



RESEARCH



THE HUBBA BUBBA BRAND

Hubba Bubba, launched by Wrigley (now part of Mars, Inc.) in 1979, is a bubble gum brand famous for its large bubbles, playful flavors, and fun branding. Known for innovations like bubble gum tape, it's a favorite among kids and teens, focusing on lighthearted, fun experiences.

Hubba Bubba promotes fun, creativity, and nostalgia. The brand highlights bubble-blowing as a carefree, playful activity for all ages, encouraging enjoyment through simple moments of fun.

RESEARCH OBJECTIVE

To explore the factors that contribute to sustained brand loyalty among Gen Z consumers for Hubba Bubba compared to competitor bubble gum brands.



ADVERTISING & PROMOTION

Hubba Bubba revitalizes its nostalgic '80s and '90s brand identity with the slogan 'Big Bubbles, No Troubles,' using this theme across its digital platforms including TikTok, Instagram, and X. The brand captures younger audiences with vibrant colors and playful visuals, emphasizing simplicity and fun to create emotional connections.

For over 45 years, Hubba Bubba has utilized innovative advertising, from memorable TV commercials to vibrant print ads and dynamic social media campaigns. These efforts consistently integrate influencer partnerships and user-generated content, maintaining the brand’s presence and excitement around its fun products.

INSTAGRAM ANALYSIS

@hubbabubbamx

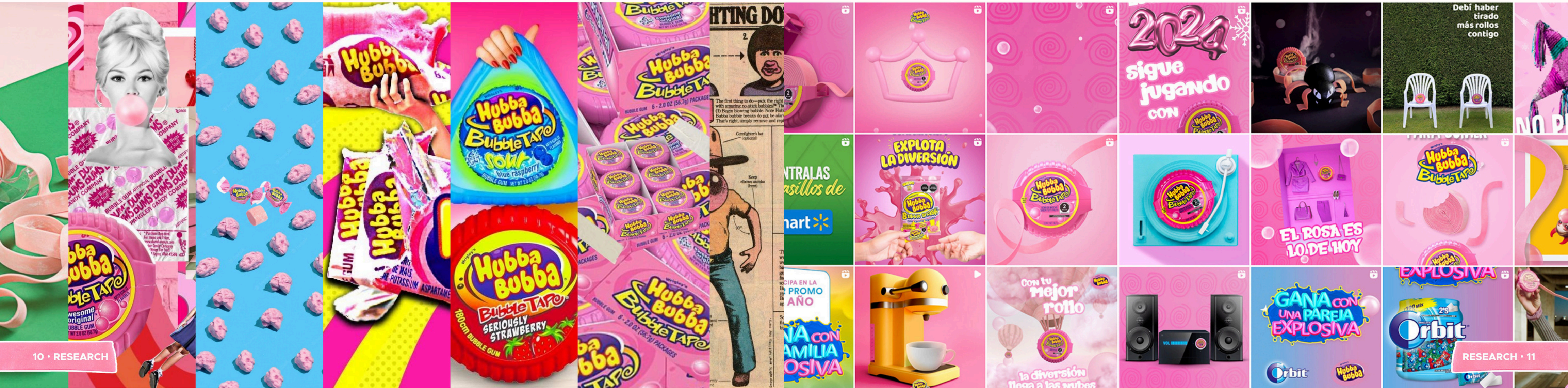
Followers - 4,515
Posts - 78
Engagement Rate - 1.26 %
Average likes per post - 231
Average comments per post - 2

Visual Aesthetic

Bright, colorful, and playful imagery reflects the brand's fun and nostalgic nature. There is a strong focus on bubblegum colors.

User Engagement

Hubba Bubba uses quirky, playful content like bubble-blowing challenges, gum tricks, and memes that resonate with younger audiences.



X ANALYSIS
@HubbaBubba

Followers - 8,200
Posts - 1,094
Engagement Rate - 1.2%
Average likes per post - 82
Average retweets per post - 8

Tone of Voice
Hubba Bubba's tone on X is playful, cheeky, and humorous, often using light-hearted banter, whimsical ideas, and a casual, conversational style to engage their audience.

Key Messaging
Hubba Bubba consistently promotes fun and nostalgia through content emphasizing bubble gum playfulness and encouraging interaction, such as challenges, quirky ideas, and festive posts.

TIKTOK ANALYSIS
@hubbabubba

Followers - 59.7K
Posts - 28
Engagement Rate - 0.43%
Average likes per post - 258
Average comments per post - 18

Short, Fun Videos
Hubba Bubba's TikTok features quick, energetic videos with bubble-blowing, colorful visuals, and playful skits that appeal to a younger audience.

User-Generated Content
Hubba Bubba encourages followers to participate in bubble challenges and fun trends, creating interactive content and boosting engagement.

12 • RESEARCH

13

MARKET RESEARCH

Market Size Projection

The gum market is expected to reach \$26.8 billion by 2031, growing at a CAGR of 4.3% from 2022 to 2031 (Allied Market Research)

Consumption Habits

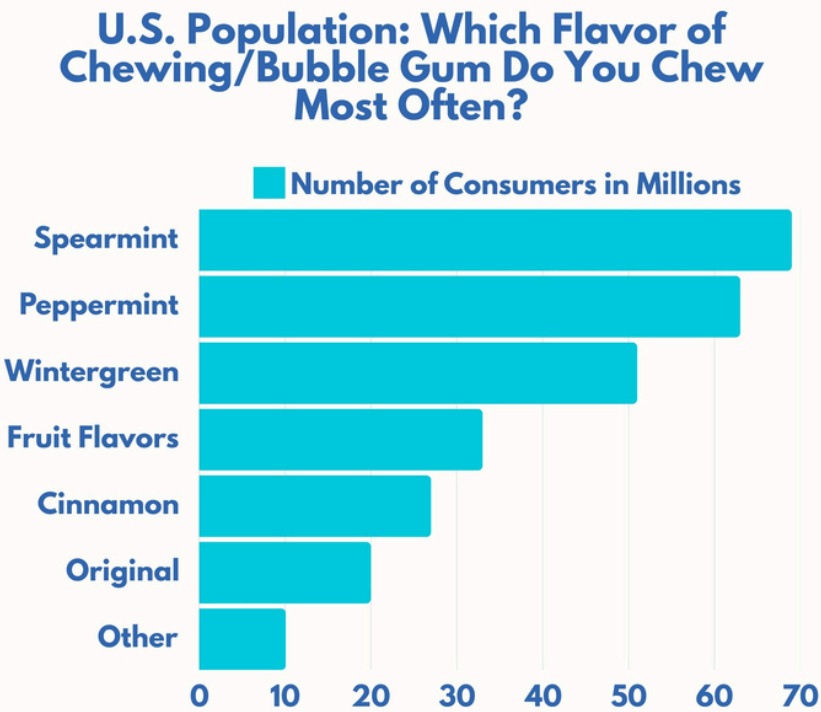
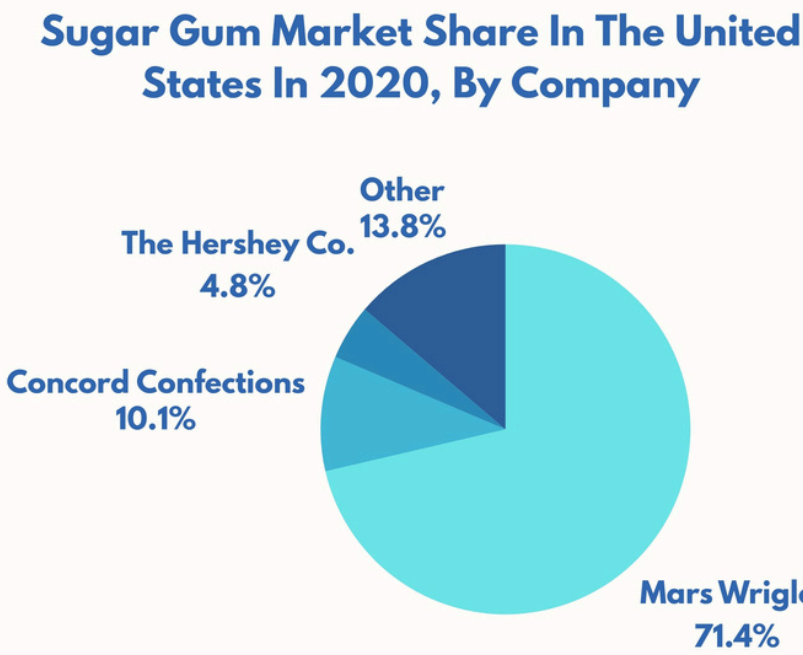
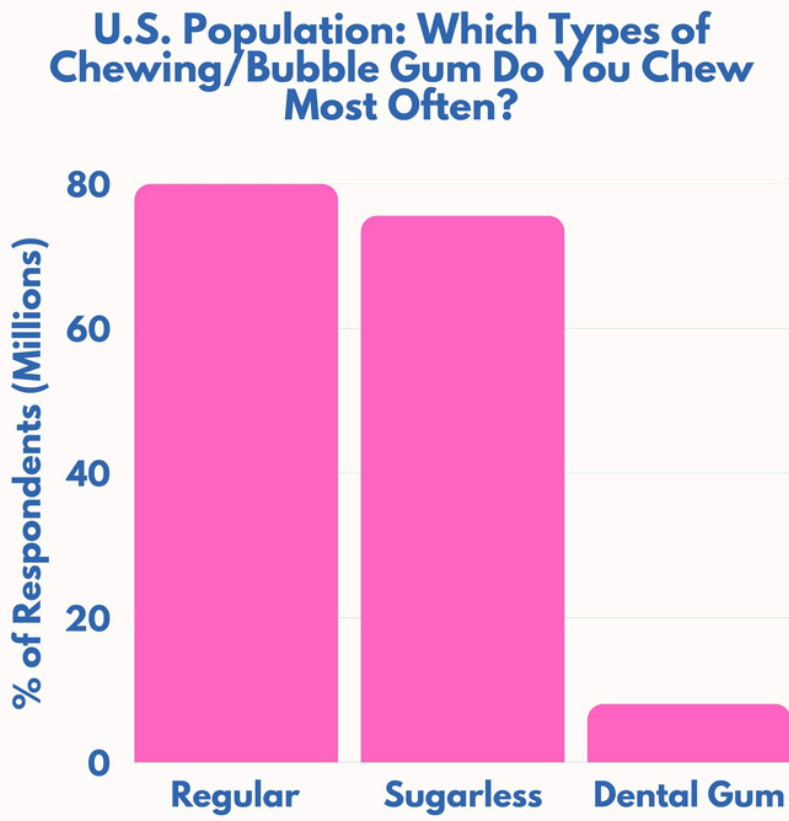
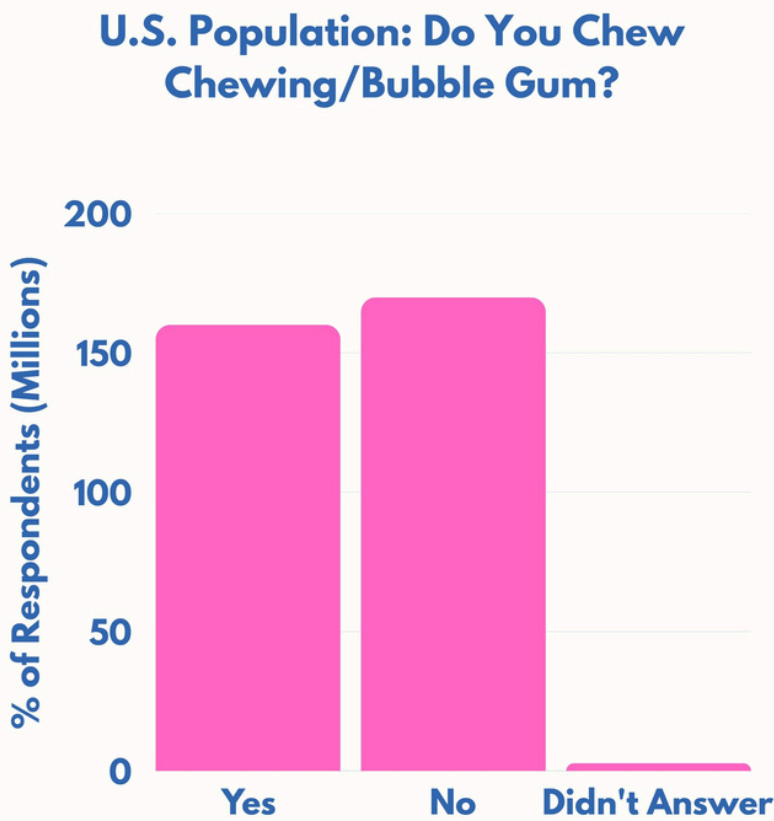
160 million Americans chew chewing gum, while 169 million do not. Regular gum (79.97 million consumers) is the most chewed type, followed closely by sugarless gum (75.58 million). Dental gum has significantly fewer users (8.08 million).

Market Share by Company

Mars Wrigley dominates the U.S. sugar gum market with a 71% share. Concord Confections and The Hershey Co. trail behind, holding 10% & 4.8%.

U.S. Consumer Flavor Preferences

Top Flavors - Spearmint (69.44 million consumers) and peppermint (62.91 million) lead in popularity, followed by wintergreen (50.55 million). Other Popular Flavors - Fruit flavors (33.12 million), cinnamon (26.67 million), and original bubble gum (20.94 million).





COMPETITIVE MARKET ANALYSIS

STRENGTHS:
Strong brand loyalty and recognition.
Nostalgic appeal to both older and younger audiences.
Fun, playful image that resonates with families.













WEAKNESSES:
Heavy reliance on nostalgia for marketing.
Limited product range compared to competitors.

OPPORTUNITIES:
Expand on TikTok and social media with viral challenges.
Develop sugar-free or healthier product options.
Explore growth in international markets.

THREATS:
Health concerns around sugar consumption.
Intense competition from other gum brands.
Shift towards healthier, alternative snacks.

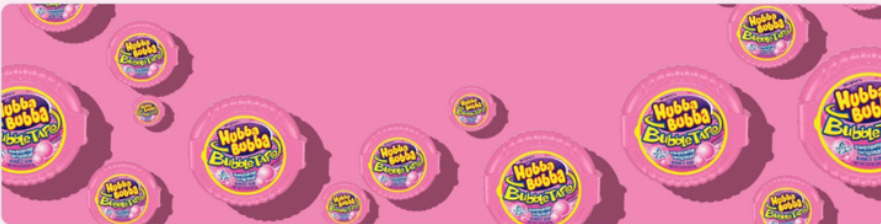
PRIMARY COMPETITORS:



						
	4.6K	X	59.5K	X	8.4K	X
	23K	33K	100	X	X	500
	36K	28K	30K	X	X	3K
	173K (Parent/Joint Account)	442K (Parent/Joint Account)	X	X	X	61
	X	X	X	X	X	X
	1.3K	600	1.7K	500	X	2.7K

PRIMARY RESEARCH

The Hubba Bubba Consumer Preferences Survey was conducted to gather insights from a diverse sample of Gen Z consumers on their gum-buying habits and preferences. The survey focused on product flavor choices, packaging appeal, and purchasing behavior to better understand the key drivers behind their affinity for nostalgic, fun brands like Hubba Bubba. The data collected will help inform the campaign strategy and ensure that it resonates with the target audience.



Hubba Bubba Consumer Preferences Survey

Thank you for participating in this survey about your bubble gum preferences! Your feedback will help us better understand what makes bubble gum fun and enjoyable for people like you. This survey should only take about 3-5 minutes.

jake12richardson@gmail.com

Switch account

Not shared

* Indicates required question

First & Last Name *

Your answer

What is your age? *

Your answer

Do you prefer chewing gum or bubble gum? *

☐ Chewing Gum

☐ Bubble Gum

SURVEY RESULTS SUMMARY

Flavor variety is the most important factor when purchasing bubble gum, with 78.6% of respondents choosing it.

Most respondents chew bubble gum rarely, with 41.4% indicating they chew it less than once a month.

In-store displays and social media (Instagram, TikTok) are the main ways respondents discover new bubble gum products.

Large bubble-blowing potential is seen as a key factor that makes bubble gum "fun" to chew by most respondents.

Approximately 32.9% of respondents prefer bubble gum, while 67.1% prefer chewing gum.

Social media engagement is a significant opportunity for Hubba Bubba, as many respondents expressed excitement for fun challenges or contests.

Respondents mentioned that nostalgia and fun packaging play important roles in choosing bubble gum, alongside flavor.

CULTURE PROB RESULTS SUMMARY

STRENGTHS:

Nostalgic Appeal
Hubba Bubba is linked to childhood fun, resonating with consumers seeking a carefree experience.

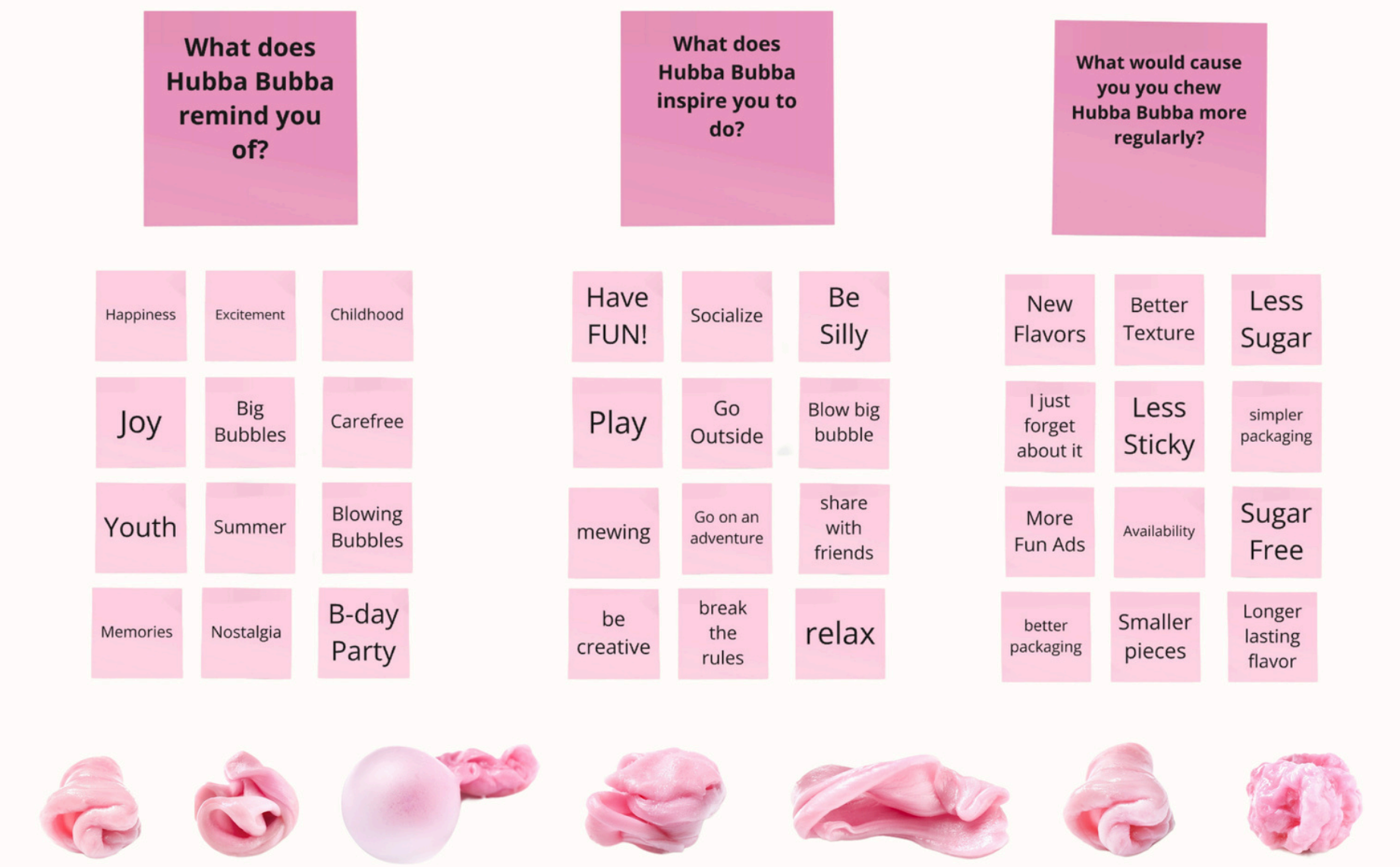
Social Engagement
There is interest in challenges and contests, providing an opportunity to boost brand engagement through social media.

CHALLENGES:

Health Concerns
Consumers want healthier options with less sugar, reflecting the need to adapt to health-conscious trends.

Product Innovation
Requests for new flavors and better packaging highlight the need for innovation to keep consumer interest.

Low Consumption
Many consumers rarely chew gum, suggesting that promotions and discounts could increase frequency.



PRIMARY TARGET AUDIENCE

Age
12-25 years old (Predominantly Gen Z)

Location
Major urban and suburban areas in the U.S. and other global regions where candy and gum consumption is popular. This audience is active on social media and engages with brands through digital channels, regardless of geographical location.

Lifestyle
Social, outgoing, and playful. This audience is often engaged in shared experiences with friends and is influenced by digital trends, challenges, and nostalgia-driven content. They value fun, creativity, and self-expression.

Values
They seek authenticity and crave nostalgia. They are drawn to products that evoke a sense of fun and carefree moments but also appreciate brands that stay current and adapt to social media trends.

PRIMARY PERSONA - EMMA, 17

Background
High school student active on TikTok and Instagram. Enjoys hanging out with friends and participating in social media challenges.

Motivations
Loves discovering and sharing nostalgic, fun products. Seeks playful experiences and prefers creative, shareable brands.

Challenges
Easily distracted by trends, not brand loyal unless consistently engaged. Favors trending brands on social media.

Purchasing Behaviors
Impulse buyer, influenced by peers and social media challenges. Looks for eye-catching products, like Hubba Bubba's bubble gum tape.

Media Consumption
Follows influencers with playful or creative content. Engages in product giveaways, surveys, and TikTok challenges.



SECONDARY PERSONA - JACK, 24



Background
Young professional rediscovering childhood favorites. Enjoys nostalgic products that bring comfort and fun.

Motivations
Loves products that evoke fond memories and blend nostalgia with modern trends.

Challenges
Needs more than nostalgia to stay loyal. Wants innovation and relevance to their current life stage.

Purchasing Behaviors
Buys for self-care or to share with younger family members. Prefers nostalgic, playful brands like Hubba Bubba, especially with limited-edition flavors or packaging.

Media Consumption
Follows nostalgic content on YouTube, Instagram, and TikTok. Engages with retro-themed campaigns and brands blending old and new.