

Global Mints Market Size study, by Product Type (Power Mints and Standard Mints); by Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Pharmacies, Specialist Retailers, and Other Distribution Channels) and Regional Forecasts 2022-2028

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Abstracts

Global Mints Market is valued at approximately XX in 2021 and is anticipated to grow with a healthy growth rate of more than xx% over the forecast period 2022-2028. Mints are edible candies that are used to freshen one's breath. Breath sweeteners flavoured with natural or synthetic mint oil and available in a variety of concentrations are becoming increasingly popular. However, consumers' aspirations for authentic products, such as clean-labeled items without sacrificing taste, have led to considerable use of plant extracts in sweets. In order to improve the product's client appeal, companies are employing custom-designed metal tins for their premium range of breath sweetener packaging. Sugar-free mint candy is becoming more popular as people become more health aware. Consumer demand for organic confectionery is driving their selection, according to the types of ingredients used. Consumers' expectations for authentic products, such as clean-labeled items without sacrificing taste, have led to large utilisation of botanical extracts in sweets. Mint and its derivatives, such as peppermint, spearmint, and menthol, are the most popular flavours in the confectionery market's tablet category. Furthermore, due to a constant focus on clean-labeled products and stricter government regulations on the amount of sugar content in food products, organic, vegan, GMO-free, sugar-free, kosher food colours, sweeteners, and other ingredients are being used in the production of candies, which is likely to contribute to the market growth. Perfetti Van Melle introduced Center Fresh Mints Clean Breath in 2021, a clinically validated product that provides extreme cooling and freshness for 60

minutes. Perfetti Van Melle announced the launch of Center fresh 'Clean Breath' in March 2021. The 3-layer product is manufactured with compressed mint technology and zinc lactate trapped in the core layer, according to the company. Similarly, Mars Wrigley announced the launch of a new pricing variety of Doublemint and Orbit in March 2021, priced at INR 1. A significant increase in emerging countries' food processing sector is also contributing to the mints market's expansion. Climate change, on the other hand, has hampered the production of mint plants, limiting the market's expansion.

The key regions considered for the global Mints market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America maintains its dominance in the global mint market. Sugar-free mint confectionery sales are expanding due to rising health concerns among North American citizens. Whereas, APAC is holding a considerable share in the mints market. Mint consumption is expanding as a result of rising consumer taste for mints, which provide a variety of health benefits, and rising innovation in products with varied flavours. Furthermore, as people become more health-conscious, sales of mint are increasing, as is its use in many sugar-free confectionery goods. China and India are two of the world's top mint producers, and mint production is increasing due to its medicinal and fragrant properties.

Major market players included in this report are:

Mondelez International Inc.
Nestle SA
Ferndale Confectionery Pty Ltd
Perfetti Van Melle Group B.V.
Ricola Ltd
Mars Incorporated
The Hershey Company
Ferrero International S.A.
Procter and Gamble Co
Herbion International Inc.

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 Product Type:

Power Mints

Standard Mints

By Distribution Channel:

Supermarkets/Hypermarkets

Convenience Stores

Pharmacies

Specialist Retailers

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, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Mints 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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