

# Energy Gums Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

### Market Overview:

The global energy gums market size reached US\$ 93.9 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 149.8 Million by 2028, exhibiting a growth rate (CAGR) of 7.94% during 2023-2028.

Energy gums is a soft, energy-rich, flavor-filled gum that functions as an energy supplement. It is prepared by softening gum bases, which are later infused with other ingredients, such as flavoring agents, sweeteners, color additives, softeners, caffeine, vitamins, and ginseng. Energy gum helps improve attention, concentration, reaction time and cognitive performance. It also works efficiently to enhance mental alertness and focus and relieve the impact of sleep deprivation and tiredness on the mind and body. Besides this, energy gum aids in increasing stamina, boosting metabolism and endurance, promoting blood flow and maximum burning of calories during physical activities, and preventing drowsiness. As a result, energy gums are widely used during sports, exercising and fitness training activities.

### Energy Gums Market Trends:

The increasing consumer inclination toward health and fitness supplements is creating a positive outlook for the market. Energy gums consist of caffeine that supports the immune system, works as an anti-inflammatory agent, optimizes blood circulation, and exhibits various stress-relieving properties. In line with this, the rising participation in physical activities has facilitated the widespread product adoption among fitness enthusiasts and trainers to seek instant energy, which is favoring the market growth. Apart from this, various product innovations, such as the introduction of mint and fruity flavors that offer a refreshing taste with a sense of cooling effect and a perfuming

aroma, are providing an impetus to the market growth. Additionally, the easy product availability across e-commerce platforms and supermarkets, rapid urbanization, and evolving lifestyles of consumers are supporting the market growth. Other than this, the enactment of various laws monitoring caffeine being used as an energy supplement, the increasing use of natural ingredients in the formulation of energy gum, and novel product developments focusing on attracting a more extensive consumer base are anticipated to drive the market toward growth.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global energy gums market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on flavor, application and distribution channel.

#### Breakup by Flavor:

- Mint
- Fruit Flavor
- Others

#### Breakup by Application:

- Fitness Training and Exercising
- Sports
- Study
- Business
- Others

#### Breakup by Distribution Channel:

- Online
- Offline

#### Breakup by Region:

- North America
  - United States
  - Canada
- Asia-Pacific

China  
Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

#### Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Apollo Energy Gum Germany, Blockhead HQ Ltd, First Energy B.V., GumRunners LLC, Military Energy Gum., NeuroGum, Rev Energy Gum, Simply Gum Inc., Thai Lotte Co. Ltd. and WUG Functional Gums.

#### Key Questions Answered in This Report

1. What was the size of the global energy gums market in 2022?
2. What is the expected growth rate of the global energy gums market during 2023-2028?
3. What has been the impact of COVID-19 on the global energy gums market?
4. What are the key factors driving the global energy gums market?
5. What is the breakup of the global energy gums market based on the flavor?
6. What is the breakup of the global energy gums market based on the application?
7. What is the breakup of the global energy gums market based on the distribution channel?
8. What are the key regions in the global energy gums market?

9. Who are the key players/companies in the global energy gums market?

## Contents

### **1 PREFACE**

### **2 SCOPE AND METHODOLOGY**

2.1 Objectives of the Study

2.2 Stakeholders

2.3 Data Sources

2.3.1 Primary Sources

2.3.2 Secondary Sources

2.4 Market Estimation

2.4.1 Bottom-Up Approach

2.4.2 Top-Down Approach

2.5 Forecasting Methodology

### **3 EXECUTIVE SUMMARY**

### **4 INTRODUCTION**

4.1 Overview

4.2 Key Industry Trends

### **5 GLOBAL ENERGY GUMS MARKET**

5.1 Market Overview

5.2 Market Performance

5.3 Impact of COVID-19

5.4 Market Forecast

### **6 MARKET BREAKUP BY FLAVOR**

6.1 Mint

6.1.1 Market Trends

6.1.2 Market Forecast

6.2 Fruit Flavor

6.2.1 Market Trends

6.2.2 Market Forecast

6.3 Others

- 6.3.1 Market Trends
- 6.3.2 Market Forecast

## **7 MARKET BREAKUP BY APPLICATION**

- 7.1 Fitness Training and Exercising
  - 7.1.1 Market Trends
  - 7.1.2 Market Forecast
- 7.2 Sports
  - 7.2.1 Market Trends
  - 7.2.2 Market Forecast
- 7.3 Study
  - 7.3.1 Market Trends
  - 7.3.2 Market Forecast
- 7.4 Business
  - 7.4.1 Market Trends
  - 7.4.2 Market Forecast
- 7.5 Others
  - 7.5.1 Market Trends
  - 7.5.2 Market Forecast

## **8 MARKET BREAKUP BY DISTRIBUTION CHANNEL**

- 8.1 Online
  - 8.1.1 Market Trends
  - 8.1.2 Market Forecast
- 8.2 Offline
  - 8.2.1 Market Trends
  - 8.2.2 Market Forecast

## **9 MARKET BREAKUP BY REGION**

- 9.1 North America
  - 9.1.1 United States
    - 9.1.1.1 Market Trends
    - 9.1.1.2 Market Forecast
  - 9.1.2 Canada
    - 9.1.2.1 Market Trends
    - 9.1.2.2 Market Forecast

## 9.2 Asia-Pacific

### 9.2.1 China

9.2.1.1 Market Trends

9.2.1.2 Market Forecast

### 9.2.2 Japan

9.2.2.1 Market Trends

9.2.2.2 Market Forecast

### 9.2.3 India

9.2.3.1 Market Trends

9.2.3.2 Market Forecast

### 9.2.4 South Korea

9.2.4.1 Market Trends

9.2.4.2 Market Forecast

### 9.2.5 Australia

9.2.5.1 Market Trends

9.2.5.2 Market Forecast

### 9.2.6 Indonesia

9.2.6.1 Market Trends

9.2.6.2 Market Forecast

### 9.2.7 Others

9.2.7.1 Market Trends

9.2.7.2 Market Forecast

## 9.3 Europe

### 9.3.1 Germany

9.3.1.1 Market Trends

9.3.1.2 Market Forecast

### 9.3.2 France

9.3.2.1 Market Trends

9.3.2.2 Market Forecast

### 9.3.3 United Kingdom

9.3.3.1 Market Trends

9.3.3.2 Market Forecast

### 9.3.4 Italy

9.3.4.1 Market Trends

9.3.4.2 Market Forecast

### 9.3.5 Spain

9.3.5.1 Market Trends

9.3.5.2 Market Forecast

### 9.3.6 Russia

9.3.6.1 Market Trends

9.3.6.2 Market Forecast

9.3.7 Others

9.3.7.1 Market Trends

9.3.7.2 Market Forecast

9.4 Latin America

9.4.1 Brazil

9.4.1.1 Market Trends

9.4.1.2 Market Forecast

9.4.2 Mexico

9.4.2.1 Market Trends

9.4.2.2 Market Forecast

9.4.3 Others

9.4.3.1 Market Trends

9.4.3.2 Market Forecast

9.5 Middle East and Africa

9.5.1 Market Trends

9.5.2 Market Breakup by Country

9.5.3 Market Forecast

## **10 SWOT ANALYSIS**

10.1 Overview

10.2 Strengths

10.3 Weaknesses

10.4 Opportunities

10.5 Threats

## **11 VALUE CHAIN ANALYSIS**

## **12 PORTERS FIVE FORCES ANALYSIS**

12.1 Overview

12.2 Bargaining Power of Buyers

12.3 Bargaining Power of Suppliers

12.4 Degree of Competition

12.5 Threat of New Entrants

12.6 Threat of Substitutes



## 13 PRICE ANALYSIS

## 14 COMPETITIVE LANDSCAPE

### 14.1 Market Structure

### 14.2 Key Players

### 14.3 Profiles of Key Players

#### 14.3.1 Apollo Energy Gum Germany

##### 14.3.1.1 Company Overview

##### 14.3.1.2 Product Portfolio

##### 14.3.1.3 SWOT Analysis

#### 14.3.2 Blockhead HQ Ltd

##### 14.3.2.1 Company Overview

##### 14.3.2.2 Product Portfolio

##### 14.3.2.3 SWOT Analysis

#### 14.3.3 First Energy B.V.

##### 14.3.3.1 Company Overview

##### 14.3.3.2 Product Portfolio

##### 14.3.3.3 SWOT Analysis

#### 14.3.4 GumRunners LLC

##### 14.3.4.1 Company Overview

##### 14.3.4.2 Product Portfolio

##### 14.3.4.3 SWOT Analysis

#### 14.3.5 Military Energy Gum.

##### 14.3.5.1 Company Overview

##### 14.3.5.2 Product Portfolio

##### 14.3.5.3 SWOT Analysis

#### 14.3.6 NeuroGum

##### 14.3.6.1 Company Overview

##### 14.3.6.2 Product Portfolio

##### 14.3.6.3 SWOT Analysis

#### 14.3.7 Rev Energy Gum

##### 14.3.7.1 Company Overview

##### 14.3.7.2 Product Portfolio

##### 14.3.7.3 SWOT Analysis

#### 14.3.8 Simply Gum Inc.

##### 14.3.8.1 Company Overview

##### 14.3.8.2 Product Portfolio

##### 14.3.8.3 SWOT Analysis

#### 14.3.9 Thai Lotte Co. Ltd.

14.3.9.1 Company Overview

14.3.9.2 Product Portfolio

14.3.9.3 SWOT Analysis

#### 14.3.10 WUG Functional Gums

14.3.10.1 Company Overview

14.3.10.2 Product Portfolio

14.3.10.3 SWOT Analysis

## List Of Tables

### LIST OF TABLES

Table 1: Global: Energy Gums Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Energy Gums Market Forecast: Breakup by Flavor (in Million US\$), 2023-2028

Table 3: Global: Energy Gums Market Forecast: Breakup by Application (in Million US\$), 2023-2028

Table 4: Global: Energy Gums Market Forecast: Breakup by Distribution Channel (in Million US\$), 2023-2028

Table 5: Global: Energy Gums Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 6: Global: Energy Gums Market: Competitive Structure

Table 7: Global: Energy Gums Market: Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1: Global: Energy Gums Market: Major Drivers and Challenges

Figure 2: Global: Energy Gums Market: Sales Value (in Million US\$), 2017-2022

Figure 3: Global: Energy Gums Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 4: Global: Energy Gums Market: Breakup by Flavor (in %), 2022

Figure 5: Global: Energy Gums Market: Breakup by Application (in %), 2022

Figure 6: Global: Energy Gums Market: Breakup by Distribution Channel (in %), 2022

Figure 7: Global: Energy Gums Market: Breakup by Region (in %), 2022

Figure 8: Global: Energy Gums (Mint) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 9: Global: Energy Gums (Mint) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 10: Global: Energy Gums (Fruit Flavor) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 11: Global: Energy Gums (Fruit Flavor) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 12: Global: Energy Gums (Other Flavors) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 13: Global: Energy Gums (Other Flavors) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 14: Global: Energy Gums (Fitness Training and Exercising) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 15: Global: Energy Gums (Fitness Training and Exercising) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 16: Global: Energy Gums (Sports) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 17: Global: Energy Gums (Sports) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 18: Global: Energy Gums (Study) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 19: Global: Energy Gums (Study) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 20: Global: Energy Gums (Business) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 21: Global: Energy Gums (Business) Market Forecast: Sales Value (in Million

US\$), 2023-2028

Figure 22: Global: Energy Gums (Other Applications) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 23: Global: Energy Gums (Other Applications) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 24: Global: Energy Gums (Online) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 25: Global: Energy Gums (Online) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 26: Global: Energy Gums (Offline) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 27: Global: Energy Gums (Offline) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 28: North America: Energy Gums Market: Sales Value (in Million US\$), 2017 & 2022

Figure 29: North America: Energy Gums Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 30: United States: Energy Gums Market: Sales Value (in Million US\$), 2017 & 2022

Figure 31: United States: Energy Gums Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 32: Canada: Energy Gums Market: Sales Value (in Million US\$), 2017 & 2022

Figure 33: Canada: Energy Gums Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 34: Asia-Pacific: Energy Gums Market: Sales Value (in Million US\$), 2017 & 2022

Figure 35: Asia-Pacific: Energy Gums Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 36: China: Energy Gums Market: Sales Value (in Million US\$), 2017 & 2022

Figure 37: China: Energy Gums Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 38: Japan: Energy Gums Market: Sales Value (in Million US\$), 2017 & 2022

Figure 39: Japan: Energy Gums Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 40: India: Energy Gums Market: Sales Value (in Million US\$), 2017 & 2022

Figure 41: India: Energy Gums Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 42: South Korea: Energy Gums Market: Sales Value (in Million US\$), 2017 & 2022

Figure 43: South Korea: Energy Gums Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 44: Australia: Energy Gums Market: Sales Value (in Million US\$), 2017 & 2022

Figure 45: Australia: Energy Gums Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 46: Indonesia: Energy Gums Market: Sales Value (in Million US\$), 2017 & 2022

Figure 47: Indonesia: Energy Gums Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 48: Others: Energy Gums Market: Sales Value (in Million US\$), 2017 & 2022

Figure 49: Others: Energy Gums Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 50: Europe: Energy Gums Market: Sales Value (in Million US\$), 2017 & 2022

Figure 51: Europe: Energy Gums Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 52: Germany: Energy Gums Market: Sales Value (in Million US\$), 2017 & 2022

Figure 53: Germany: Energy Gums Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 54: France: Energy Gums Market: Sales Value (in Million US\$), 2017 & 2022

Figure 55: France: Energy Gums Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 56: United Kingdom: Energy Gums Market: Sales Value (in Million US\$), 2017 & 2022

Figure 57: United Kingdom: Energy Gums Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 58: Italy: Energy Gums Market: Sales Value (in Million US\$), 2017 & 2022

Figure 59: Italy: Energy Gums Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 60: Spain: Energy Gums Market: Sales Value (in Million US\$), 2017 & 2022

Figure 61: Spain: Energy Gums Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 62: Russia: Energy Gums Market: Sales Value (in Million US\$), 2017 & 2022

Figure 63: Russia: Energy Gums Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 64: Others: Energy Gums Market: Sales Value (in Million US\$), 2017 & 2022

Figure 65: Others: Energy Gums Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 66: Latin America: Energy Gums Market: Sales Value (in Million US\$), 2017 & 2022

Figure 67: Latin America: Energy Gums Market Forecast: Sales Value (in Million US\$),

2023-2028

Figure 68: Brazil: Energy Gums Market: Sales Value (in Million US\$), 2017 & 2022

Figure 69: Brazil: Energy Gums Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 70: Mexico: Energy Gums Market: Sales Value (in Million US\$), 2017 & 2022

Figure 71: Mexico: Energy Gums Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 72: Others: Energy Gums Market: Sales Value (in Million US\$), 2017 & 2022

Figure 73: Others: Energy Gums Market Forecast: Sales Value (in Million US\$),  
2023-2028

Figure 74: Middle East and Africa: Energy Gums Market: Sales Value (in Million US\$),  
2017 & 2022

Figure 75: Middle East and Africa: Energy Gums Market: Breakup by Country (in %),  
2022

Figure 76: Middle East and Africa: Energy Gums Market Forecast: Sales Value (in  
Million US\$), 2023-2028

Figure 77: Global: Energy Gums Industry: SWOT Analysis

Figure 78: Global: Energy Gums Industry: Value Chain Analysis

Figure 79: Global: Energy Gums Industry: Porter's Five Forces Analysis

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