

## Simply Gum & Marketing to Gen Z Adults – SWOT Analysis

<b>Strengths</b> <ul style="list-style-type: none"><li>Simply Gum stands out by using natural ingredients such as chicle, which is a chewy tree sap, instead of synthetic plastic, and by offering mints free from artificial flavors, colors, or sweeteners (Simply Gum, n.d.). This natural approach directly appeals to Gen Z adults, as 27% of them actively avoid unhealthy items and consider them as a main stressor (Takemasa, 2025).</li><li>Simply Gum demonstrates its environmentally friendly values through recyclable, uncoated paper packaging and post-chew wraps (Simply Gum, n.d.). This sustainable approach resonates with the 30% of Gen Z adults who identify environmental concerns as a leading source of stress (Takemasa, 2025).</li><li>Simply Gum competes directly in the largest segment of the gum, mint and breath freshener market, with 64.6% of total sales being sugarless products and 33% of Gen Z gum, mint, and breath freshener users have used sugar-free chewing gum in the past three months (Doggett, 2025).</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>Simply Gum's focus on natural flavors means a limited range of traditional or nostalgic options, like bubble gum or spearmint, which are favored by 32% of Gen Z gum consumers who prefer classic, nostalgic flavors (Doggett, 2025).</li><li>Reviews indicate that Simply Gum's flavor does not last long (ThingTesting, 2025), leading to fewer long-lasting customers compared to competitors. Additionally, 46% of gum consumers prioritize long-lasting flavor when choosing gum (Doggett, 2025).</li><li>The use of natural, ethical ingredients and environmentally friendly packaging results in higher prices, which may discourage budget-conscious consumers, especially during periods of inflation, as only 26% of gum consumers are willing to pay more for environmentally friendly gum (Doggett, 2025).</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>There is an opportunity to position Simply Gum for the 29% of gum consumers who use gum as a stress reliever with relaxing flavors and wellness messaging (Doggett, 2025).</li><li>Since Gen Z adults spend significant time online, 75% of them find new products via social media (Takemasa, 2025), so influencer partnerships and viral campaigns present a viable path for brand exposure and engagement.</li><li>Increasing transparency about ingredient sources presents an opportunity for credibility since 61% of Gen Z adults say it is difficult to know what information to trust, supporting Simply Gum's clean-label positioning (Takemasa, 2025).</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>Sugar-free gum makes up 64.6% of gum category sales in the U.S., greatly outpacing regular gum (Doggett, 2025). Large brands continually innovate in the sugar-free segment, making it harder for natural or traditional brands to compete.</li><li>Mars accounts for 56.1% of the total market share for gum, mints, and breath fresheners in the U.S. (Doggett, 2025), making shelf access and consumer attention difficult for smaller brands.</li><li>Simply Gum's use of premium, imported natural ingredients means that the brand is exposed to cost increases from tariffs, as 68% of Gen Z adults agree that rising costs caused by tariffs will impact their spending habits and purchasing decisions (Doggett, 2025).</li></ul>

## References

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