

# Global Gum Base Candy Market Research Report 2025(Status and Outlook)

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## Abstracts

### Report Overview

Gum base candy refers to a category of chewy, flavored confectionery products made primarily from gum base, a blend of elastomers, resins, fats, emulsifiers, and waxes that provide the characteristic texture. These candies are distinct from traditional chewing gum, as they are designed to be consumed rather than chewed and discarded, often incorporating sweeteners, flavorings, and sometimes functional ingredients like vitamins or caffeine. The market for gum base candy has grown due to its appeal across age groups, with variations including sour, fruity, and sugar-free options catering to health-conscious consumers. Demand is driven by innovation in flavors and textures, as well as the convenience and portability of these products. The industry faces competition from other snack categories but benefits from strong distribution channels in convenience stores, supermarkets, and e-commerce platforms. Trends such as clean-label formulations and sustainable packaging are influencing product development, while emerging markets present expansion opportunities due to rising disposable incomes and shifting consumer preferences toward indulgent yet novel snack options. Regulatory scrutiny on sugar content and synthetic additives remains a challenge, prompting manufacturers to explore natural alternatives.

This report offers a comprehensive and in-depth analysis of the global Gum Base Candy market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the

industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Gum Base Candy market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Gum Base Candy market.

### Global Gum Base Candy Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

### Key Company

Wrigley  
Cadbury  
Hershey  
Concord Confections  
Perfetti Van Melle  
Unigum  
Oakleaf  
ZED Candy (Dublin)  
Lotte

Orion  
Fini Sweets  
Zhejiang Spring Sweets Co  
Market Segmentation (by Type)  
Chewing Gum  
Bubble Gum  
Market Segmentation (by Application)  
Online Sales  
Offline Sales

### **Geographic Segmentation**

North America (USA, Canada, Mexico)  
Europe (Germany, UK, France, Russia, Italy, Rest of Europe)  
Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)  
South America (Brazil, Argentina, Columbia, Rest of South America)  
The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

### **Key Benefits of This Market Research:**

Industry drivers, restraints, and opportunities covered in the study  
Neutral perspective on the market performance  
Recent industry trends and developments  
Competitive landscape & strategies of key players  
Potential & niche segments and regions exhibiting promising growth covered  
Historical, current, and projected market size, in terms of value  
In-depth analysis of the Gum Base Candy Market  
Overview of the regional outlook of the Gum Base Candy Market:

### **Customization of the Report**

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

### **Chapter Outline**

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Gum Base Candy Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Gum Base Candy, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

### **Key Reasons to Buy this Report:**

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

### **Customization of the Report**

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## Contents

### **1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE**

- 1.1 Market Definition and Statistical Scope of Gum Base Candy
- 1.2 Key Market Segments
  - 1.2.1 Gum Base Candy Segment by Type
  - 1.2.2 Gum Base Candy Segment by Application
- 1.3 Methodology & Sources of Information
  - 1.3.1 Research Methodology
  - 1.3.2 Research Process
  - 1.3.3 Market Breakdown and Data Triangulation
  - 1.3.4 Base Year
  - 1.3.5 Report Assumptions & Caveats

### **2 GUM BASE CANDY MARKET OVERVIEW**

- 2.1 Global Market Overview
  - 2.1.1 Global Gum Base Candy Market Size (M USD) Estimates and Forecasts (2020-2033)
  - 2.1.2 Global Gum Base Candy Sales Estimates and Forecasts (2020-2033)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

### **3 GUM BASE CANDY MARKET COMPETITIVE LANDSCAPE**

- 3.1 Company Assessment Quadrant
- 3.2 Global Gum Base Candy Product Life Cycle
- 3.3 Global Gum Base Candy Sales by Manufacturers (2020-2025)
- 3.4 Global Gum Base Candy Revenue Market Share by Manufacturers (2020-2025)
- 3.5 Gum Base Candy Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.6 Global Gum Base Candy Average Price by Manufacturers (2020-2025)
- 3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types
- 3.8 Gum Base Candy Market Competitive Situation and Trends
  - 3.8.1 Gum Base Candy Market Concentration Rate
  - 3.8.2 Global 5 and 10 Largest Gum Base Candy Players Market Share by Revenue
  - 3.8.3 Mergers & Acquisitions, Expansion

### **4 GUM BASE CANDY INDUSTRY CHAIN ANALYSIS**

- 4.1 Gum Base Candy Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

## **5 THE DEVELOPMENT AND DYNAMICS OF GUM BASE CANDY MARKET**

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
  - 5.4.1 New Product Developments
  - 5.4.2 Mergers & Acquisitions
  - 5.4.3 Expansions
  - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
  - 5.5.1 Industry Policies Analysis
  - 5.5.2 Economic Environment Analysis
  - 5.5.3 Social Environment Analysis
  - 5.5.4 Technological Environment Analysis
- 5.6 Global Gum Base Candy Market Porter's Five Forces Analysis
  - 5.6.1 Global Trade Frictions
  - 5.6.2 U.S. Tariff Policy ? April 2025
  - 5.6.3 Global Trade Frictions and Their Impacts to Gum Base Candy Market
- 5.7 ESG Ratings of Leading Companies

## **6 GUM BASE CANDY MARKET SEGMENTATION BY TYPE**

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Gum Base Candy Sales Market Share by Type (2020-2025)
- 6.3 Global Gum Base Candy Market Size Market Share by Type (2020-2025)
- 6.4 Global Gum Base Candy Price by Type (2020-2025)

## **7 GUM BASE CANDY MARKET SEGMENTATION BY APPLICATION**

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Gum Base Candy Market Sales by Application (2020-2025)
- 7.3 Global Gum Base Candy Market Size (M USD) by Application (2020-2025)

## 7.4 Global Gum Base Candy Sales Growth Rate by Application (2020-2025)

# 8 GUM BASE CANDY MARKET SALES BY REGION

## 8.1 Global Gum Base Candy Sales by Region

### 8.1.1 Global Gum Base Candy Sales by Region

### 8.1.2 Global Gum Base Candy Sales Market Share by Region

## 8.2 Global Gum Base Candy Market Size by Region

### 8.2.1 Global Gum Base Candy Market Size by Region

### 8.2.2 Global Gum Base Candy Market Size Market Share by Region

## 8.3 North America

### 8.3.1 North America Gum Base Candy Sales by Country

### 8.3.2 North America Gum Base Candy Market Size by Country

### 8.3.3 U.S. Market Overview

### 8.3.4 Canada Market Overview

### 8.3.5 Mexico Market Overview

## 8.4 Europe

### 8.4.1 Europe Gum Base Candy Sales by Country

### 8.4.2 Europe Gum Base Candy Market Size by Country

### 8.4.3 Germany Market Overview

### 8.4.4 France Market Overview

### 8.4.5 U.K. Market Overview

### 8.4.6 Italy Market Overview

### 8.4.7 Spain Market Overview

## 8.5 Asia Pacific

### 8.5.1 Asia Pacific Gum Base Candy Sales by Region

### 8.5.2 Asia Pacific Gum Base Candy Market Size by Region

### 8.5.3 China Market Overview

### 8.5.4 Japan Market Overview

### 8.5.5 South Korea Market Overview

### 8.5.6 India Market Overview

### 8.5.7 Southeast Asia Market Overview

## 8.6 South America

### 8.6.1 South America Gum Base Candy Sales by Country

### 8.6.2 South America Gum Base Candy Market Size by Country

### 8.6.3 Brazil Market Overview

### 8.6.4 Argentina Market Overview

### 8.6.5 Columbia Market Overview

## 8.7 Middle East and Africa

- 8.7.1 Middle East and Africa Gum Base Candy Sales by Region
- 8.7.2 Middle East and Africa Gum Base Candy Market Size by Region
- 8.7.3 Saudi Arabia Market Overview
- 8.7.4 UAE Market Overview
- 8.7.5 Egypt Market Overview
- 8.7.6 Nigeria Market Overview
- 8.7.7 South Africa Market Overview

## **9 GUM BASE CANDY MARKET PRODUCTION BY REGION**

- 9.1 Global Production of Gum Base Candy by Region(2020-2025)
- 9.2 Global Gum Base Candy Revenue Market Share by Region (2020-2025)
- 9.3 Global Gum Base Candy Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America Gum Base Candy Production
  - 9.4.1 North America Gum Base Candy Production Growth Rate (2020-2025)
  - 9.4.2 North America Gum Base Candy Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe Gum Base Candy Production
  - 9.5.1 Europe Gum Base Candy Production Growth Rate (2020-2025)
  - 9.5.2 Europe Gum Base Candy Production, Revenue, Price and Gross Margin (2020-2025)
- 9.6 Japan Gum Base Candy Production (2020-2025)
  - 9.6.1 Japan Gum Base Candy Production Growth Rate (2020-2025)
  - 9.6.2 Japan Gum Base Candy Production, Revenue, Price and Gross Margin (2020-2025)
- 9.7 China Gum Base Candy Production (2020-2025)
  - 9.7.1 China Gum Base Candy Production Growth Rate (2020-2025)
  - 9.7.2 China Gum Base Candy Production, Revenue, Price and Gross Margin (2020-2025)

## **10 KEY COMPANIES PROFILE**

- 10.1 Wrigley
  - 10.1.1 Wrigley Basic Information
  - 10.1.2 Wrigley Gum Base Candy Product Overview
  - 10.1.3 Wrigley Gum Base Candy Product Market Performance
  - 10.1.4 Wrigley Business Overview
  - 10.1.5 Wrigley SWOT Analysis

- 10.1.6 Wrigley Recent Developments
- 10.2 Cadbury
  - 10.2.1 Cadbury Basic Information
  - 10.2.2 Cadbury Gum Base Candy Product Overview
  - 10.2.3 Cadbury Gum Base Candy Product Market Performance
  - 10.2.4 Cadbury Business Overview
  - 10.2.5 Cadbury SWOT Analysis
  - 10.2.6 Cadbury Recent Developments
- 10.3 Hershey
  - 10.3.1 Hershey Basic Information
  - 10.3.2 Hershey Gum Base Candy Product Overview
  - 10.3.3 Hershey Gum Base Candy Product Market Performance
  - 10.3.4 Hershey Business Overview
  - 10.3.5 Hershey SWOT Analysis
  - 10.3.6 Hershey Recent Developments
- 10.4 Concord Confections
  - 10.4.1 Concord Confections Basic Information
  - 10.4.2 Concord Confections Gum Base Candy Product Overview
  - 10.4.3 Concord Confections Gum Base Candy Product Market Performance
  - 10.4.4 Concord Confections Business Overview
  - 10.4.5 Concord Confections Recent Developments
- 10.5 Perfetti Van Melle
  - 10.5.1 Perfetti Van Melle Basic Information
  - 10.5.2 Perfetti Van Melle Gum Base Candy Product Overview
  - 10.5.3 Perfetti Van Melle Gum Base Candy Product Market Performance
  - 10.5.4 Perfetti Van Melle Business Overview
  - 10.5.5 Perfetti Van Melle Recent Developments
- 10.6 Unigum
  - 10.6.1 Unigum Basic Information
  - 10.6.2 Unigum Gum Base Candy Product Overview
  - 10.6.3 Unigum Gum Base Candy Product Market Performance
  - 10.6.4 Unigum Business Overview
  - 10.6.5 Unigum Recent Developments
- 10.7 Oakleaf
  - 10.7.1 Oakleaf Basic Information
  - 10.7.2 Oakleaf Gum Base Candy Product Overview
  - 10.7.3 Oakleaf Gum Base Candy Product Market Performance
  - 10.7.4 Oakleaf Business Overview
  - 10.7.5 Oakleaf Recent Developments

## 10.8 ZED Candy (Dublin)

10.8.1 ZED Candy (Dublin) Basic Information

10.8.2 ZED Candy (Dublin) Gum Base Candy Product Overview

10.8.3 ZED Candy (Dublin) Gum Base Candy Product Market Performance

10.8.4 ZED Candy (Dublin) Business Overview

10.8.5 ZED Candy (Dublin) Recent Developments

## 10.9 Lotte

10.9.1 Lotte Basic Information

10.9.2 Lotte Gum Base Candy Product Overview

10.9.3 Lotte Gum Base Candy Product Market Performance

10.9.4 Lotte Business Overview

10.9.5 Lotte Recent Developments

## 10.10 Orion

10.10.1 Orion Basic Information

10.10.2 Orion Gum Base Candy Product Overview

10.10.3 Orion Gum Base Candy Product Market Performance

10.10.4 Orion Business Overview

10.10.5 Orion Recent Developments

## 10.11 Fini Sweets

10.11.1 Fini Sweets Basic Information

10.11.2 Fini Sweets Gum Base Candy Product Overview

10.11.3 Fini Sweets Gum Base Candy Product Market Performance

10.11.4 Fini Sweets Business Overview

10.11.5 Fini Sweets Recent Developments

## 10.12 Zhejiang Spring Sweets Co

10.12.1 Zhejiang Spring Sweets Co Basic Information

10.12.2 Zhejiang Spring Sweets Co Gum Base Candy Product Overview

10.12.3 Zhejiang Spring Sweets Co Gum Base Candy Product Market Performance

10.12.4 Zhejiang Spring Sweets Co Business Overview

10.12.5 Zhejiang Spring Sweets Co Recent Developments

## **11 GUM BASE CANDY MARKET FORECAST BY REGION**

11.1 Global Gum Base Candy Market Size Forecast

11.2 Global Gum Base Candy Market Forecast by Region

11.2.1 North America Market Size Forecast by Country

11.2.2 Europe Gum Base Candy Market Size Forecast by Country

11.2.3 Asia Pacific Gum Base Candy Market Size Forecast by Region

11.2.4 South America Gum Base Candy Market Size Forecast by Country

11.2.5 Middle East and Africa Forecasted Sales of Gum Base Candy by Country

## **12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2033)**

12.1 Global Gum Base Candy Market Forecast by Type (2026-2033)

12.1.1 Global Forecasted Sales of Gum Base Candy by Type (2026-2033)

12.1.2 Global Gum Base Candy Market Size Forecast by Type (2026-2033)

12.1.3 Global Forecasted Price of Gum Base Candy by Type (2026-2033)

12.2 Global Gum Base Candy Market Forecast by Application (2026-2033)

12.2.1 Global Gum Base Candy Sales (K MT) Forecast by Application

12.2.2 Global Gum Base Candy Market Size (M USD) Forecast by Application (2026-2033)

## **13 CONCLUSION AND KEY FINDINGS**

## List Of Tables

### LIST OF TABLES

- Table 1. Introduction of the Type
- Table 2. Introduction of the Application
- Table 3. Market Size (M USD) Segment Executive Summary
- Table 4. Gum Base Candy Market Size Comparison by Region (M USD)
- Table 5. Global Gum Base Candy Sales (K MT) by Manufacturers (2020-2025)
- Table 6. Global Gum Base Candy Sales Market Share by Manufacturers (2020-2025)
- Table 7. Global Gum Base Candy Revenue (M USD) by Manufacturers (2020-2025)
- Table 8. Global Gum Base Candy Revenue Share by Manufacturers (2020-2025)
- Table 9. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Gum Base Candy as of 2024)
- Table 10. Global Market Gum Base Candy Average Price (USD/KG) of Key Manufacturers (2020-2025)
- Table 11. Manufacturers? Manufacturing Sites, Areas Served
- Table 12. Manufacturers? Product Type
- Table 13. Global Gum Base Candy Manufacturers Market Concentration Ratio (CR5 and HHI)
- Table 14. Mergers & Acquisitions, Expansion Plans
- Table 15. Market Overview of Key Raw Materials
- Table 16. Midstream Market Analysis
- Table 17. Downstream Customer Analysis
- Table 18. Key Development Trends
- Table 19. Driving Factors
- Table 20. Gum Base Candy Market Challenges
- Table 21. Goldman Sachs' forecast real GDP growth rate for 2024-2026
- Table 22. S&P Global ' Forecast Real GDP Growth Rate For 2024-2027
- Table 23. World Bank ' Forecast Real GDP Growth Rate For 2024-2026
- Table 24. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries
- Table 25. Global Gum Base Candy Sales by Type (K MT)
- Table 26. Global Gum Base Candy Market Size by Type (M USD)
- Table 27. Global Gum Base Candy Sales (K MT) by Type (2020-2025)
- Table 28. Global Gum Base Candy Sales Market Share by Type (2020-2025)
- Table 29. Global Gum Base Candy Market Size (M USD) by Type (2020-2025)
- Table 30. Global Gum Base Candy Market Size Share by Type (2020-2025)
- Table 31. Global Gum Base Candy Price (USD/KG) by Type (2020-2025)

- Table 32. Global Gum Base Candy Sales (K MT) by Application
- Table 33. Global Gum Base Candy Market Size by Application
- Table 34. Global Gum Base Candy Sales by Application (2020-2025) & (K MT)
- Table 35. Global Gum Base Candy Sales Market Share by Application (2020-2025)
- Table 36. Global Gum Base Candy Market Size by Application (2020-2025) & (M USD)
- Table 37. Global Gum Base Candy Market Share by Application (2020-2025)
- Table 38. Global Gum Base Candy Sales Growth Rate by Application (2020-2025)
- Table 39. Global Gum Base Candy Sales by Region (2020-2025) & (K MT)
- Table 40. Global Gum Base Candy Sales Market Share by Region (2020-2025)
- Table 41. Global Gum Base Candy Market Size by Region (2020-2025) & (M USD)
- Table 42. Global Gum Base Candy Market Size Market Share by Region (2020-2025)
- Table 43. North America Gum Base Candy Sales by Country (2020-2025) & (K MT)
- Table 44. North America Gum Base Candy Market Size by Country (2020-2025) & (M USD)
- Table 45. Europe Gum Base Candy Sales by Country (2020-2025) & (K MT)
- Table 46. Europe Gum Base Candy Market Size by Country (2020-2025) & (M USD)
- Table 47. Asia Pacific Gum Base Candy Sales by Region (2020-2025) & (K MT)
- Table 48. Asia Pacific Gum Base Candy Market Size by Region (2020-2025) & (M USD)
- Table 49. South America Gum Base Candy Sales by Country (2020-2025) & (K MT)
- Table 50. South America Gum Base Candy Market Size by Country (2020-2025) & (M USD)
- Table 51. Middle East and Africa Gum Base Candy Sales by Region (2020-2025) & (K MT)
- Table 52. Middle East and Africa Gum Base Candy Market Size by Region (2020-2025) & (M USD)
- Table 53. Global Gum Base Candy Production (K MT) by Region(2020-2025)
- Table 54. Global Gum Base Candy Revenue (US\$ Million) by Region (2020-2025)
- Table 55. Global Gum Base Candy Revenue Market Share by Region (2020-2025)
- Table 56. Global Gum Base Candy Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
- Table 57. North America Gum Base Candy Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
- Table 58. Europe Gum Base Candy Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
- Table 59. Japan Gum Base Candy Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
- Table 60. China Gum Base Candy Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
- Table 61. Wrigley Basic Information

- Table 62. Wrigley Gum Base Candy Product Overview
- Table 63. Wrigley Gum Base Candy Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 64. Wrigley Business Overview
- Table 65. Wrigley SWOT Analysis
- Table 66. Wrigley Recent Developments
- Table 67. Cadbury Basic Information
- Table 68. Cadbury Gum Base Candy Product Overview
- Table 69. Cadbury Gum Base Candy Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 70. Cadbury Business Overview
- Table 71. Cadbury SWOT Analysis
- Table 72. Cadbury Recent Developments
- Table 73. Hershey Basic Information
- Table 74. Hershey Gum Base Candy Product Overview
- Table 75. Hershey Gum Base Candy Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 76. Hershey Business Overview
- Table 77. Hershey SWOT Analysis
- Table 78. Hershey Recent Developments
- Table 79. Concord Confections Basic Information
- Table 80. Concord Confections Gum Base Candy Product Overview
- Table 81. Concord Confections Gum Base Candy Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 82. Concord Confections Business Overview
- Table 83. Concord Confections Recent Developments
- Table 84. Perfetti Van Melle Basic Information
- Table 85. Perfetti Van Melle Gum Base Candy Product Overview
- Table 86. Perfetti Van Melle Gum Base Candy Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 87. Perfetti Van Melle Business Overview
- Table 88. Perfetti Van Melle Recent Developments
- Table 89. Unigum Basic Information
- Table 90. Unigum Gum Base Candy Product Overview
- Table 91. Unigum Gum Base Candy Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 92. Unigum Business Overview
- Table 93. Unigum Recent Developments
- Table 94. Oakleaf Basic Information

- Table 95. Oakleaf Gum Base Candy Product Overview
- Table 96. Oakleaf Gum Base Candy Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 97. Oakleaf Business Overview
- Table 98. Oakleaf Recent Developments
- Table 99. ZED Candy (Dublin) Basic Information
- Table 100. ZED Candy (Dublin) Gum Base Candy Product Overview
- Table 101. ZED Candy (Dublin) Gum Base Candy Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 102. ZED Candy (Dublin) Business Overview
- Table 103. ZED Candy (Dublin) Recent Developments
- Table 104. Lotte Basic Information
- Table 105. Lotte Gum Base Candy Product Overview
- Table 106. Lotte Gum Base Candy Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 107. Lotte Business Overview
- Table 108. Lotte Recent Developments
- Table 109. Orion Basic Information
- Table 110. Orion Gum Base Candy Product Overview
- Table 111. Orion Gum Base Candy Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 112. Orion Business Overview
- Table 113. Orion Recent Developments
- Table 114. Fini Sweets Basic Information
- Table 115. Fini Sweets Gum Base Candy Product Overview
- Table 116. Fini Sweets Gum Base Candy Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 117. Fini Sweets Business Overview
- Table 118. Fini Sweets Recent Developments
- Table 119. Zhejiang Spring Sweets Co Basic Information
- Table 120. Zhejiang Spring Sweets Co Gum Base Candy Product Overview
- Table 121. Zhejiang Spring Sweets Co Gum Base Candy Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 122. Zhejiang Spring Sweets Co Business Overview
- Table 123. Zhejiang Spring Sweets Co Recent Developments
- Table 124. Global Gum Base Candy Sales Forecast by Region (2026-2033) & (K MT)
- Table 125. Global Gum Base Candy Market Size Forecast by Region (2026-2033) & (M USD)
- Table 126. North America Gum Base Candy Sales Forecast by Country (2026-2033) &

(K MT)

Table 127. North America Gum Base Candy Market Size Forecast by Country (2026-2033) & (M USD)

Table 128. Europe Gum Base Candy Sales Forecast by Country (2026-2033) & (K MT)

Table 129. Europe Gum Base Candy Market Size Forecast by Country (2026-2033) & (M USD)

Table 130. Asia Pacific Gum Base Candy Sales Forecast by Region (2026-2033) & (K MT)

Table 131. Asia Pacific Gum Base Candy Market Size Forecast by Region (2026-2033) & (M USD)

Table 132. South America Gum Base Candy Sales Forecast by Country (2026-2033) & (K MT)

Table 133. South America Gum Base Candy Market Size Forecast by Country (2026-2033) & (M USD)

Table 134. Middle East and Africa Gum Base Candy Sales Forecast by Country (2026-2033) & (Units)

Table 135. Middle East and Africa Gum Base Candy Market Size Forecast by Country (2026-2033) & (M USD)

Table 136. Global Gum Base Candy Sales Forecast by Type (2026-2033) & (K MT)

Table 137. Global Gum Base Candy Market Size Forecast by Type (2026-2033) & (M USD)

Table 138. Global Gum Base Candy Price Forecast by Type (2026-2033) & (USD/KG)

Table 139. Global Gum Base Candy Sales (K MT) Forecast by Application (2026-2033)

Table 140. Global Gum Base Candy Market Size Forecast by Application (2026-2033) & (M USD)

## List Of Figures

### LIST OF FIGURES

- Figure 1. Product Picture of Gum Base Candy
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Gum Base Candy Market Size (M USD), 2024-2033
- Figure 5. Global Gum Base Candy Market Size (M USD) (2020-2033)
- Figure 6. Global Gum Base Candy Sales (K MT) & (2020-2033)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Gum Base Candy Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Gum Base Candy Product Life Cycle
- Figure 13. Gum Base Candy Sales Share by Manufacturers in 2024
- Figure 14. Global Gum Base Candy Revenue Share by Manufacturers in 2024
- Figure 15. Gum Base Candy Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2024
- Figure 16. Global Market Gum Base Candy Average Price (USD/KG) of Key Manufacturers in 2024
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Gum Base Candy Revenue in 2024
- Figure 18. Industry Chain Map of Gum Base Candy
- Figure 19. Global Gum Base Candy Market PEST Analysis
- Figure 20. Global Gum Base Candy Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Gum Base Candy Market Share by Type
- Figure 27. Sales Market Share of Gum Base Candy by Type (2020-2025)
- Figure 28. Sales Market Share of Gum Base Candy by Type in 2024
- Figure 29. Market Size Share of Gum Base Candy by Type (2020-2025)
- Figure 30. Market Size Share of Gum Base Candy by Type in 2024
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Gum Base Candy Market Share by Application

Figure 33. Global Gum Base Candy Sales Market Share by Application (2020-2025)

Figure 34. Global Gum Base Candy Sales Market Share by Application in 2024

Figure 35. Global Gum Base Candy Market Share by Application (2020-2025)

Figure 36. Global Gum Base Candy Market Share by Application in 2024

Figure 37. Global Gum Base Candy Sales Growth Rate by Application (2020-2025)

Figure 38. Global Gum Base Candy Sales Market Share by Region (2020-2025)

Figure 39. Global Gum Base Candy Market Size Market Share by Region (2020-2025)

Figure 40. North America Gum Base Candy Sales and Growth Rate (2020-2025) & (K MT)

Figure 41. North America Gum Base Candy Sales and Growth Rate (2020-2025) & (K MT)

Figure 42. North America Gum Base Candy Sales Market Share by Country in 2024

Figure 43. North America Gum Base Candy Market Size and Growth Rate (2020-2025) & (M USD)

Figure 44. North America Gum Base Candy Market Size Market Share by Country in 2024

Figure 45. U.S. Gum Base Candy Sales and Growth Rate (2020-2025) & (K MT)

Figure 46. U.S. Gum Base Candy Market Size and Growth Rate (2020-2025) & (M USD)

Figure 47. Canada Gum Base Candy Sales (K MT) and Growth Rate (2020-2025)

Figure 48. Canada Gum Base Candy Market Size (M USD) and Growth Rate (2020-2025)

Figure 49. Mexico Gum Base Candy Sales (Units) and Growth Rate (2020-2025)

Figure 50. Mexico Gum Base Candy Market Size (Units) and Growth Rate (2020-2025)

Figure 51. Europe Gum Base Candy Sales and Growth Rate (2020-2025) & (K MT)

Figure 52. Europe Gum Base Candy Sales Market Share by Country in 2024

Figure 53. Europe Gum Base Candy Market Size and Growth Rate (2020-2025) & (M USD)

Figure 54. Europe Gum Base Candy Market Size Market Share by Country in 2024

Figure 55. Germany Gum Base Candy Sales and Growth Rate (2020-2025) & (K MT)

Figure 56. Germany Gum Base Candy Market Size and Growth Rate (2020-2025) & (M USD)

Figure 57. France Gum Base Candy Sales and Growth Rate (2020-2025) & (K MT)

Figure 58. France Gum Base Candy Market Size and Growth Rate (2020-2025) & (M USD)

Figure 59. U.K. Gum Base Candy Sales and Growth Rate (2020-2025) & (K MT)

Figure 60. U.K. Gum Base Candy Market Size and Growth Rate (2020-2025) & (M USD)

Figure 61. Italy Gum Base Candy Sales and Growth Rate (2020-2025) & (K MT)

Figure 62. Italy Gum Base Candy Market Size and Growth Rate (2020-2025) & (M USD)

Figure 63. Spain Gum Base Candy Sales and Growth Rate (2020-2025) & (K MT)

Figure 64. Spain Gum Base Candy Market Size and Growth Rate (2020-2025) & (M USD)

Figure 65. Asia Pacific Gum Base Candy Sales and Growth Rate (K MT)

Figure 66. Asia Pacific Gum Base Candy Sales Market Share by Region in 2024

Figure 67. Asia Pacific Gum Base Candy Market Size Market Share by Region in 2024

Figure 68. China Gum Base Candy Sales and Growth Rate (2020-2025) & (K MT)

Figure 69. China Gum Base Candy Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Gum Base Candy Sales and Growth Rate (2020-2025) & (K MT)

Figure 71. Japan Gum Base Candy Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Gum Base Candy Sales and Growth Rate (2020-2025) & (K MT)

Figure 73. South Korea Gum Base Candy Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Gum Base Candy Sales and Growth Rate (2020-2025) & (K MT)

Figure 75. India Gum Base Candy Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Gum Base Candy Sales and Growth Rate (2020-2025) & (K MT)

Figure 77. Southeast Asia Gum Base Candy Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Gum Base Candy Sales and Growth Rate (K MT)

Figure 79. South America Gum Base Candy Sales Market Share by Country in 2024

Figure 80. South America Gum Base Candy Market Size and Growth Rate (M USD)

Figure 81. South America Gum Base Candy Market Size Market Share by Country in 2024

Figure 82. Brazil Gum Base Candy Sales and Growth Rate (2020-2025) & (K MT)

Figure 83. Brazil Gum Base Candy Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Gum Base Candy Sales and Growth Rate (2020-2025) & (K MT)

Figure 85. Argentina Gum Base Candy Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Gum Base Candy Sales and Growth Rate (2020-2025) & (K MT)

Figure 87. Columbia Gum Base Candy Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Gum Base Candy Sales and Growth Rate (K MT)

Figure 89. Middle East and Africa Gum Base Candy Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Gum Base Candy Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Gum Base Candy Market Size Market Share by Region in 2024

Figure 92. Saudi Arabia Gum Base Candy Sales and Growth Rate (2020-2025) & (K MT)

Figure 93. Saudi Arabia Gum Base Candy Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Gum Base Candy Sales and Growth Rate (2020-2025) & (K MT)

Figure 95. UAE Gum Base Candy Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Gum Base Candy Sales and Growth Rate (2020-2025) & (K MT)

Figure 97. Egypt Gum Base Candy Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Gum Base Candy Sales and Growth Rate (2020-2025) & (K MT)

Figure 99. Nigeria Gum Base Candy Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Gum Base Candy Sales and Growth Rate (2020-2025) & (K MT)

Figure 101. South Africa Gum Base Candy Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Gum Base Candy Production Market Share by Region (2020-2025)

Figure 103. North America Gum Base Candy Production (K MT) Growth Rate (2020-2025)

Figure 104. Europe Gum Base Candy Production (K MT) Growth Rate (2020-2025)

Figure 105. Japan Gum Base Candy Production (K MT) Growth Rate (2020-2025)

Figure 106. China Gum Base Candy Production (K MT) Growth Rate (2020-2025)

Figure 107. Global Gum Base Candy Sales Forecast by Volume (2020-2033) & (K MT)

Figure 108. Global Gum Base Candy Market Size Forecast by Value (2020-2033) & (M USD)

Figure 109. Global Gum Base Candy Sales Market Share Forecast by Type (2026-2033)

Figure 110. Global Gum Base Candy Market Share Forecast by Type (2026-2033)

Figure 111. Global Gum Base Candy Sales Forecast by Application (2026-2033)

Figure 112. Global Gum Base Candy Market Share Forecast by Application (2026-2033)

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