

Chewing Gum Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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Abstracts

The global chewing gum market reached a value of US\$ 25.8 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 30.9 Billion by 2027, exhibiting a CAGR of 3% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic. These insights are included in the report as a major market contributor.

Chewing gum is a soft, cohesive substance which is non-digestible and water insoluble in nature. Earlier, they were made with various tree saps including the latex sap of the sapodilla tree. Whereas, in the modern era, chewing gums are produced with different sweeteners, flavours, gum base, softeners, colours along with other ingredients. The texture of a chewing gum is similar to rubber owing to the physical-chemical properties of its plasticiser, resin and polymer components. These components result in the sticky, elastic-plastic and chewy attributes of a chewing gum.

Chewing gums exhibit various stress relieving properties which act as a major factor driving the growth of the market. Additionally, impulse purchasing and the inclination of consumers towards products which offer dental benefits are also contributing to an augmented demand for chewing gums. Moreover, manufacturers are adopting various marketing strategies in order to interest young generation which include introduction of new flavours, shapes, sizes and attractive packaging.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global chewing gum market, along with forecasts at the global and regional level from 2022-2027. Our report has categorized the market based on sugar type, product type and distribution channel.

Breakup by Sugar Type:

- Sugar Free Chewing Gums
- Sugared Chewing Gums

On the basis of sugar type, sugar free chewing gum represents the largest segment followed by sugared chewing gum.

Breakup by Product Type:

- Pellet
- Stick/Tab
- Centre-filled
- Cut and Wrap
- Ball
- Others

Based on product type, the market has been segmented as pellet, stick/tab, centre-filled, cut and wrap and ball. Currently, pellet type dominates the market with the largest share.

Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Pharmacies
- Convenience Stores
- Departmental Stores
- Online
- Others

The market has been further segmented on the basis of distribution channel which include supermarkets and hypermarkets, pharmacies, convenience stores, departmental stores and online.

Breakup by Region:

- North America
- Asia Pacific

Europe

Middle East and Africa

Latin America

Region-wise, some of the major markets for chewing gum include Asia-Pacific, North America, Europe, Middle East and Africa, and Latin America

On assessing the import and export scenario of the market, it is found that the United States and China are the biggest importer and exporter of chewing gum, respectively.

Competitive Landscape:

The competitive landscape of the market has also been examined with some of the key players being Mondelez, Perfetti, Wrigley, Lotte, Cloetta and Hershey.

This report provides a deep insight into the global chewing gum market covering all its essential aspects. This ranges from macro overview of the market to micro details of the industry performance, recent trends, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc. This report is a must-read for entrepreneurs, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the chewing gum market in the manner.

Key Questions Answered in This Report:

How has the global chewing gum market performed so far and how will it perform in the coming years?

What are the key regions in the global chewing gum market?

What has been the impact of COVID-19 on the global chewing gum market?

Which are the popular product types in the global chewing gum market?

What are the sugar types in the global chewing gum market?

What are the major distribution channels in the global chewing gum market?

What are the price trends of chewing gums?

What are the various stages in the value chain of the global chewing gum market?

What are the key driving factors and challenges in the global chewing gum market?

What are the import and export trends of the global chewing gum market?

What is the structure of the global chewing gum market and who are the key players?

What is the degree of competition in the global chewing gum market?

How is chewing gum manufactured?

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