

Global Bubble Gum Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Bubble Gum market size will reach 946.69 Million USD in 2025 and is projected to reach 1,275.43 Million USD by 2032, with a CAGR of 4.35% (2025-2032). Notably, the China Bubble Gum market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Bubble gum is a type of chewy confectionery that is specifically formulated to be stretched and blown into bubbles. It is composed of a mixture of gum base, sweeteners, flavorings, and softeners. Bubble gum is known for its characteristic ability to create large, elastic bubbles when chewed. It often comes in colorful, individually wrapped pieces and is a popular treat enjoyed by people of all ages. The gum base provides the chewiness and elasticity, while sweeteners and flavorings add taste and sweetness. Bubble gum offers a fun and playful chewing experience, allowing individuals to blow bubbles that can be popped or blown larger for added amusement.

The major global manufacturers of Bubble Gum include Wrigley, Cadbury, Hershey, Concord Confections, Perfetti Van Melle, Unigum, Oakleaf, ZED Candy (Dublin), Orion, Lotte, Fini Sweets, Zhejiang Spring Sweets, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and

reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Bubble Gum. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Bubble Gum market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Bubble Gum market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Bubble Gum industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Bubble Gum Include:

Wrigley

Cadbury

Hershey

Concord Confections

Perfetti Van Melle

Unigum

Oakleaf

ZED Candy (Dublin)

Orion

Lotte

Fini Sweets

Zhejiang Spring Sweets

Bubble Gum Product Segment Include:

Sugarless Bubble Gum

Sugar-Containing Bubble Gum

Bubble Gum Product Application Include:

Offline Sales

Online Sales

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