

Gums - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2030)

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Abstracts

The Gums Market size is estimated at 16.76 billion USD in 2024, and is expected to reach 20.88 billion USD by 2030, growing at a CAGR of 3.72% during the forecast period (2024-2030).

Convenience shopping facilities led gums sales through supermarkets/hypermarkets and convenience stores, together holding almost 75% value share in 2023

Globally, the overall retailing segment maintained growth of 13.02% by value in 2023 compared to 2020. The growth is anticipated with the consumers' growing inclination for convenience shopping facilities in the market. Aspects such as rising interest in in-person shopping and demand for discount offers, etc., are likely to drive the retailing industry drastically.

Supermarkets and hypermarkets were observed to be the largest and the most dominating segment globally. As of 2022, the segment occupied a share of 41.91% by value, and the proliferation of the network of multinational brands of markets promotes growth. Globally, Lidl was recognized as the largest supermarket chain, with 11,200 outlets, followed by Aldi Sud, with 7,200 outlets, and Penny Market, with 3,600 outlets as of 2022. Convenience stores occupied the second highest share of 33.41% by value in 2022, and the sales are mostly favored by product positioning of products - bubble gums and chewing gums near billing kiosks.

The online retail channel was the fastest-growing distribution channel, and it is expected to register a CAGR of 4.23% by value over the forecast period, accelerated by the

increasing global internet penetration, increasing smartphone usage, and increasing and expansive network of grocery delivery chains. Online stores allow consumers to select from a large collection of product offerings marketed under private labels and mainstream brands. The rising number of smartphone users with the widespread penetration of the internet across key regions is anticipated to foster online sales of confectionery during the forecast period. As of April 2023, there were 5.18 billion internet users worldwide, which amounted to 64.6% of the global population.

Raw material price variations in North America recorded 20% higher than in Asia-Pacific, which led North America to lead the market by value throughout the study period

By volume, Asia-Pacific held a major share in 2023. North America had the highest share by value, owing to the higher price of gums in North America. Gums are widely consumed confectionery variants in the region, especially across China, Japan, and South Korea. In Japan, chewing gum held an 89.66% share of the overall gum market in 2022 in terms of volume. Consumers in formal settings, such as students and working professionals, prefer chewing for brain stimulation to enhance focus and concentration.

In North America, the growth of gums is associated with the rising awareness about the health benefits of chewing gum consumption. Around 50% of Americans chew gums as of 2023. As a result, the demand for chewing and bubble gums has been increasing significantly in the region. Both chewing and bubble gums are available in various formats, including sugar-based and sugar-free products. Hence, the North American gum market observed a growth of 8.63% by value in 2022 compared to 2021.

The Middle East is anticipated to register the fastest growth with a CAGR of 6.49% by value during the forecast period. The growth of the market is attributed to the demand for sugar-free gums in the region. Some of the major players in the region include Batook Chewing Gum Industries Ltd, Gandour, Suifafood, and Mastika Gum Co S.A.R.L. As lifestyles and dietary preferences evolve, consumers in the Middle East are increasingly seeking healthier snack alternatives. Hence, sugar-free and functional gum varieties are anticipated to grow during the forecast period.

Global Gums Market Trends

Oral health benefits associated with chewing gum, along with the wide availability of

flavors, resulted in the market's positive growth

Asia-Pacific and North America are the prominent gum-consuming regions, followed by Europe. In Asia-Pacific, consumers in formal settings, such as students and working professionals, prefer chewing gum for brain stimulation as it enhances focus and concentration. China, India, and Japan are leading gum-consuming countries in the region.

Chewing gum is a widely consumed gum variant across leading markets, including North America and Asia-Pacific. The flavor is one of the most significant attributes when it comes to buying chewing gum. Some popular chewing gum flavors include peppermint, spearmint, watermelon, cinnamon, original bubblegum, and tropical.

Globally, North America experienced the highest consumption of gums in terms of value in 2023. In the region, as of 2023, on average, the cost of a simple package of sugar-free gum that contains 12 to 60 pieces at the local grocery store ranged from USD 1 to USD 2 per individual pack.

Globally, the consumer preference for chewing gums is attributed to their associated health benefits, such as keeping teeth clean and freshening breath. Also, chewing gum and bubble gum are perceived to have a stress-relieving effect by providing a repetitive and rhythmic action.

Gums Industry Overview

The Gums Market is fairly consolidated, with the top five companies occupying 79.76%. The major players in this market are Lotte Corporation, Mars Incorporated, Mondelez International Inc., Perfetti Van Melle BV and The Hershey Company (sorted alphabetically).

Additional Benefits:

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