

Category Healthcheck: Chewing Gum

Range and merchandising are key to maximise sales... check this document for your guide to creating the perfect chewing gum fixture

Recommended Range

| | Gum Range | Counter Merch. Unit | P&H Code |
|-------------------|-----------------------------------|---------------------|----------|
| Breath Freshening | Extra® Peppermint Handy Box | X | 23539 |
| | Extra® Spearmint Handy Box | X | 27343 |
| | Extra® Peppermint | X | 7203 |
| | Extra® Spearmint | X | 7189 |
| | Extra® Cool Breeze™ | X | 44737 |
| | Extra® Fire | X | 27149 |
| | Extra® Ice | X | 20176 |
| | Extra® Ice Liquid Fill Peppermint | X | 29770 |
| | Extra® Ice Liquid Fill Spearmint | X | 29769 |
| Revitalisation | Airwaves® Menthol Eucalyptus | X | 2595 |
| | Airwaves® Blackmint | X | 27150 |
| | Airwaves® Cherry Menthol | X | 21408 |
| | Airwaves® Active | X | 25243 |
| Well Being | Orbit® Complete Freshmint | X | 4433 |
| | Orbit® Complete Spearmint | X | 4439 |
| | Orbit® Complete Peppermint | X | 4435 |
| | Orbit® Complete Strong Mint | X | 4440 |
| Taste | Wrigley's Spearmint® | X | 49463 |
| | Wrigley's Doublemint® | X | 49429 |
| | Juicy Fruit™ | X | 49433 |
| | Juicy Fruit® Strappleberry | X | 23498 |
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- The chewing gum category is worth £236m in the UK and has grown by 49% since 1999*
- 1 in 2 people in the UK consume chewing gum
- Chewing gum is the product most impulsively bought in store - three time more likely than either confectionery or snack foods
- Listing the full recommended chewing gum range generates up to 33% of total confectionery countline profit
- 4 out of the top 5 confectionery countline profit earners are chewing gum: Extra Peppermint, Extra Spearmint, Extra Cool Breeze and Airwaves Menthol & Eucalyptus
- Extra is the best selling sugar confectionery brand and the 2nd largest confectionery brand
- Availability is key to drive impulse purchase, so make sure the selling lines are fully stocked
- Chewing gum consumers are very brand loyal, there is little switching between brands
- If out of stock occurs, almost 2/3 of potential sales are lost**

Recommended Layout

| | | | | | |
|--|---|---|--|--|-------------------|
|  | | |  | Breath freshening | |
|  | | | | | |
| |  | | | Revitalisation | |
|  |  |  |  |  | Well being |
|  |  | |  | Taste | |