

# **Gummy Market Size, Share & Trends Analysis Report By Application (Omega Fatty Acids, Vitamins), By End User (Adults, Kids), By Distribution Channel (Store- Non-store-based), By Region, And Segment Forecasts, 2020 - 2028**

<https://marketpublishers.com/r/GF3544C8E526EN.html>

Date: August 2021

Pages: 138

Price: US\$ 5,950.00 (Single User License)

ID: GF3544C8E526EN

## **Abstracts**

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### **Gummy Market Growth & Trends**

The global gummy market size is expected to reach USD 42.06 billion by 2028, according to a new report by Grand View Research, Inc., expanding at a CAGR of 12.6% over the forecast period. The advent of organic, clean, and natural formulated gummy supplements by key market participants; coupled with increasing customer demand for nutrition with taste and flavor is a major factor fueling the market growth.

Gummies are easy to chew and can be consumed on the go, thereby providing an easy supplementation solution during busy working schedules for adult consumers. Besides, gummies are highly popular among kids due to the availability of different flavors, colors, and attractive shapes.

Moreover, the prevailing trend of adopting preventive healthcare measures by parents since the birth of a baby is expected to drive the growth of the market in the coming years. In addition, the busy lifestyle of individuals has encouraged on-the-go eating habits; thus, a shifting focus towards an alternative form of nutrients which is expected to stimulate growth for convenient and easy-to-swallow gummy.

The vitamin gummies segment dominated the market in 2020. With the increasing

complexity in consumer dynamics, owing to professional and personal commitments, along with stressful lifestyles and changes in eating habits, consumers are seeking dietary supplements to meet the daily vitamins & minerals requirement.

The increasing availability of gummy supplements for various health conditions, including heart health, brain health, or in nutricosmetic categories, such as skincare and hair care, is expected to augment the market growth. Moreover, prenatal vitamin gummies utilized by women during pregnancy are expected to boost the growth of the vitamin gummies segment in the coming years.

Asia Pacific is estimated to be the largest regional market by 2028 growing at the fastest CAGR over the forecast period. The presence of highly populous countries, such as China and India, where awareness regarding preventive health is increasing along with several untapped markets, such as Southeast Asian nations, is expected to boost the product demand in the region.

Non-store-based distribution channels, such as online distribution and network marketing or direct selling, are witnessing robust growth in the market. Increasing penetration of smartphones and the internet coupled with the convenience of shopping and lucrative discounts offered by e-commerce platforms are expected to drive the market over the forecast period.

### Gummy Market Report Highlights

In 2020, the vitamins application segment accounted for the highest revenue share of over 55% on account of high consumption of vitamin gummies due to benefits, such as enhanced bone, teeth & ophthalmic health and improvement in overall immunity

North America dominated the market with a revenue share of more than 38% in 2020 due to high product awareness and high per capita spending on healthcare & wellness

The non-store distribution channel segment is expected to register the fastest CAGR during the forecast period

Easy availability of a wide range of brands, increasing internet penetration in developing economies, and convenience offered by online platforms are the key factors driving the segment growth

Many companies are increasingly outsourcing manufacturing to Contract Manufacturing Organizations (CMOs) as it allows brands to focus more on research & development, product distribution, and branding & marketing activities

In addition, outsourcing also reduces capital-intensive operations, such as the construction of their manufacturing unit, staff training, raw material procurement, procurement of machines, regulatory approvals, and certifications

## Contents

### CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
  - 1.3.1. Purchased Database
  - 1.3.2. GVR's Internal Database
  - 1.3.3. Secondary Sources & Third-Party Perspectives
  - 1.3.4. Primary Research
- 1.4. Information Analysis
  - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

### CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Segmental Outlook
- 2.3. Competitive Insights

### CHAPTER 3. MARKET VARIABLES, TRENDS, AND SCOPE

- 3.1. Market Lineage Outlook
  - 3.1.1. Parent Market Outlook
  - 3.1.2. Related Market Outlook
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Industry Value Chain Analysis
  - 3.3.1. Sales Channel Analysis
  - 3.3.2. Vendor Selection Criteria Analysis
- 3.4. Regulatory Framework
- 3.5. Technology Framework
- 3.6. Gummy Market - Market Dynamics
  - 3.6.1. Market Driver Analysis
  - 3.6.2. Market Restraint Analysis
  - 3.6.3. Industry Challenges
- 3.7. Business Environmental Tools Analysis: Gummy Market
  - 3.7.1. Porter's Five Forces Analysis

- 3.7.1.1. Bargaining Power of Suppliers
- 3.7.1.2. Bargaining Power of Buyers
- 3.7.1.3. Threat of Substitution
- 3.7.1.4. Threat of New Entrants
- 3.7.1.5. Competitive Rivalry
- 3.7.2. PESTLE Analysis
  - 3.7.2.1. Political Landscape
  - 3.7.2.2. Economic Landscape
  - 3.7.2.3. Social Landscape
  - 3.7.2.4. Technology Landscape
  - 3.7.2.5. Environmental Landscape
  - 3.7.2.6. Legal Landscape
- 3.8. Major Strategic Deals & Alliances
- 3.9. Impacts of COVID-19

## **CHAPTER 4. GUMMY MARKET: APPLICATION ESTIMATES & TREND ANALYSIS**

- 4.1. Gummy Market: Application Movement Analysis, 2020 & 2028
- 4.2. Vitamins
  - 4.2.1. Market estimates and forecasts, 2017 - 2028 (USD Million)
- 4.3. Minerals
  - 4.3.1. Market estimates and forecasts, 2017 - 2028 (USD Million)
- 4.4. Omega Fatty Acids
  - 4.4.1. Market estimates and forecasts, 2017 - 2028 (USD Million)
- 4.5. Proteins
  - 4.5.1. Market estimates and forecasts, 2017 - 2028 (USD Million)
- 4.6. Others
  - 4.6.1. Market estimates and forecasts, 2017 - 2028 (USD Million)

## **CHAPTER 5. GUMMY MARKET: END-USER ESTIMATES & TREND ANALYSIS**

- 5.1. Gummy Market: End-User Movement Analysis, 2020 & 2028
- 5.2. Adults
  - 5.2.1. Market estimates and forecasts, 2017 - 2028 (USD Million)
- 5.3. Kids
  - 5.3.1. Market estimates and forecasts, 2017 - 2028 (USD Million)

## **CHAPTER 6. GUMMY MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS**

6.1. Gummy Market: Distribution Channel Movement Analysis, 2020 & 2028

6.2. Store-based

6.2.1. Market estimates and forecasts, 2017 - 2028 (USD Million)

6.3. Non-Store-based

6.3.1. Market estimates and forecasts, 2017 - 2028 (USD Million)

## **CHAPTER 7. GUMMY MARKET: REGIONAL ESTIMATES & TREND ANALYSIS**

7.1. Regional Movement Analysis & Market Share, 2020 & 2028

7.2. Gummy market: Regional movement analysis, 2020 & 2028

7.3. North America

7.3.1. Market estimates and forecasts, 2017 - 2028 (USD Million)

7.3.2. Market estimates and forecasts, by application, 2017 - 2028 (USD Million)

7.3.3. Market estimates and forecasts, by end-user, 2017 - 2028 (USD Million)

7.3.4. Market estimates and forecasts, by distribution channel, 2017 - 2028 (USD Million)

7.3.5. The U.S.

7.3.5.1. Market estimates and forecasts, 2017 - 2028 (USD Million)

7.3.5.2. Market estimates and forecasts, by application, 2017 - 2028 (USD Million)

7.3.5.3. Market estimates and forecasts, by end-user, 2017 - 2028 (USD Million)

7.3.5.4. Market estimates and forecasts, by distribution channel, 2017 - 2028 (USD Million)

7.3.6. Canada

7.3.6.1. Market estimates and forecasts, 2017 - 2028 (USD Million)

7.3.6.2. Market estimates and forecasts, by application, 2017 - 2028 (USD Million)

7.3.6.3. Market estimates and forecasts, by end-user, 2017 - 2028 (USD Million)

7.3.6.4. Market estimates and forecasts, by distribution channel, 2017 - 2028 (USD Million)

7.3.7. Mexico

7.3.7.1. Market estimates and forecasts, 2017 - 2028 (USD Million)

7.3.7.2. Market estimates and forecasts, by application, 2017 - 2028 (USD Million)

7.3.7.3. Market estimates and forecasts, by end-user, 2017 - 2028 (USD Million)

7.3.7.4. Market estimates and forecasts, by distribution channel, 2017 - 2028 (USD Million)

7.4. Europe

7.4.1. Market estimates and forecasts, 2017 - 2028 (USD Million)

7.4.2. Market estimates and forecasts, by application, 2017 - 2028 (USD Million)

7.4.3. Market estimates and forecasts, by end-user, 2017 - 2028 (USD Million)

7.4.4. Market estimates and forecasts, by distribution channel, 2017 - 2028 (USD Million)

7.4.5. Germany

7.4.5.1. Market estimates and forecasts, 2017 - 2028 (USD Million)

7.4.5.2. Market estimates and forecasts, by application, 2017 - 2028 (USD Million)

7.4.5.3. Market estimates and forecasts, by end-user, 2017 - 2028 (USD Million)

7.4.5.4. Market estimates and forecasts, by distribution channel, 2017 - 2028 (USD Million)

7.4.6. The U.K.

7.4.6.1. Market estimates and forecasts, 2017 - 2028 (USD Million)

7.4.6.2. Market estimates and forecasts, by application, 2017 - 2028 (USD Million)

7.4.6.3. Market estimates and forecasts, by end-user, 2017 - 2028 (USD Million)

7.4.6.4. Market estimates and forecasts, by distribution channel, 2017 - 2028 (USD Million)

7.4.7. France

7.4.7.1. Market estimates and forecasts, 2017 - 2028 (USD Million)

7.4.7.2. Market estimates and forecasts, by application, 2017 - 2028 (USD Million)

7.4.7.3. Market estimates and forecasts, by end-user, 2017 - 2028 (USD Million)

7.4.7.4. Market estimates and forecasts, by distribution channel, 2017 - 2028 (USD Million)

7.4.8. Italy

7.4.8.1. Market estimates and forecasts, 2017 - 2028 (USD Million)

7.4.8.2. Market estimates and forecasts, by application, 2017 - 2028 (USD Million)

7.4.8.3. Market estimates and forecasts, by end-user, 2017 - 2028 (USD Million)

7.4.8.4. Market estimates and forecasts, by distribution channel, 2017 - 2028 (USD Million)

7.4.9. Spain

7.4.9.1. Market estimates and forecasts, 2017 - 2028 (USD Million)

7.4.9.2. Market estimates and forecasts, by application, 2017 - 2028 (USD Million)

7.4.9.3. Market estimates and forecasts, by end-user, 2017 - 2028 (USD Million)

7.4.9.4. Market estimates and forecasts, by distribution channel, 2017 - 2028 (USD Million)

7.5. Asia Pacific

7.5.1. Market estimates and forecasts, 2017 - 2028 (USD Million)

7.5.2. Market estimates and forecasts, by application, 2017 - 2028 (USD Million)

7.5.3. Market estimates and forecasts, by end-user, 2017 - 2028 (USD Million)

7.5.4. Market estimates and forecasts, by distribution channel, 2017 - 2028 (USD Million)

7.5.5. China



7.5.5.1. Market estimates and forecasts, 2017 - 2028 (USD Million)

7.5.5.2. Market estimates and forecasts, by application, 2017 - 2028 (USD Million)

7.5.5.3. Market estimates and forecasts, by end-user, 2017 - 2028 (USD Million)

7.5.5.4. Market estimates and forecasts, by distribution channel, 2017 - 2028 (USD Million)

7.5.6. India

7.5.6.1. Market estimates and forecasts, 2017 - 2028 (USD Million)

7.5.6.2. Market estimates and forecasts, by application, 2017 - 2028 (USD Million)

7.5.6.3. Market estimates and forecasts, by end-user, 2017 - 2028 (USD Million)

7.5.6.4. Market estimates and forecasts, by distribution channel, 2017 - 2028 (USD Million)

7.5.7. Japan

7.5.7.1. Market estimates and forecasts, 2017 - 2028 (USD Million)

7.5.7.2. Market estimates and forecasts, by application, 2017 - 2028 (USD Million)

7.5.7.3. Market estimates and forecasts, by end-user, 2017 - 2028 (USD Million)

7.5.7.4. Market estimates and forecasts, by distribution channel, 2017 - 2028 (USD Million)

7.5.8. Australia

7.5.8.1. Market estimates and forecasts, 2017 - 2028 (USD Million)

7.5.8.2. Market estimates and forecasts, by application, 2017 - 2028 (USD Million)

7.5.8.3. Market estimates and forecasts, by end-user, 2017 - 2028 (USD Million)

7.5.8.4. Market estimates and forecasts, by distribution channel, 2017 - 2028 (USD Million)

7.6. Central & South America

7.6.1. Market estimates and forecasts, 2017 - 2028 (USD Million)

7.6.2. Market estimates and forecasts, by application, 2017 - 2028 (USD Million)

7.6.3. Market estimates and forecasts, by end-user, 2017 - 2028 (USD Million)

7.6.4. Market estimates and forecasts, by distribution channel, 2017 - 2028 (USD Million)

7.6.5. Brazil

7.6.5.1. Market estimates and forecasts, 2017 - 2028 (USD Million)

7.6.5.2. Market estimates and forecasts, by application, 2017 - 2028 (USD Million)

7.6.5.3. Market estimates and forecasts, by end-user, 2017 - 2028 (USD Million)

7.6.5.4. Market estimates and forecasts, by distribution channel, 2017 - 2028 (USD Million)

7.6.6. Colombia

7.6.6.1. Market estimates and forecasts, 2017 - 2028 (USD Million)

7.6.6.2. Market estimates and forecasts, by application, 2017 - 2028 (USD Million)

7.6.6.3. Market estimates and forecasts, by end-user, 2017 - 2028 (USD Million)



7.6.6.4. Market estimates and forecasts, by distribution channel, 2017 - 2028 (USD Million)

7.7. Middle East & Africa

7.7.1. Market estimates and forecasts, 2017 - 2028 (USD Million)

7.7.2. Market estimates and forecasts, by application, 2017 - 2028 (USD Million)

7.7.3. Market estimates and forecasts, by end-user, 2017 - 2028 (USD Million)

7.7.4. Market estimates and forecasts, by distribution channel, 2017 - 2028 (USD Million)

7.7.5. South Africa

7.7.5.1. Market estimates and forecasts, 2017 - 2028 (USD Million)

7.7.5.2. Market estimates and forecasts, by application, 2017 - 2028 (USD Million)

7.7.5.3. Market estimates and forecasts, by end-user, 2017 - 2028 (USD Million)

7.7.5.4. Market estimates and forecasts, by distribution channel, 2017 - 2028 (USD Million)

## **CHAPTER 8. COMPETITIVE LANDSCAPE**

8.1. Key Global Players, Their Initiatives, & Its Impact on the Market

8.2. Key Company Categorization

8.3. Vendor Landscape

8.3.1. List of Key Distributors & Channel Partners

8.3.2. Key Customers

8.4. Public Companies

8.4.1. Company Market Position Analysis

8.4.2. Key Company Ranking Analysis

8.4.3. Competitive Dashboard Analysis

8.4.4. SWOT

8.5. Private Companies

8.5.1. List of Key Emerging Companies

8.5.2. Company Market Position Analysis

## **CHAPTER 9. COMPANY PROFILES**

9.1. Procaps Group

9.1.1. Company overview

9.1.2. Financial performance

9.1.3. Product benchmarking

9.1.4. Strategic initiatives

9.2. Superior Supplement Manufacturing

- 9.2.1. Company overview
- 9.2.2. Financial performance
- 9.2.3. Product benchmarking
- 9.2.4. Strategic initiatives
- 9.3. Supplement Factory Ltd
  - 9.3.1. Company overview
  - 9.3.2. Financial performance
  - 9.3.3. Product benchmarking
  - 9.3.4. Strategic initiatives
- 9.4. Sirio Pharma Co., Ltd
  - 9.4.1. Company overview
  - 9.4.2. Financial performance
  - 9.4.3. Product benchmarking
  - 9.4.4. Strategic initiatives
- 9.5. LEXICARE PHARMA PVT. LTD
  - 9.5.1. Company overview
  - 9.5.2. Financial performance
  - 9.5.3. Product benchmarking
  - 9.5.4. Strategic initiatives
- 9.6. Nutravail LLC
  - 9.6.1. Company overview
  - 9.6.2. Financial performance
  - 9.6.3. Product benchmarking
  - 9.6.4. Strategic initiatives
- 9.7. HERBALAND CANADA.
  - 9.7.1. Company overview
  - 9.7.2. Financial performance
  - 9.7.3. Product benchmarking
  - 9.7.4. Strategic initiatives
- 9.8. AJES Pharmaceuticals LLC
  - 9.8.1. Company overview
  - 9.8.2. Financial performance
  - 9.8.3. Product benchmarking
  - 9.8.4. Strategic initiatives
- 9.9. Gelita AG
  - 9.9.1. Company overview
  - 9.9.2. Financial performance
  - 9.9.3. Product benchmarking
  - 9.9.4. Strategic initiatives

## 9.10. Vitux AS

- 9.10.1. Company overview
- 9.10.2. Financial performance
- 9.10.3. Product benchmarking
- 9.10.4. Strategic initiatives

## 9.11. Bettera Brands

- 9.11.1. Company overview
- 9.11.2. Financial performance
- 9.11.3. Product benchmarking
- 9.11.4. Strategic initiatives

## 9.12. Santa Cruz Nutritionals

- 9.12.1. Company overview
- 9.12.2. Financial performance
- 9.12.3. Product benchmarking
- 9.12.4. Strategic initiatives

## 9.13. Prime Health Ltd

- 9.13.1. Company overview
- 9.13.2. Financial performance
- 9.13.3. Product benchmarking
- 9.13.4. Strategic initiatives

## 9.14. SMPNutra.com

- 9.14.1. Company overview
- 9.14.2. Financial performance
- 9.14.3. Product benchmarking
- 9.14.4. Strategic initiatives

## 9.15. Superior Gummy Manufacturer

- 9.15.1. Company overview
- 9.15.2. Financial performance
- 9.15.3. Product benchmarking
- 9.15.4. Strategic initiatives

## 9.16. Lactonova Nutripharm Pvt Ltd

- 9.16.1. Company overview
- 9.16.2. Financial performance
- 9.16.3. Product benchmarking
- 9.16.4. Strategic initiatives

## 9.17. Ion Labs Inc

- 9.17.1. Company overview
- 9.17.2. Financial performance
- 9.17.3. Product benchmarking

- 9.17.4. Strategic initiatives
- 9.18. Well Aliments
  - 9.18.1. Company overview
  - 9.18.2. Financial performance
  - 9.18.3. Product benchmarking
  - 9.18.4. Strategic initiatives
- 9.19. Allsep's Pty Ltd
  - 9.19.1. Company overview
  - 9.19.2. Financial performance
  - 9.19.3. Product benchmarking
  - 9.19.4. Strategic initiatives
- 9.20. NutraStar Manufacturing Ltd
  - 9.20.1. Company overview
  - 9.20.2. Financial performance
  - 9.20.3. Product benchmarking
- 9.21. Mr. Gummy Vitamins
  - 9.21.1. Company overview
  - 9.21.2. Financial performance
  - 9.21.3. Product benchmarking
- 9.22. Better Nutritionals
  - 9.22.1. Company overview
  - 9.22.2. Financial performance
  - 9.22.3. Product benchmarking
- 9.23. Vitakem Nutraceutical Inc.
  - 9.23.1. Company overview
  - 9.23.2. Financial performance
  - 9.23.3. Product benchmarking
- 9.24. Boscogen, Inc.
  - 9.24.1. Company overview
  - 9.24.2. Financial performance
  - 9.24.3. Product benchmarking
- 9.25. Amapharm GmbH
  - 9.25.1. Company overview
  - 9.25.2. Financial performance
  - 9.25.3. Product benchmarking
  - 9.25.4. Strategic initiatives

## List Of Tables

### LIST OF TABLES

Table 1 Global gummy market estimates and forecasts, by vitamin supplement, 2017 - 2028 (USD Million)

Table 2 Global gummy market estimates and forecasts, by mineral supplement, 2017 - 2028 (USD Million)

Table 3 Global gummy market estimates and forecasts, by omega fatty acids supplements, 2017 - 2028 (USD Million)

Table 4 Global gummy market estimates and forecasts, by protein supplements, 2017 - 2028 (USD Million)

Table 5 Global gummy market estimates and forecasts, by other supplements, 2017 - 2028 (USD Million)

Table 6 Global gummy market estimates and forecasts, for adults, 2017 - 2028 (USD Million)

Table 7 Global gummy market estimates and forecasts, for kids, 2017 - 2028 (USD Million)

Table 8 Global gummy market estimates and forecasts, by store-based distribution channel, 2017 - 2028 (USD Million)

Table 9 Global gummy market estimates and forecasts, by non-store-based distribution channel, 2017 - 2028 (USD Million)

Table 10 North America gummy market estimates and forecasts, 2017 - 2028 (USD Million)

Table 11 North America gummy market estimates and forecasts, by supplement application, 2017 - 2028 (USD Million)

Table 12 North America gummy market estimates and forecasts, by end-user, 2017 - 2028 (USD Million)

Table 13 North America gummy market estimates and forecasts, by distribution channel, 2017 - 2028 (USD Million)

Table 14 The U.S. gummy market estimates and forecasts, 2017 - 2028 (USD Million)

Table 15 The U.S. gummy market estimates and forecasts, by supplement application, 2017 - 2028 (USD Million)

Table 16 The U.S. gummy market estimates and forecasts, by end-user, 2017 - 2028 (USD Million)

Table 17 The U.S. gummy market estimates and forecasts, by distribution channel, 2017 - 2028 (USD Million)

Table 18 Canada gummy market estimates and forecasts, 2017 - 2028 (USD Million)

Table 19 Canada gummy market estimates and forecasts, by supplement application,

2017 - 2028 (USD Million)

Table 20 Canada. gummy market estimates and forecasts, by end-user, 2017 - 2028 (USD Million)

Table 21 Canada gummy market estimates and forecasts, by distribution channel, 2017 - 2028 (USD Million)

Table 22 Mexico gummy market estimates and forecasts, 2017 - 2028 (USD Million)

Table 23 Mexico gummy market estimates and forecasts, by supplement application, 2017 - 2028 (USD Million)

Table 24 Mexico gummy market estimates and forecasts, by end-user, 2017 - 2028 (USD Million)

Table 25 Mexico gummy market estimates and forecasts, by distribution channel, 2017 - 2028 (USD Million)

Table 26 Europe gummy market estimates and forecasts, 2017 - 2028 (USD Million)

Table 27 Europe gummy market estimates and forecasts, by supplement application, 2017 - 2028 (USD Million)

Table 28 Europe gummy market estimates and forecasts, by end-user, 2017 - 2028 (USD Million)

Table 29 Europe gummy market estimates and forecasts, by distribution channel, 2017 - 2028 (USD Million)

Table 30 The U.K. gummy market estimates and forecasts, 2017 - 2028 (USD Million)

Table 31 The U.K. gummy market estimates and forecasts, by supplement application, 2017 - 2028 (USD Million)

Table 32 The U.K. gummy market estimates and forecasts, by end-user, 2017 - 2028 (USD Million)

Table 33 The U.K. gummy market estimates and forecasts, by distribution channel, 2017 - 2028 (USD Million)

Table 34 Germany gummy market estimates and forecasts, 2017 - 2028 (USD Million)

Table 35 Germany gummy market estimates and forecasts, by supplement application, 2017 - 2028 (USD Million)

Table 36 Germany gummy market estimates and forecasts, by end-user, 2017 - 2028 (USD Million)

Table 37 Germany gummy market estimates and forecasts, by distribution channel, 2017 - 2028 (USD Million)

Table 38 France gummy market estimates and forecasts, 2017 - 2028 (USD Million)

Table 39 France gummy market estimates and forecasts, by supplement application, 2017 - 2028 (USD Million)

Table 40 France gummy market estimates and forecasts, by end-user, 2017 - 2028 (USD Million)

Table 41 France gummy market estimates and forecasts, by distribution channel, 2017 -

2028 (USD Million)

Table 42 Italy gummy market estimates and forecasts, 2017 - 2028 (USD Million)

Table 43 Italy gummy market estimates and forecasts, by supplement application, 2017 - 2028 (USD Million)

Table 44 Italy gummy market estimates and forecasts, by end-user, 2017 - 2028 (USD Million)

Table 45 Italy gummy market estimates and forecasts, by distribution channel, 2017 - 2028 (USD Million)

Table 46 Spain gummy market estimates and forecasts, 2017 - 2028 (USD Million)

Table 47 Spain gummy market estimates and forecasts, by supplement application, 2017 - 2028 (USD Million)

Table 48 Spain gummy market estimates and forecasts, by end-user, 2017 - 2028 (USD Million)

Table 49 Spain gummy market estimates and forecasts, by distribution channel, 2017 - 2028 (USD Million)

Table 50 Asia Pacific gummy market estimates and forecasts, 2017 - 2028 (USD Million)

Table 51 Asia Pacific gummy market estimates and forecasts, by supplement application, 2017 - 2028 (USD Million)

Table 52 Asia Pacific gummy market estimates and forecasts, by end-user, 2017 - 2028 (USD Million)

Table 53 Asia Pacific gummy market estimates and forecasts, by distribution channel, 2017 - 2028 (USD Million)

Table 54 China gummy market estimates and forecasts, 2017 - 2028 (USD Million)

Table 55 China gummy market estimates and forecasts, by supplement application, 2017 - 2028 (USD Million)

Table 56 China gummy market estimates and forecasts, by end-user, 2017 - 2028 (USD Million)

Table 57 China gummy market estimates and forecasts, by distribution channel, 2017 - 2028 (USD Million)

Table 58 Japan gummy market estimates and forecasts, 2017 - 2028 (USD Million)

Table 59 Japan gummy market estimates and forecasts, by supplement application, 2017 - 2028 (USD Million)

Table 60 Japan gummy market estimates and forecasts, by end-user, 2017 - 2028 (USD Million)

Table 61 Japan gummy market estimates and forecasts, by distribution channel, 2017 - 2028 (USD Million)

Table 62 India gummy market estimates and forecasts, 2017 - 2028 (USD Million)

Table 63 India gummy market estimates and forecasts, by supplement application, 2017 - 2028 (USD Million)



- 2028 (USD Million)

Table 64 India gummy market estimates and forecasts, by end-user, 2017 - 2028 (USD Million)

Table 65 India gummy market estimates and forecasts, by distribution channel, 2017 - 2028 (USD Million)

Table 66 Australia gummy market estimates and forecasts, 2017 - 2028 (USD Million)

Table 67 Australia gummy market estimates and forecasts, by supplement application, 2017 - 2028 (USD Million)

Table 68 Australia gummy market estimates and forecasts, by end-user, 2017 - 2028 (USD Million)

Table 69 Australia gummy market estimates and forecasts, by distribution channel, 2017 - 2028 (USD Million)

Table 70 Central & South America gummy market estimates and forecasts, 2017 - 2028 (USD Million)

Table 71 Central & South America gummy market estimates and forecasts, by supplement application, 2017 - 2028 (USD Million)

Table 72 Central & South America gummy market estimates and forecasts, by end-user, 2017 - 2028 (USD Million)

Table 73 Central & South America gummy market estimates and forecasts, by distribution channel, 2017 - 2028 (USD Million)

Table 74 Brazil gummy market estimates and forecasts, 2017 - 2028 (USD Million)

Table 75 Brazil gummy market estimates and forecasts, by supplement application, 2017 - 2028 (USD Million)

Table 76 Brazil gummy market estimates and forecasts, by end-user, 2017 - 2028 (USD Million)

Table 77 Brazil gummy market estimates and forecasts, by distribution channel, 2017 - 2028 (USD Million)

Table 78 Colombia gummy market estimates and forecasts, 2017 - 2028 (USD Million)

Table 79 Colombia gummy market estimates and forecasts, by supplement application, 2017 - 2028 (USD Million)

Table 80 Colombia gummy market estimates and forecasts, by end-user, 2017 - 2028 (USD Million)

Table 81 Colombia gummy market estimates and forecasts, by distribution channel, 2017 - 2028 (USD Million)

Table 82 Middle East & Africa gummy market estimates and forecasts, 2017 - 2028 (USD Million)

Table 83 Middle East & Africa gummy market estimates and forecasts, by supplement application, 2017 - 2028 (USD Million)

Table 84 Middle East & Africa gummy market estimates and forecasts, by end-user,

2017 - 2028 (USD Million)

Table 85 Middle East & Africa gummy market estimates and forecasts, by distribution channel, 2017 - 2028 (USD Million)

Table 86 South Africa gummy market estimates and forecasts, 2017 - 2028 (USD Million)

Table 87 South Africa gummy market estimates and forecasts, by supplement application, 2017 - 2028 (USD Million)

Table 88 South Africa gummy market estimates and forecasts, by end-user, 2017 - 2028 (USD Million)

Table 89 South Africa gummy market estimates and forecasts, by distribution channel, 2017 - 2028 (USD Million)

## List Of Figures

### LIST OF FIGURES

- Fig. 1 Information procurement
- Fig. 2 Primary research pattern
- Fig. 3 Primary research process
- Fig. 4 Primary research approaches
- Fig. 5 Gummy Market: Market Insights
- Fig. 6 Gummy market: Segmental insights
- Fig. 7 Gummy market: Segmental insights
- Fig. 8 Gummy market: Competitive insights
- Fig. 9 Gummy market: Penetration & growth prospect mapping
- Fig. 10 Gummy Market Value Chain Analysis
- Fig. 11 Global botanical-based dietary supplements market, 2017 - 2028 (USD Million)
- Fig. 12 Global total labor force, 2010 - 2020 (Billion)
- Fig. 13 Global functional food market, 2017 - 2028 (USD Billion)
- Fig. 14 Gummy Market: PORTER Analysis
- Fig. 15 Gummy Market: PESTEL Analysis
- Fig. 16 Global gummy market: Supplement Application movement analysis, 2020 & 2028
- Fig. 17 Global Gummy Market-End User Movement Analysis, 2020 & 2028 (%)
- Fig. 18 Global gummy market: Distribution Channel movement analysis, 2020 & 2028
- Fig. 19 Gummy Market-Regional Movement Analysis, 2020 & 2028 (%)
- Fig. 20 Key Company/Competition Categorization
- Fig. 21 Key Company/Competition Categorization
- Fig. 22 Market Participant Categorization
- Fig. 23 Market Participant Categorization

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