



Euromonitor
International

Gum in the United Arab Emirates

July 2026

Table of Contents

Gum in the United Arab Emirates - Category analysis

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Gum Summary

INDUSTRY PERFORMANCE

Habitual Users Sustain Demand as Remote Routines Reshape Usage

Chewing Gum Outpaces Bubble Gum as Price Rises Offset Softening Demand

Chart 1 - Value Sales 2021-2031

Chart 2 - Volume Sales 2021-2031

Chart 3 - Value Sales by Category 2026

WHAT'S NEXT?

Mars Set to Accelerate Health and Flavour Innovation to Restore Demand

Brands to Diversify Flavour Profiles and Push Sustainability Credentials to Capture Younger Consumers

Chart 4 - Forecast Value Sales 2021-2031

Chart 5 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Mars Retains Lead as Rivals Remain Static

Chart 6 - Company Shares 2026

Chart 7 - Brand Shares 2026

CHANNELS

Hypermarkets Dominate Gum Sales with Impulse-Driven Visibility

Chart 8 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 9 - Economic Context for Gum

Chart 10 - Real GDP Growth 2021-2031

Chart 11 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 12 - Consumer Context for Gum

Chart 13 - Population 2021-2031

Chart 14 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

Snacks in the United Arab Emirates - Industry Overview

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Snacks

INDUSTRY PERFORMANCE

Private Label and Multipacks Drive Resilience as Households Trade Down

Chart 16 - KitKat Chunky Pistachio Acts As Affordable Dubai Chocolate

Multipack Savoury Snacks and Chocolate Attract Cost-Focused Shoppers

Chart 17 - Barakat Foregrounds Local Flavours

Chart 18 - Value Sales 2021-2031

Chart 19 - Value Sales by Category 2026

WHAT'S NEXT?

Consumers Shift to Healthier Ingredients and Flexible Snacking Routines

Chart 20 - Analyst Insight for Snacks

Savoury Snacks Lead Growth as Brands Innovate with Health and Flavour

Digital Strategies Expand Appeal and Reach

Chart 21 - Forecast Value Sales 2021-2031

Chart 22 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Pepsico and Mars Sustain Leadership through Broad Portfolios and Promotions

Chart 23 - Company Shares 2026

Chart 24 - Brand Shares 2026

CHANNELS

Hypermarkets and Supermarkets Drive Affordable Snacking with Multipacks

E-Commerce Accelerates as Shoppers Seek Convenience and Value

Chart 25 - Retail Channels 2021-2026

PRODUCTS

Affordability and Functionality Displace Novelty as the Primary Innovation Drivers

Pistachio Popularity and Spice Demand Create Openings for Affordable Flavour Differentiation

Health Reformulation Gains Strategic Priority

ECONOMIC CONTEXT

Chart 26 - Economic Context for Snacks

Chart 27 - Real GDP Growth 2021-2031

Chart 28 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 29 - Consumer Context for Snacks

Chart 30 - Population 2021-2031

Chart 31 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

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-the-united-arab-emirates/report.