



Euromonitor
International

Gum in Austria

July 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sugar-free and sustainability attributes are key drivers of growth for gum in 2025
Mars Austria maintains its leadership despite losing share to others in 2025
Supermarkets retains the lead while retail e-commerce and discounters gain ground

PROSPECTS AND OPPORTUNITIES

Chewing gum is set to drive growth while sales of bubble gum continue to decline
Functionality and digital engagement are expected to support sales of gum
Health, wellness, and sustainability will become important drivers of growth

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 Austria - 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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