

Global Chewing Gum Coatings Market Size study, by Coating Type (Sweeteners, Flavouring Agents, Colouring Agents, Fruit Acids), Flavour Type (Spearmint, Peppermint, Liquorice, Watermelon, Strawberry, Blueberry, Grape), Chewing Gums Product (Sugared Chewing Gums, Sugar-free Chewing Gums), Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Speciality Stores, Online Retail, Other Distribution Channels), and Regional Forecasts 2021-2027

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Abstracts

Global Chewing Gum Coatings Market is valued approximately XXX billion in 2020 and is anticipated to grow with a healthy growth rate of more than XXX over the forecast period 2021-2027. The chewing gum composition essentially comprises of a gum core or base which may or may not be coated. Gum base consists of an insoluble gum base, including resins, humectants, elastomers, and emulsifiers. The coating can consist of flavorings, fruit acids and sweeteners. Sales of socially approved products are rising which acts as a key driver for chewing gum coating market. The rise in popularity for the different varieties of gum such as mouth refreshing gums, sleep gums, focus gums, gums for quitting smoking, gums for reducing weight, gums as source of energy, whitening gums and other gums acts as an important driver for the market. Increasing population of people who smoke boost up the sales for gums that helps in quitting smoking which drives the market for chewing gums coating market. Rising government initiatives to reduce smoking further influences the market. However, uncertain pricing strategy, lack of proper regulation and side effects caused by chewing gum are some

factors that impede the growth of the market over the forecast period of 2021-2027. Also, increasing popularity among children is likely to increase the market growth during the forecast period.

The regional analysis of global Chewing Gum Coatings Market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading region across the world in terms of market share owing to the strategic movements from the manufacturers and innovative product innovations within the region. Whereas, Asia-Pacific is also anticipated to exhibit the highest growth rate over the forecast period 2021-2027. Factors such as launch of new products in the region would create lucrative growth prospects for the Chewing Gum Coatings Market across Asia-Pacific region.

Major market player included in this report are:

Ferrero,
Perfetti Van Melle,
Mondel?z International,
LOTTE,
Tootsie Roll Inc.,
Wm. Wrigley Jr. Company,
Ferndale Confectionery Pty Ltd,
The Kraft Heinz Company,
Arcor,
Cloetta AB,
HARIBO GmbH & Co. KG,
Lotte Confectionery Co., Ltd.,

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Coating Type:

Sweeteners,
Flavouring Agents,

Colouring Agents,
Fruit Acids

By Flavour Type:

Spearmint,
Peppermint,
Liquorice,
Watermelon,
Strawberry,
Blueberry,
Grape

By Chewing Gums Product:

Sugared Chewing Gums,
Sugar-free Chewing Gums

By Distribution Channel:

Supermarkets and Hypermarkets,
Convenience Stores,
Speciality Stores,
Online Retail,
Other Distribution Channels

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC
Latin America
Brazil
Mexico
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019
Base year – 2020
Forecast period – 2021 to 2027

Target Audience of the Global Chewing Gum Coatings Market in Market Study:

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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