



Euromonitor  
International

# Gum in Hong Kong, China

August 2026

Table of Contents

## Gum in Hong Kong, China - Category analysis

### KEY DATA INSIGHTS

#### 2026 DEVELOPMENTS

Gum Summary

### INDUSTRY PERFORMANCE

Neurogum Drives Innovation as Functional Formats Challenge Established Players

Neurogum Redefines Usage by Targeting Cognitive Wellness and On-The-Go Needs

Chart 1 - NeuroGum: A Pioneer in Functional Gum

Chart 2 - Value Sales 2021-2031

Chart 3 - Volume Sales 2021-2031

Chart 4 - Value Sales by Category 2026

### WHAT'S NEXT?

Chewing Gum Will Remain Flat as Functional Positioning Offers Limited Upside

Korean and Japanese Brand Will Expand Functional Lines but Growth Remains Muted

Chart 5 - Forecast Value Sales 2021-2031

Chart 6 - Forecast Value Sales by Category 2026-2031

### COMPETITIVE LANDSCAPE

Wrigley Sustains Near-Total Dominance as Innovation Stalls

Chart 7 - Company Shares 2026

Chart 8 - Brand Shares 2026

### CHANNELS

Convenience Stores Drive Impulse Sales with Immediate Accessibility and Visibility

Health-Focused E-Stores Offer Niche Appeal but Lack Disruptive Potential

Chart 9 - Retail Channels 2021-2026

### ECONOMIC CONTEXT

Chart 10 - Economic Context for Gum

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 13 - Consumer Context for Gum

Chart 14 - Population 2020-2030

Chart 15 - Population by Generation 2025

### COUNTRY REPORTS DISCLAIMER

## Snacks in Hong Kong, China - Industry Overview

### EXECUTIVE SUMMARY

2026 Developments

### KEY DATA INSIGHTS

### KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Snacks

### INDUSTRY PERFORMANCE

Affordability Pressures Define Snacks as Private Label Reshapes Consumer Behaviour

Spice Transitions From Niche to Mainstream as Culturally Grounded Heat Drives Differentiation

Chart 17 - Nissin Koikeya: Mastering "Mala" and Cultural Fusion to Lead Hong Kong's Spicy Snack Revolution.

Savoury Snacks Hold the Lead as Functional Gum Emerges as the Best Performing

Chart 18 - Value Sales 2021-2031

Chart 19 - Value Sales by Category 2026

## WHAT'S NEXT?

Functional Innovation Will Define Snacks as Northbound Travel Constrains Volume Expansion

Chart 20 - Analyst Insight for Snacks

Flavour Influences and Complex Taste Combinations to Drive Differentiation as Snacks Evolves

Functional Performance and Gut Health Credentials Will Redefine Health-Conscious Snacking

Chart 21 - Forecast Value Sales 2021-2031

Chart 22 - Forecast Value Sales by Category 2026-2031

## COMPETITIVE LANDSCAPE

Ferrero and Nestlé Leverage Brand Strength as Discounters and Private Label Intensify Competition

Chart 23 - Company Shares 2026

Chart 24 - Brand Shares 2026

## CHANNELS

Supermarkets and Convenience Stores Reshape Everyday Snacking Choices

Discounters and Experiential Brands Redefine Value and Gifting

Retail E-Commerce Captures Impulse and Health-Driven Snack Missions

Chart 25 - Retail Channels 2021-2026

## PRODUCTS

Muji Bridges Value and Design to Reset Expectations

Nissin Koikeya Drives Flavour Complexity and Social Discovery

Chart 26 - Muji: Minimalist Japanese Treats Delivers Style, Novelty and Value in Hong Kong

## 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-hong-kong-china/report](http://www.euromonitor.com/gum-in-hong-kong-china/report).