



Euromonitor
International

Gum in Panama

August 2026

Table of Contents

[Gum in Panama - Category analysis](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Gum Summary

INDUSTRY PERFORMANCE

Chewing Gum Dominates Value Sales as Impulse Consumption Grows

Trident Partners with Stranger Things to Drive Cultural Relevance

Chart 1 - Pop Culture Licensing Drives Gum Sales

Chart 2 - Value Sales 2021-2031

Chart 3 - Volume Sales 2021-2031

Chart 4 - Value Sales by Category 2026

WHAT'S NEXT?

Brands to Intensify Innovation and Promotions to Defend Share

Functional and Sustainable Launches to Reshape Consumer Demand

Promotional Strategies and Cleaner Labels to Unlock Premium Growth

Chart 5 - Forecast Value Sales 2021-2031

Chart 6 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Mondelez Leverages Brand Diversity and Youth Engagement to Reinforce Leading Position

Chart 7 - Company Shares 2026

Chart 8 - Brand Shares 2026

CHANNELS

Supermarkets Drive Habitual Gum Purchases with Checkout Visibility

Chart 9 - Retail Channels 2021-2026

ECONOMIC CONTEXT

Chart 10 - Economic Context for Gum

Chart 11 - Real Gdp Growth 2021-2031

Chart 12 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 13 - Consumer Context for Gum

Chart 14 - Population 2021-2031

Chart 15 - Population by Generation 2026

COUNTRY REPORTS DISCLAIMER

[Snacks in Panama - Industry Overview](#)

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Snacks

INDUSTRY PERFORMANCE

Brands Drive Trial with Experiential Flavour Innovations

Mars Extends Promotions to Capture Impulse Sales

Chart 17 - Expansion of Proximity Retail Supports Convenience-Driven Impulse Consumption

Limited Editions and Digital Engagement Fuel Impulse Snacking

Chart 18 - Interactive and Multi-Sensory Snacking Gains Momentum

Chart 19 - Value Sales 2021-2031

Chart 20 - Value Sales by Category 2026

WHAT'S NEXT?

Nostalgia and Digital Campaigns to Spark Emotional Engagement for Indulgent Launches

Savoury Snacks to Retain Leading Position as Health and Convenience Drive Evolving Preferences

Omnichannel Expansion and Rapid Innovation to Reshape Business Strategies

Chart 21 - Analyst Insight for Snacks

Chart 22 - Forecast Value Sales 2021-2031

Chart 23 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Pascual Leverages Emotional Innovation to Defend Leadership

Chart 24 - Company Shares 2026

Chart 25 - Brand Shares 2026

CHANNELS

Supermarkets Drive Footfall with Promotions and Broad Assortments

Supermarkets' Digital Strategies Propel E-Commerce Acceleration

Heightened Foodservice Costs Accelerate Shift Towards At-Home Snacking

Chart 26 - Retail Channels 2021-2026

PRODUCTS

Sensory Contrast and Channel Extension Drive Product Strategy

Nostalgia and Foodservice Partnerships Deepen Brand Equity

Channel Diversification and Emotional Positioning Compress Competitive Gaps

ECONOMIC CONTEXT

Chart 27 - Economic Context for Snacks

Chart 28 - Real Gdp Growth 2021-2031

Chart 29 - Inflation 2021-2031

CONSUMER CONTEXT

Chart 30 - Consumer Context for Snacks

Chart 31 - Population 2021-2031

Chart 32 - 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-panama/report.