

Chewing Gum Market - Forecast from 2026 to 2031

<https://marketpublishers.com/r/CBA4B99BE438EN.html>

Date: January 2026

Pages: 145

Price: US\$ 3,950.00 (Single User License)

ID: CBA4B99BE438EN

Abstracts

Global Chewing Gum Market is projected to increase at a 3.95% CAGR, growing from USD 29.478 billion in 2025 to USD 37.187 billion in 2031.

The global chewing gum market is a mature yet evolving segment of the confectionery and functional food industries, characterized by a strategic shift from a simple pleasure product toward a platform for health and wellness benefits. The market is fundamentally segmented by product type into sugar-containing and sugar-free gums, with the latter driving the majority of innovation and growth. This evolution is underpinned by changing consumer priorities, scientific validation of specific functional benefits, and the ongoing demand for convenient, portable products suited to modern lifestyles.

Growth Catalysts and Market Drivers

A dominant driver of market growth is the increasing consumer focus on oral health and preventive care. Sugar-free chewing gum, particularly those sweetened with polyols like xylitol and sorbitol, has received endorsements from dental associations worldwide for its role in oral hygiene. Clinical evidence supports that chewing sugar-free gum stimulates saliva flow, which helps neutralize plaque acids, remineralize tooth enamel, and reduce the risk of cavities. This positions gum not as a confection but as a complementary oral care product, expanding its usage occasions and consumer base among health-conscious adults and parents.

Concurrently, the development and marketing of functional gums are creating new premium segments. Beyond oral health, gums are being formulated to deliver specific benefits such as stress relief (through ingredients like L-Theanine or adaptogens), enhanced cognitive focus and energy (via caffeine and B-vitamins), vitamin and mineral supplementation, and aid in smoking cessation. This trend transforms chewing gum from a breath-freshening snack into a discrete, convenient delivery system for bioactive

compounds, tapping into the broader nutraceutical and wellness markets.

The enduring demand for convenience and on-the-go consumption remains a core market pillar. Urbanization and fast-paced lifestyles favor products that are portable, require no preparation, and offer immediate utility—whether for freshening breath, managing stress, or providing a momentary focus boost. This convenience factor ensures the product's relevance in a wide array of retail channels, from supermarkets to checkout counters.

Market Segmentation and Innovation Trends

Innovation is concentrated in the sugar-free and functional gum segments. Key areas of development include:

Advanced Sweetening Systems: Improving the taste and mouthfeel of sugar-free gums to match their sugar-containing counterparts, often using blends of high-intensity sweeteners and bulking agents.

Novel Functional Ingredients: Incorporating clinically-studied ingredients for stress reduction, energy, and focus, requiring stability and taste-masking technologies.

Clean Label and Natural Formulations: Responding to consumer demand for recognizable ingredients, natural flavors and colors, and gums free from artificial additives.

Sustainable Packaging: Addressing environmental concerns by exploring recyclable, reduced-plastic, or biodegradable packaging solutions.

Geographical Outlook: North American Leadership

North America is projected to be a leading and influential region in the global chewing gum market. This position is supported by several factors: high disposable incomes that allow for discretionary spending on premium and functional products, a well-established culture of gum consumption, and a highly developed retail infrastructure that ensures broad product availability. Furthermore, the region has a concentrated presence of major global gum manufacturers and is often the first launch market for significant innovations in functional and sugar-free gum products. The high level of urbanization

and a consumer base receptive to health and wellness trends further solidify the region's role as a key growth and profitability center.

Competitive Landscape and Strategic Imperatives

The competitive landscape is dominated by a few multinational confectionery conglomerates with strong brand portfolios and extensive distribution networks.

Competition revolves around:

Brand Equity and Trust: Leveraging established brand names while building scientific credibility for functional claims, often through partnerships with dental associations or clinical research.

Portfolio Diversification: Offering a range of products across the sugar-free, functional, and traditional bubble gum segments to capture different consumer demographics and usage occasions.

Innovation Pipeline: Consistently launching new flavors, formats (e.g., pellet gum, stick gum, functional cubes), and benefit-driven products to stimulate repeat purchase and attract new users.

Channel Strategy: Maintaining strong presence in impulse-buy locations (checkout aisles, gas stations) while expanding in health, wellness, and specialty retail channels.

The chewing gum market is successfully navigating a transition from a perception as a mere confection to a recognized vehicle for oral care and functional wellness. Growth is increasingly driven by the sugar-free segment's health associations and the expansion into sophisticated functional benefits. While North America leads in terms of market value and innovation adoption, global opportunities exist in educating consumers in emerging markets about the oral health benefits of sugar-free gum. The future trajectory of the market will depend on continuous innovation that credibly delivers on functional promises, effective communication of science-backed benefits, and sustainable adaptation to evolving consumer preferences regarding ingredients and environmental impact.

Key Benefits of this Report:

Insightful Analysis: Gain detailed market insights covering major as well as emerging geographical regions, focusing on customer segments, government policies and socio-economic factors, consumer preferences, industry verticals, and other sub-segments.

Competitive Landscape: Understand the strategic maneuvers employed by key players globally to understand possible market penetration with the correct strategy.

Market Drivers & Future Trends: Explore the dynamic factors and pivotal market trends and how they will shape future market developments.

Actionable Recommendations: Utilize the insights to exercise strategic decisions to uncover new business streams and revenues in a dynamic environment.

Caters to a Wide Audience: Beneficial and cost-effective for startups, research institutions, consultants, SMEs, and large enterprises.

What do businesses use our reports for?

Industry and Market Insights, Opportunity Assessment, Product Demand Forecasting, Market Entry Strategy, Geographical Expansion, Capital Investment Decisions, Regulatory Framework & Implications, New Product Development, Competitive Intelligence

Report Coverage:

Historical data from 2021 to 2025 & forecast data from 2026 to 2031

Growth Opportunities, Challenges, Supply Chain Outlook, Regulatory Framework, and Trend Analysis

Competitive Positioning, Strategies, and Market Share Analysis

Revenue Growth and Forecast Assessment of segments and regions including countries

Company Profiling (Strategies, Products, Financial Information, and Key

Developments among others.

Chewing Gum Market Segmentation

By Type

Sugar-Based

Sugar-Free

By Product Type

Cut & Wrap

Sticks/ Tabs

Pellets/ Pillows

Others

By Distribution Channel

Online

Offline

Supermarket & Hypermarket

Convenience Stores

By End-User

Children & Teenagers

Adults

Elderly

By Geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

Germany

France

United Kingdom

Spain

Others

Middle East and Africa

Saudi Arabia

UAE

Others

Asia Pacific

China

India

Japan

South Korea

Indonesia

Thailand

Others

Contents

1. EXECUTIVE SUMMARY

2. MARKET SNAPSHOT

- 2.1. Market Overview
- 2.2. Market Definition
- 2.3. Scope of the Study
- 2.4. Market Segmentation

3. BUSINESS LANDSCAPE

- 3.1. Market Drivers
- 3.2. Market Restraints
- 3.3. Market Opportunities
- 3.4. Porter's Five Forces Analysis
- 3.5. Industry Value Chain Analysis
- 3.6. Policies and Regulations
- 3.7. Strategic Recommendations

4. TECHNOLOGICAL OUTLOOK

5. CHEWING GUM MARKET BY TYPE

- 5.1. Introduction
- 5.2. Sugar-Based
- 5.3. Sugar-Free

6. CHEWING GUM MARKET BY PRODUCT TYPE

- 6.1. Introduction
- 6.2. Cut & Wrap
- 6.3. Sticks/ Tabs
- 6.4. Pellets/ Pillows
- 6.5. Others

7. CHEWING GUM MARKET BY DISTRIBUTION CHANNEL

- 7.1. Introduction
- 7.2. Online
- 7.3. Offline
 - 7.3.1. Supermarket & Hypermarket
 - 7.3.2. Convenience Stores

8. CHEWING GUM MARKET BY END-USER

- 8.1. Introduction
- 8.2. Children & Teenagers
- 8.3. Adults
- 8.4. Elderly

9. CHEWING GUM MARKET BY GEOGRAPHY

- 9.1. Introduction
- 9.2. North America
 - 9.2.1. By Type
 - 9.2.2. By Product Type
 - 9.2.3. By Distribution Channel
 - 9.2.4. By End-User
 - 9.2.5. By Country
 - 9.2.5.1. USA
 - 9.2.5.2. Canada
 - 9.2.5.3. Mexico
- 9.3. South America
 - 9.3.1. By Type
 - 9.3.2. By Product Type
 - 9.3.3. By Distribution Channel
 - 9.3.4. By End-User
 - 9.3.5. By Country
 - 9.3.5.1. Brazil
 - 9.3.5.2. Argentina
 - 9.3.5.3. Others
- 9.4. Europe
 - 9.4.1. By Type
 - 9.4.2. By Product Type
 - 9.4.3. By Distribution Channel
 - 9.4.4. By End-User

9.4.5. By Country

9.4.5.1. Germany

9.4.5.2. France

9.4.5.3. United Kingdom

9.4.5.4. Spain

9.4.5.5. Others

9.5. Middle East and Africa

9.5.1. By Type

9.5.2. By Product Type

9.5.3. By Distribution Channel

9.5.4. By End-User

9.5.5. By Country

9.5.5.1. Saudi Arabia

9.5.5.2. UAE

9.5.5.3. Others

9.6. Asia Pacific

9.6.1. By Type

9.6.2. By Product Type

9.6.3. By Distribution Channel

9.6.4. By End-User

9.6.5. By Country

9.6.5.1. China

9.6.5.2. India

9.6.5.3. Japan

9.6.5.4. South Korea

9.6.5.5. Indonesia

9.6.5.6. Thailand

9.6.5.7. Others

10. COMPETITIVE ENVIRONMENT AND ANALYSIS

10.1. Major Players and Strategy Analysis

10.2. Market Share Analysis

10.3. Mergers, Acquisitions, Agreements, and Collaborations

10.4. Competitive Dashboard

11. COMPANY PROFILES

11.1. Mars, Incorporated

- 11.2. Perfetti Van Melle
- 11.3. Lotte Corporation
- 11.4. Grupo Arcor
- 11.5. The Hershey Company
- 11.6. Cloetta AB
- 11.7. Meiji Co., Ltd
- 11.8. Nestlé S.A
- 11.9. Ferrero
- 11.10. Simply Gum Inc.

12. APPENDIX

- 12.1. Currency
- 12.2. Assumptions
- 12.3. Base and Forecast Years Timeline
- 12.4. Key Benefits for the Stakeholders
- 12.5. Research Methodology
- 12.6. Abbreviations

I would like to order

Product name: Chewing Gum Market - Forecast from 2026 to 2031

Product link: <https://marketpublishers.com/r/CBA4B99BE438EN.html>

Price: US\$ 3,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/CBA4B99BE438EN.html>