

Chewing Gum Market Report by Sugar Type (Sugar Free Chewing Gums, Sugared Chewing Gums), Product Type (Pellet, Stick/Tab, Centre-filled, Cut and Wrap, Ball, and Others), Distribution Channel (Supermarkets and Hypermarkets, Pharmacies, Convenience Stores, Departmental Stores, Online, and Others), Region 2023-2028

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Abstracts

The global chewing gum market size reached US\$ 26.8 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 31.8 Billion by 2028, exhibiting a growth rate (CAGR) of 2.89% during 2022-2028. The increasing availability of gum in various packaging sizes, rapid urbanization, the fast-paced lifestyles, the inflating disposable incomes of consumers, and the rising technological advancements in gum manufacturing are some of the factors propelling the market.

Chewing gum, a delightful treat, engages the senses with its vibrant flavors, transforming mundane moments into enjoyable experiences. The satisfying pop of a gum bubble brings out the inner child, infusing life with playfulness. Its compact nature offers a quick refreshment, ideal for a burst of energy during busy days. With an array of flavors, from classic mint to exotic fruits, gum caters to diverse palates, providing a small escape into a world of taste sensations. Portable and discreet, it becomes a trusty companion for social interactions, allowing for confident conversations without worries. Chewing gum's rhythmic motion can relieve subtle stress, channeling nervous energy into a soothing habit. Moreover, its breath-freshening abilities make interactions more pleasant, promoting connections. In the pursuit of maintaining oral hygiene, sugar-free gum assists in reducing plaque and cavities. Wrapped in its colorful packaging, it is a pocket-sized source of delight, embodying the simple joys that add flavor to life.

The global market is majorly driven by the increasing consumer preference for on-the-go snacks. In line with this, the rising demand for sugar-free and healthier gum options is significantly contributing to the market. Furthermore, the growing awareness of oral hygiene and dental care is positively influencing the market. Rapid innovations in flavor profiles and textures are offering numerous opportunities for the market. Apart from this, the escalating influence of celebrity endorsements on consumer choices is catalyzing the market. Moreover, the expansion of retail distribution channels and the convenience of portion control and consumption are propelling the market. Besides, the increasing popularity among younger demographics and the rising adoption of gum as a stress-relief tool is stimulating the market. Additionally, the growing incorporation of functional ingredients and the escalating demand for novelty and limited-edition gum releases are strengthening the market.

Chewing Gum Market Trends/Drivers:

Growth of e-commerce platforms

The growth of e-commerce platforms is bolstering the market by providing a convenient and accessible channel for consumers to purchase their favorite gum products. E-commerce offers a seamless shopping experience, enabling customers to explore a wide range of gum flavors, brands, and packaging options from the comfort of their homes. This factor has expanded the market's reach beyond geographical boundaries, allowing consumers across the globe to access and purchase chewing gum with ease. Online platforms provide detailed product information, customer reviews, and recommendations, enhancing consumer decision-making. Moreover, e-commerce facilitates the introduction of new and innovative gum variants to a broader audience, leading to increased experimentation and adoption. The ability to compare prices, avail discounts, and receive doorstep delivery has made e-commerce an appealing avenue for purchasing chewing gum, thus playing a pivotal role in driving market growth and shaping consumer preferences in the modern digital age.

Expansion of convenience store chains globally

The global expansion of convenience store chains is favorably impacting the market. These easily accessible retail outlets offer a convenient shopping experience, making gum readily available to consumers. Convenience stores strategically position gum at checkout counters, increasing impulse purchases. This factor has amplified the visibility of gum products, enhancing their market presence. Convenience stores often cater to urban populations with busy lifestyles, aligning with chewing gum's quick and portable

nature. As these chains expand across various regions, they introduce gum to new demographics and markets, driving consumption. Additionally, the global reach of convenience store chains facilitates the distribution of a diverse range of gum flavors and brands, catering to localized preferences and increasing consumer choice. The expansion of convenience store chains has created a favorable environment for chewing gum, fostering its growth on a global scale.

Growing popularity of natural and organic gum variants

The growing popularity of natural and organic gum variants is catalyzing the market. Consumers today are increasingly conscious about the ingredients in their products, seeking healthier and more sustainable options. Natural and organic gum variants align with these preferences, as they are often free from artificial flavors, colors, and synthetic additives. This trend towards natural and organic products has led to a shift in consumer purchasing habits, with more individuals opting for gum options that are perceived as healthier and environmentally friendly. The demand for such gum variants has prompted manufacturers to innovate and create offerings catering to this market segment. As health and sustainability awareness continues to rise, the popularity of natural and organic gum variants is expected to grow further. This trend has expanded the market's product range and attracted a new demographic of health-conscious consumers, contributing significantly to the overall growth of the chewing gum market.

Chewing Gum Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global chewing gum market report, along with forecasts at the global and regional levels from 2023-2028. 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

Sugar free chewing gums dominates the market

The report has provided a detailed breakup and analysis of the market based on the sugar type. This includes sugar free chewing gums and sugared chewing gums. According to the report, sugar free chewing gums represented the largest segment.

As health-conscious consumers seek alternatives to sugary snacks, sugar-free gum options are popular. These gums offer the same delightful chewing experience without the concerns of added sugars, making them attractive to those monitoring their sugar intake and oral health.

Furthermore, the rising prevalence of diabetes and obesity has fueled the demand for sugar-free chewing gums as a guilt-free indulgence. Manufacturers have responded by offering various flavors and functional ingredients in their sugar-free gum products, catering to diverse tastes and preferences. This segment's growth is also attributed to its alignment with the global shift toward healthier lifestyles and increased awareness of the adverse effects of excessive sugar consumption. As this trend continues, sugar-free chewing gums will remain a significant market driver.

Breakup by Product Type:

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

Pellet dominates the market

The report has provided a detailed breakup and analysis of the market based on the product type. This includes pellet, stick/tab, centre-filled, cut and wrap, ball, and others. According to the report, the pellet represented the largest segment.

Pellet-style chewing gums offer a unique and convenient consumption experience, making them increasingly popular among consumers. These compact and portable gum formats are favored for quick refreshment, making them suitable for on-the-go lifestyles and busy routines.

Pellet chewing gums often come in various flavors, providing consumers with options that cater to their tastes. Their compact size and packaging make them easy to carry, store, and share, enhancing their appeal as a social and functional treat. The tactile experience of unwrapping and popping a gum pellet adds a sensory aspect to the consumption process, engaging users satisfyingly.

With the increasing demand for convenient and enjoyable snacking options, the pellet segment of chewing gum products is expected to continue driving market growth. Its portability, variety, and sensory engagement position it well to resonate with modern consumer needs and preferences.

Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Pharmacies

Convenience Stores

Departmental Stores

Online

Others

Convenience stores dominate the market

The report has provided a detailed breakup and analysis of the market based on distribution channel. This includes supermarkets and hypermarkets, pharmacies, convenience stores, departmental stores, online, and others. According to the report, convenience stores represented the largest segment.

Convenience stores are crucial in making gum readily accessible to consumers, particularly those seeking quick, on-the-go purchases. The strategic placement of gum at checkout counters and high-traffic areas in convenience stores encourages impulse buying, increasing sales. These stores cater to busy urban lifestyles, aligning with chewing gum's portable and quick-refreshment nature. Their extended operating hours and widespread presence make them a convenient stop for consumers seeking a convenient treat. Additionally, the diverse demographic that frequents convenience stores ensures that gum products reach a wide range of consumers, from students to professionals.

The convenience store channel offers a platform for gum manufacturers to showcase a variety of flavors, packaging sizes, and promotional campaigns, driving consumer engagement. As urbanization and busy schedules continue to shape consumer habits, the convenience store distribution channel is poised to maintain its role as a vital market driver.

Breakup by Region:

North America

Asia Pacific

Europe

Middle East and Africa

Latin America

North America exhibits a clear dominance, accounting for the largest market share

The report has also provided a comprehensive analysis of all the major regional markets, which include North America, Asia Pacific, Europe, the Middle East and Africa, and Latin America. According to the report, North America was the largest market for chewing gum.

The chewing gum market in North America is experiencing robust growth driven by several factors. The region's diverse consumer base and busy lifestyles make chewing gum ideal for quick refreshment and stress relief. The popularity of sugar-free and natural gum variants aligns with the growing health-conscious trend, driving demand among individuals seeking healthier snacking options.

Innovative flavors, packaging designs, and marketing strategies employed by gum manufacturers resonate with North American consumers, attracting their attention and fostering brand loyalty. Moreover, the strong presence of convenience stores, supermarkets, and online retail platforms ensures easy access to a wide range of gum products, boosting sales.

The cultural significance of chewing gum in North America and its role as a popular social accessory adds to its market growth. As consumers prioritize portability, flavor variety, and convenience, the market is anticipated to maintain its upward trajectory, with manufacturers continually adapting to consumer preferences and market trends to drive growth in the region further.

Competitive Landscape:

Top companies are strengthening the market's growth through innovative strategies, extensive distribution networks, and consumer-focused initiatives. These companies invest heavily in research and development to introduce novel gum flavors, textures, and functional additives that appeal to evolving consumer preferences. By leveraging celebrity endorsements and engaging marketing campaigns, they create a strong brand presence and attract new customers. Furthermore, these companies establish robust partnerships with retailers and e-commerce platforms, ensuring the widespread

availability of their products. They also cater to diverse demographics by introducing sugar-free, natural, and organic gum variants, tapping into health-conscious and environmentally aware markets. Efforts towards sustainable packaging and responsible sourcing resonate with socially conscious consumers, enhancing brand loyalty. Top companies are instrumental in fostering market growth and maintaining their position as industry leaders by continuously adapting to market trends, enhancing product portfolios, and prioritizing consumer satisfaction.

The report has provided a comprehensive analysis of the competitive landscape in the chewing gum market. Detailed profiles of all major companies have also been provided.

Mondelez
Perfetti
Wrigley
Lotte
Cloetta
Hershey

Recent Developments:

In 2020, Wrigley launched its "On-The-Go" recyclable cardboard gum pack, highlighting its commitment to sustainability and reducing plastic waste.

In 2021, Lotte Corporation announced its collaboration with Starbucks to launch a Starbucks-themed chewing gum in South Korea. This collaboration aimed to offer consumers a new and unique gum flavor inspired by popular Starbucks beverages.

Key Questions Answered in This Report

1. What was the size of the global chewing gum market in 2022?
2. What is the expected growth rate of the global chewing gum market during 2023-2028?
3. What are the key factors driving the global chewing gum market?
4. What has been the impact of COVID-19 on the global chewing gum market?
5. What is the breakup of the global chewing gum market based on the sugar type?
6. What is the breakup of the global chewing gum market based on the product type?
7. What is the breakup of the global chewing gum market based on the distribution channel?
8. What are the key regions in the global chewing gum market?
9. Who are the key players/companies in the global chewing gum market?

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