

# **Energy Gum Market By Application (Fitness Training/Exercising, Sports, Study, Business, Others), By Flavor (Mint, Fruit Flavor, Others), By Distribution Channel (Supermarket, Convenience Stores, Health Stores, Online): Global Opportunity Analysis and Industry Forecast, 2024-2035**

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## **Abstracts**

The global energy gum market was valued at \$106.4 million in 2023, and is projected to reach \$263.4 million by 2035, registering a CAGR of 7.9% from 2024 to 2035.

Energy gum, also known as caffeinated gum, is a type of energy supplement, which provides physical as well as mental stimulation and gives instant energy. The gum bases and other formulation ingredients such as caffeine, taurine, and B vitamins are infused together to prepare energy gum. It improves the mental and cognitive performance of an individual. It contains caffeine, which is effective for sustaining physical vigilance, taurine, and B vitamins and helps to provide several health benefits such as improved reaction time, alertness, and concentration. Moreover, energy gum helps in prevention of cardiovascular disease, cancer, and diabetes, thus the consumption of energy gum has increased among individuals.

The energy gums provide instant energy and improve overall mental and physical performance, thus making athletes and sports persons the prime consumers. The increase in a number of athletes and sport persons in countries such as the U.S., Australia, Russia, and others and the immense rise in national and international sports events such as the Olympics and Commonwealth Games have increased the demand for instant sports nutrition and fitness supplements, such as energy gum. According to the International Olympic Committee, around 10,500 athletes from 206 National

Olympic Committee (NOCs) are expected to compete at the Olympic Summer Games in Paris in 2024. At the Olympic Winter Games, there are usually around 2,900 athletes from more than 80 NOCs taking part in the competitions. In addition, countries such as India and China are promoting various national and international sports in the upcoming years. For instance, in the first quarter of 2018, India hosted sports events such as Pro Wrestling League, Premier Badminton League, and others. In addition, China has also made big investments to introduce new athletics programs. Thus, the participation of the young population in sports has increased significantly in these countries, which drives the growth of the energy gum market.

Regular workouts help reduce stress, anxiety, and depression along with other health-affecting diseases. This routine also helps boost overall health. Further, the rise in cases of obesity and cardiovascular diseases also prompts people to take health, diet, and fitness seriously. Rapid urbanization, rise in disposable income, and changes in lifestyles lead to an increase in the number of healthcare and fitness centers across the world. These healthcare and fitness centers are used as primary channels for promotion and even for distribution of energy gum by manufacturers, thereby contributing to the growth of the market. According to The International Health, Racquet & Sportsclub Association (IHRSA) 2019 Global Report, there are 36,540 health clubs in the U.S. and 57.3 million Americans belong to at least one of them nationwide.

Energy gum is made from caffeine mixed with various artificial ingredients such as sorbitol, aspartame, xylitol, artificial gum bases, and artificial flavors. However, due to a wide range of health problems from headaches to obesity to cancer caused by synthetic gum bases, artificial sweeteners, and flavors, manufacturers of energy gums are now trying to infuse natural ingredients such as Guarana and Ginseng, along with natural sweeteners. Guarana contains caffeine, which is used as a component in natural weight loss products, flavoring for beverages, natural energizers, and cognitive stimulants. Ginseng is another natural ingredient that acts as a stimulant and is also used to prepare herbal remedies for headaches, indigestion, erectile dysfunction, and infertility. Artificial sweeteners cause problems that range from headaches and migraines to weight gain and even more serious conditions, which include cardiovascular disease. These are being replaced by natural sweeteners such as stevia and agave. Thus, the increase in the use of natural ingredients/stimulants is anticipated to provide a great opportunity for energy gum manufacturers in the upcoming years. For instance, to utilize these health benefits, GumRunners LLC has introduced Jolt Gum, which contains guarana and ginseng.

The energy gum market is segmented into application, flavor, distribution channel, and

region. By application, the energy gum market is divided into fitness training/exercising, sports, study, business, and others. Among these, the fitness training/exercising segment occupied the major share of the market in 2023 and is anticipated to maintain its dominance during the forecast period. Fitness enthusiasts and athletes constantly seek convenient, on-the-go energy sources to enhance their performance and endurance. Energy gums provide a portable and easy-to-consume alternative to energy drinks and supplements, fitting seamlessly into their active lifestyles. Moreover, energy gums offer a quick release of caffeine and other stimulants, which can be rapidly absorbed through the oral mucosa. This immediate energy boost is crucial for improving performance during workouts and competitive sports, making energy gums particularly attractive to this segment.

The key players operating in the energy gum market are POWER GUM, Viter Energy, Rev Gum, GumRunners, LLC, NeuroGum, LLC, Military Energy Gum, Run Gum, Liquid Core Store, First Energy Gum and Blockhead HQ Ltd.

### Key Benefits For Stakeholders

This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the energy gum market analysis from 2023 to 2035 to identify the prevailing energy gum market opportunities.

The market research is offered along with information related to key drivers, restraints, and opportunities.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis of the energy gum market segmentation assists to determine the prevailing market opportunities.

Major countries in each region are mapped according to their revenue contribution to the global market.

Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.

The report includes the analysis of the regional as well as global energy gum

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Expanded list for Company Profiles

Historic market data

Import Export Analysis/Data

Key player details (including location, contact details, supplier/vendor network etc. in excel format)

List of customers/consumers/raw material suppliers- value chain analysis

Market share analysis of players at global/region/country level

Per Capita Consumption Trends

Product Consumption Analysis

Reimbursement Scenario

SWOT Analysis

Volume Market Size and Forecast

Key Market Segments

By Application

Fitness Training/Exercising

Sports

Study

Business

Others

#### By Flavor

Mint

Fruit Flavor

Others

#### By Distribution Channel

Supermarket

Convenience Stores

Health Stores

Online

#### By Region

North America

U.S.

Canada

Mexico

Europe

Germany

France

Italy

Spain

UK

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa,

Saudi Arabia

Argentina

Turkey

Rest of LAMEA

Key Market Players

Blockhead HQ Ltd.

First Energy Gum

GumRunners, LLC

Liquid Core Store

Military Energy Gum

NeuroGum, LLC

POWER GUM

Rev Gum

Run Gum

Viter Energy

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