis for Gums by Product Segment - Chewing Gum and Bubble Gum Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2001 through 2010 (includes corresponding Graph/Chart)	III-32
Table 68: French Long-term Projections for Gums by Product Segment - Chewing Gum and Bubble Gum Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)	III-33
Table 69: French Historic Review for Gums by Product Segment - Chewing Gum and Bubble Gum Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 1991 through 2000 (includes corresponding Graph/Chart)	III-33
Table 70: French 20-Year Perspective for Gums by Product Segment - Percentage Breakdown of Dollar Sales for Chewing Gum and Bubble Gum Markets for Years 1991, 1997, 2007, & 2010	III-33
4b. Germany	III-34
A.Market Analysis	III-34
Current & Future Analysis	III-34
Market Overview	III-34
Table 71: Confectionery Market in Germany (2004-2006): Percentage Breakdown of Volume Sales in Million Kilograms by Segment - Gums and Jellies, Hard Boiled Sweets, Medicated Confectionery, Mints, Caramels and Toffees, and Other Sugar Confectionery (includes corresponding Graph/Chart)	III-35
Product Launch	III-35
Key Player	III-35
Haribo GmbH & Co. Kg	III-35
B.Market Analytics	III-36
Table 72: German Recent Past, Current and Future Analysis for Gums by Product Segment - Chewing Gum and Bubble Gum Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2001 through 2010 (includes corresponding Graph/Chart)	III-36
Table 73: German Long-term Projections for Gums by Product Segment - Chewing Gum and Bubble Gum Markets Independently	

Analyzed with Annual Sales Figures in US\$ Million for Years
2011 through 2015 (includes corresponding Graph/Chart) III-36

Table 74: German Historic Review for Gums by Product Segment
- Chewing Gum and Bubble Gum Markets Independently Analyzed
with Annual Sales Figures in US\$ Million for Years 1991
through 2000 (includes corresponding Graph/Chart) III-37

Table 75: German 20-Year Perspective for Gums by Product
Segment - Percentage Breakdown of Dollar Sales for Chewing
Gum and Bubble Gum Markets for Years 1991, 1997, 2007, &
2010 III-37

4c. Italy III-38

A. Market Analysis III-38
 Current & Future Analysis III-38
 Market Overview III-38
 Product Launch III-38
 Key Player III-38
 Perfetti Van Melle III-38
 B. Market Analytics III-39

Table 76: Italian Recent Past, Current and Future Analysis
for Gums by Product Segment - Chewing Gum and Bubble Gum
Markets Independently Analyzed with Annual Sales Figures in
US\$ Million for Years 2001 through 2010 (includes
corresponding Graph/Chart) III-39

Table 77: Italian Long-term Projections for Gums by Product
Segment - Chewing Gum and Bubble Gum Markets Independently
Analyzed with Annual Sales Figures in US\$ Million for Years
2011 through 2015 (includes corresponding Graph/Chart) III-40

Table 78: Italian Historic Review for Gums by Product
Segment - Chewing Gum and Bubble Gum Markets Independently
Analyzed with Annual Sales Figures in US\$ Million for Years
1991 through 2000 (includes corresponding Graph/Chart) III-40

Table 79: Italian 20-Year Perspective for Gums by Product
Segment - Percentage Breakdown of Dollar Sales for Chewing
Gum and Bubble Gum Markets for Years 1991, 1997, 2007, &
2010 III-40

4d. The United Kingdom III-41

A. Market Analysis III-41
 Current & Future Analysis III-41
 Market Overview III-41

Table 80: Leading Players in the UK Gum Confectionery
Market (2005): Percentage Breakdown of Value Sales for
Wrigley, Cadbury, Stimorol and Others (includes
corresponding Graph/Chart) III-41

Cadbury Captures Gum Market Share III-42

CTNs Dominates Gum Distribution III-42

Table 81: Gum Confectionery Market in the UK (2005):

Percentage Breakdown of Value Sales by Distribution

Channel - CTNs, Petrol Station Stores, Traditional

Grocers, Standard Grocers, Discount Grocers, Convenience

Stores, Kiosks, and Others (includes corresponding

Graph/Chart) III-42

Local Producers Play Minor Role III-42

Table 82: Sugar Confectionery Market in the UK

(2004-2006): Percentage Breakdown of Value Sales in ' "

Million by Sector - Gums and Jellies, Hard Boiled Sweets,

Mints, Caramels and Toffees, Medicated Confectionery, and

Other Sugar Confectionery (includes corresponding

Graph/Chart) III-43

Imports and Exports III-43

Table 83: Chewing Gum Market in the UK (2002-2005): Imports

in £ '000 by Region - Inside EU, and Outside EU (includes

corresponding Graph/Chart) III-43

Table 84: Chewing Gum Market in the UK (2002-2005): Imports

in Tonnes by Region - Inside EU, and Outside EU (includes

corresponding Graph/Chart) III-44

Table 85: Chewing Gum Market in UK (2002-2005): Exports

in £ '000 by Region - Inside EU, and Outside EU (includes

corresponding Graph/Chart) III-44

Table 86: Chewing Gum Market in UK (2002-2005): Exports in

Tonnes by Region - Inside EU, and Outside EU (includes

corresponding Graph/Chart) III-44

Product Launches/Developments III-45

Strategic Corporate Developments III-45

Key Player III-46

Cadbury Schweppes Plc III-46

B.Market Analytics III-47

Table 87: UK Recent Past, Current and Future Analysis for

Gums by Product Segment - Chewing Gum and Bubble Gum Markets

Independently Analyzed with Annual Sales Figures in US\$

Million for Years 2001 through 2010 (includes corresponding

Graph/Chart) III-47

Table 88: UK Long-term Projections for Gums by Product

Segment - Chewing Gum and Bubble Gum Markets Independently

Analyzed with Annual Sales Figures in US\$ Million for Years

2011 through 2015 (includes corresponding Graph/Chart) III-47

Table 89: UK Historic Review for Gums by Product Segment -

Chewing Gum and Bubble Gum Markets Independently Analyzed

with Annual Sales Figures in US\$ Million for Years 1991

through 2000 (includes corresponding Graph/Chart)	III-48
Table 90: UK 20-Year Perspective for Gums by Product Segment - Percentage Breakdown of Dollar Sales for Chewing Gum and Bubble Gum Markets for Years 1991, 1997, 2007, & 2010	
	III-48
4e. Spain	III-49
A. Market Analysis	III-49
Current & Future Analysis	III-49
Market Overview	III-49
Table 91: Sugar Confectionery Market in Spain (2005): Percentage Breakdown of Value Sales by Segment - Gums & Jellies, Hard Boiled Sweets, Medicated, Caramels and Toffees, Mints, and Others (includes corresponding Graph/Chart)	
	III-49
Table 92: Gum Confectionery Market in Spain (2005): Percentage Breakdown of Value Sales by Distribution Channel - Kiosks, Standard Grocers, Traditional Grocers, Convenience Stores, Petrol Station Stores, Discount Grocers, and Others (includes corresponding Graph/Chart)	
	III-50
Strategic Corporate Development	III-50
B. Market Analytics	III-51
Table 93: Spanish Recent Past, Current and Future Analysis for Gums by Product Segment - Chewing Gum and Bubble Gum Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2001 through 2010 (includes corresponding Graph/Chart)	
	III-51
Table 94: Spanish Long-term Projections for Gums by Product Segment - Chewing Gum and Bubble Gum Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)	
	III-51
Table 95: Spanish Historic Review for Gums by Product Segment - Chewing Gum and Bubble Gum Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 1991 through 2000 (includes corresponding Graph/Chart)	
	III-52
Table 96: Spanish 20-Year Perspective for Gums by Product Segment - Percentage Breakdown of Dollar Sales for Chewing Gum and Bubble Gum Markets for Years 1991, 1997, 2007, & 2010 (includes corresponding Graph/Chart)	
	III-52
4f. Russia	III-53
A. Market Analysis	III-53
Current & Future Analysis	III-53
Market Overview	III-53
Table 97: Gum Market in Russia (2002-2005): Production and Imports in '000 tons (includes corresponding Graph/Chart)	
	III-53

Strategic Corporate Developments	III-54
B.Market Analytics	III-54
Table 98: Russian Recent Past, Current and Future Analysis for Gums by Product Segment - Chewing Gum and Bubble Gum Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2001 through 2010 (includes corresponding Graph/Chart)	III-54
Table 99: Russian Long-term Projections for Gums by Product Segment - Chewing Gum and Bubble Gum Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)	III-55
Table 100: Russian Historic Review for Gums by Product Segment - Chewing Gum and Bubble Gum Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 1991 through 2000 (includes corresponding Graph/Chart)	III-55
Table 101: Russian 20-Year Perspective for Gums by Product Segment - Percentage Breakdown of Dollar Sales for Chewing Gum and Bubble Gum Markets for Years 1991, 1997, 2007, & 2010	III-55
4g. Rest of Europe	III-56
A.Market Analysis	III-56
Current & Future Analysis	III-56
Market Overview	III-56
Table 102: Chewing Gum Market in Rest of Europe (2006): Percentage Share of Cadbury's in Select Countries - Denmark, Greece, Belgium, Portugal, France, Switzerland, Spain, Sweden, Netherlands, and Norway (includes corresponding Graph/Chart)	III-56
Focus on Select Markets	III-57
Czech Republic	III-57
Turkey	III-57
Product Launch	III-57
Strategic Corporate Developments	III-57
Key Players	III-58
Leaf Holland B.V. (The Netherlands)	III-58
ZED GUM (Ireland)	III-58
B.Market Analytics	III-59
Table 103: Rest of Europe Recent Past, Current and Future Analysis for Gums by Product Segment - Chewing Gum and Bubble Gum Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2001 through 2010 (includes corresponding Graph/Chart)	III-59
Table 104: Rest of Europe Long-term Projections by Product Segment - Chewing Gum and Bubble Gum Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years	

2011 through 2015 (includes corresponding Graph/Chart)	III-59
Table 105: Rest of Europe Historic Review for Gums by Product Segment - Chewing Gum and Bubble Gum Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 1991 through 2000 (includes corresponding Graph/Chart)	III-60
Table 106: Rest of Europe 20-Year Perspective for Gums by Product Segment - Percentage Breakdown of Dollar Sales for Chewing Gum and Bubble Gum Markets for Years 1991, 1997, 2007, & 2010	III-60
5. Asia-Pacific	III-61
A. Market Analysis	III-61
Current & Future Analysis	III-61
Market Overview	III-61
Focus on Select Markets	III-61
China	III-61
Wrigley Dominance	III-61
Table 107: Leading Brands in the Chinese Chewing Gum Market (2005): Percentage Breakdown of Sales for Wrigley's and Lotte (includes corresponding Graph/Chart)	III-61
India	III-62
Table 108: Leading Players in Indian Gum Market (2005): Percentage Breakdown of Sales for Wrigley's, Cadbury, Hershey, Private Label, and Others (includes corresponding Graph/Chart)	III-62
Confectionery Market	III-62
Table 109: Confectionery Market in India (2005): Percentage Breakdown of Volume Sales by Category - Candies & Toffees, Bubble Gum, Breath Fresheners, Chewing Gum, and Others (includes corresponding Graph/Chart)	III-62
Product Launches/Developments	III-63
Strategic Corporate Developments	III-63
Key Player	III-64
Ferndale Confectionery Pty Ltd. (Australia)	III-64
B. Market Analytics	III-64
Table 110: Asia-Pacific Recent Past, Current and Future Analysis for Gums by Product Segment - Chewing Gum and Bubble Gum Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2001 through 2010 (includes corresponding Graph/Chart)	III-64
Table 111: Asia-Pacific Long-term Projections for Gums by Product Segment - Chewing Gum and Bubble Gum Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart)	III-65

Table 112: Asia-Pacific Historic Review for Gums by Product Segment - Chewing Gum and Bubble Gum Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 1991 through 2000 (includes corresponding Graph/Chart) III-65

Table 113: Asia-Pacific 20-Year Perspective for Gums by Product Segment - Percentage Breakdown of Dollar Sales for Chewing Gum and Bubble Gum Markets for Years 1991, 1997, 2007, & 2010 III-65

6. The Middle East	III-66
A. Market Analysis	III-66
Current & Future Analysis	III-66
Strategic Corporate Development	III-66
B. Market Analytics	III-66

Table 114: Middle East Recent Past, Current and Future Analysis for Gums by Product Segment - Chewing Gum and Bubble Gum Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2001 through 2010 (includes corresponding Graph/Chart) III-66

Table 115: Middle East Long-term Projections for Gums by Product Segment - Chewing Gum and Bubble Gum Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart) III-67

Table 116: Middle East Historic Review for Gums by Product Segment - Chewing Gum and Bubble Gum Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 1991 through 2000 (includes corresponding Graph/Chart) III-67

Table 117: Middle East 20-Year Perspective for Gums by Product Segment - Percentage Breakdown of Dollar Sales for Chewing Gum and Bubble Gum Markets for Years 1991, 1997, 2007, & 2010 III-67

7. Latin America	III-68
A. Market Analysis	III-68
Current & Future Analysis	III-68
Market Overview	III-68
Table 118: Gum Market in Latin America (2006): Percentage Share of Cadbury by Select Country - Mexico, Brazil, and Colombia (includes corresponding Graph/Chart)	III-68

Table 119: Chewing Gum Market in Mexico (2001-2004): Imports from USA in US\$ Million (includes corresponding Graph/Chart) III-69

Strategic Corporate Development	III-69
B. Market Analytics	III-69

Table 120: Latin American Recent Past, Current and Future Analysis for Gums by Product Segment - Chewing Gum and Bubble Gum Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2001 through 2010 (includes corresponding Graph/Chart) III-69

Table 121: Latin American Long-term Projections for Gums by Product Segment - Chewing Gum and Bubble Gum Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 2011 through 2015 (includes corresponding Graph/Chart) III-70

Table 122: Latin American Historic Review for Gums by Product Segment - Chewing Gum & Bubble Gum Markets Independently Analyzed with Annual Sales Figures in US\$ Million for Years 1991 through 2000 (includes corresponding Graph/Chart) III-70

Table 123: Latin American 20-Year Perspective for Gums by Product Segment - Percentage Breakdown of Dollar Sales for Chewing Gum and Bubble Gum Markets for Years 1991, 1997, 2007, & 2010 III-70

IV. COMPETITIVE LANDSCAPE

Fax Order Form

To place an order via fax simply print this form, fill in the information below and fax the completed form to **(805) 617 17 93** . If you have any questions please visit <http://www.reportlinker.com/notify/contact>

Order Information

Please verify that the product information is correct and select the format(s) you require.

[World Gums Markets](#)

Product Formats

Please select the product formats and the quantity you require.

1 User License -- USD 3 950.00 Quantity: _____

Contact Information

Please enter all the information below in **BLOCK CAPITALS**

Title: Mr Mrs Dr Miss Ms Prof

First Name: _____ Last Name: _____

Email Address: _____

Job Title: _____

Organization: _____

Address: _____

City: _____

Postal / Zip Code: _____

Country: _____

Phone Number: _____

Fax Number: _____

Payment Information

Please indicate the payment method, you would like to use by selecting the appropriate box.

Payment by credit card Card Number: _____

Expiry Date _____ / _____

CVV Number _____

Card Type (ex: Visa, Amex...) _____

Payment by wire transfer Crédit Mutuel

RIB : 10278 07314 00020257701 78

BIC : CMCIFR2A

IBAN : FR76 1027 8073 1400 0202 5770 178

Payment by check UBIQUICK SAS
16 rue Grenette – 69002 LYON, FRANCE

Customer signature:

Please note that by ordering from Reportlinker you are agreeing to our Terms and Conditions at

<http://www.reportlinker.com/index/terms>

Please fax this form to

(805) 617 17 93