

Global Chewing 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 Chewing Gum market size will reach 129,363 Million USD in 2025 and is projected to reach 161,166 Million USD by 2032, with a CAGR of 3.19% (2025-2032). Notably, the China Chewing 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

Chewing gum is a type of confectionery product that is designed to be chewed but not swallowed. It typically consists of a gum base, sweeteners, flavorings, and sometimes softeners or bulking agents. The gum base is the non-digestible component that provides the chewy texture, while sweeteners like sugar or artificial sweeteners add sweetness. Flavorings such as mint, fruit, or cinnamon are added to impart taste, and softeners or bulking agents like glycerin or sorbitol can be included to enhance texture or mouthfeel. Chewing gum is popular worldwide and is commonly used for freshening breath, reducing stress or anxiety, aiding in oral hygiene by promoting saliva production, and as a substitute for smoking or snacking. There are various types of chewing gum, including sugar-free gum, bubble gum, and medicated gum for specific oral health purposes. It is important to note that while chewing gum is generally safe, swallowing large amounts or non-food items can pose health risks, so it is recommended to chew gum responsibly.

The major global manufacturers of Chewing Gum include Wrigley's, Mondelez, Perfetti,

Lotte, Cloetta, Arcor, August Storck, Yildiz, 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 Chewing 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 Chewing 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 Chewing 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 Chewing 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 Chewing Gum Include:

Wrigley's

Mondelez

Perfetti

Lotte

Cloetta

Arcor

August Storck

Yildiz

Chewing Gum Product Segment Include:

Sugared Chewing Gum

Sugar-Free Chewing Gum

Chewing Gum Product Application Include:

Offline Sales

Online Sales

Chapter Scope

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

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