



Euromonitor
International

Gum in Ireland

August 2026

Table of Contents

[Gum in Ireland - Category analysis](#)

KEY DATA INSIGHTS

2026 DEVELOPMENTS

Gum Summary

INDUSTRY PERFORMANCE

Strong Consumer Spending Supports Steady Growth

Extra Refreshers Broadens Appeal through Fruit-Led Innovation

Chart 1 - Extra Refreshers Offers Novelty and Indulgence

Chart 2 - Value Sales 2021-2031

Chart 3 - Volume Sales 2021-2031

Chart 4 - Value Sales by Category 2026

WHAT'S NEXT?

Brand Loyalty and Habitual Use Expected to Support Steady Growth

Flavour Diversification Set to Broaden Consumer Appeal

Marketing Activation to Reinforce Visibility and Brand Relevance

Chart 5 - Forecast Value Sales 2021-2031

Chart 6 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Entrenched Dominance Limits Competitive Disruption

Chart 7 - Company Shares 2026

Chart 8 - Brand Shares 2026

CHANNELS

Impulse Purchasing Continues to Shape Retail Distribution

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 Ireland - Industry Overview](#)

EXECUTIVE SUMMARY

2026 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Snacks

INDUSTRY PERFORMANCE

Steady Consumer Demand Supports Continued Growth in Snacks

Flavour Experimentation Refreshes Established Brands

Chart 17 - Flavour Diversification Appeals to Broader Consumer Base

More Substantial Products Broaden Consumption Occasions

Chart 18 - Maryland S'Wich for Everyday Eating Occasions

Chart 19 - Value Sales 2021-2031

Chart 20 - Value Sales by Category 2026

WHAT'S NEXT?

Flavour-Led Innovation Expected to Support Long-Term Value Growth

Confectionery Set to Strengthen Its Position through Premium Taste Experiences

Filling and Convenient Formats to Capture Meal Replacement Occasions

Chart 21 - Forecast Value Sales 2021-2031

Chart 22 - Forecast Value Sales by Category 2026-2031

COMPETITIVE LANDSCAPE

Cadbury and Tayto Reinforce Their Lead as Innovation Sustains Loyalty

Chart 23 - Company Shares 2026

Chart 24 - Brand Shares 2026

CHANNELS

Supermarkets Retain Leadership as Channel Shares Remain Broadly Stable

Value-Conscious Consumers Replace Foodservice Occasions with Retail Purchases

Chart 25 - Retail Channels 2021-2026

PRODUCTS

Consumer Behaviour Shifts Underpin a New Innovation Agenda

Recent Launches Reflect the Strategic Repositioning of Familiar Formats

Incremental Innovation Strengthens Competitive Positioning and Supports Value

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-ireland/report.