



# Gum in Finland

July 2025

Table of Contents

## Gum in Finland - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Health and wellness claims are extended in gum  
Jenkki dominates but private label gains traction  
Convenience and large sections inform gum distribution

#### PROSPECTS AND OPPORTUNITIES

Maturity limits growth potential  
New xylitol factory to add dynamism to the gum offer  
New and innovative offerings are anticipated

#### 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 Finland - 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-finland/report](http://www.euromonitor.com/gum-in-finland/report).