

North America Chewing Gum - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2030)

<https://marketpublishers.com/r/NB0E79E5CA96EN.html>

Date: July 2024

Pages: 166

Price: US\$ 4,750.00 (Single User License)

ID: NB0E79E5CA96EN

Abstracts

The North America Chewing Gum Market size is estimated at 4.53 billion USD in 2024, and is expected to reach 5.68 billion USD by 2030, growing at a CAGR of 3.84% during the forecast period (2024-2030).

High penetration of key retail chains helped supermarkets and hypermarkets be the most preferred channels, holding more than 40% market share in 2023

The sales value of chewing gums through distribution channels experienced a growth rate of 8.56% in 2023 compared to 2022 and registered a CAGR of 4.90% during the review period (2021-2023). The growth is due to the high penetration of supermarkets and other traditional store formats, followed by mass merchandise stores, such as department stores and convenience stores. Volume sales of chewing gums across supermarkets and hypermarkets grew by 11% from 2021 to 2023. The rising popularity of e-commerce and vending machines is also propelling the growth of the market.

The online retail stores segment is expected to be the fastest-growing distribution channel, recording a CAGR of 7.57% during the forecast period and a growth rate of 3.78% in 2029 compared to 2028. The e-commerce sector is growing at a faster pace than any other traditional retail channel. The key online retailers are Walmart, Amazon, Dell, Sears, Staples, Costco, and Best Buy. Many traditional retailers, such as Walmart, Target, and Aldi, among others, are also offering e-commerce alternatives to captivate a larger market.

The United States is the largest-growing regional segment in the market studied, which consumed the largest amount of chewing gums through off-trade retail channels, accounting for a significant value share of 65.8% in 2022. The retail sector in the United States is huge, which, in turn, attracts international companies to adopt business models that were first established in the country. Supermarkets are the preferred channels for purchasing chewing gums in the United States, accounting for a significant value share of 42.72% in 2023. Supermarkets are a common sight on American streets, and most towns with a population of more than 5000 people have one supermarket in their vicinity.

Halloween chewing gum and other candy-buying traditions, where 82% of the population participate, a major driving factor for growth in North America

The North American chewing gum market observed a growth of 3.8% in 2023 compared to 2022. Further growth is anticipated with the rising volume of health-conscious consumers in the region. Despite the rise in healthier eating, chewing gum sales have been favorable over the years. Consumers across the region are opting for sugar-free chewing gums after their meals or between their breaks. The average American eats 34 teaspoons of sugar a day, i.e., about 500+ calories. Moreover, 10% of the sugar in the average person's diet comes from confectionery like chewing gum.

The United States is the largest-growing region in the market studied, accounting for a significant value share of 68.8% in 2022 in the market. This growth is majorly attributed to the availability of chewing gums in various shapes, colors, flavors, etc. In the United States, 45.5% of consumers prefer mint-flavored chewing gums, while fruit flavor is liked by 29.1% of consumers in 2022. The availability of gums in different flavors also promotes the consumer's buying power as they can purchase these products in accordance with their preferences. Likewise, around 82% of Americans participate in Halloween chewing gum and other candy-buying traditions.

The United States is also anticipated to be the fastest-growing region in the coming years, registering a CAGR of 5.37% from 2027 to 2029. For Valentine's Day, Easter, Halloween, and other holidays, the majority of Americans (about 80%-90%) purchase confectionery, which leads to a rise in the sales and consumption of chewing gums, especially sugar-based chewing gums. Hence, consumers embraced confectionery and gums as a kind of self-care and enjoyment, finding their inspiration on social media or as an impulse purchase in the grocery aisle.

North America Chewing Gum Market Trends

The strong production capacity across the region supported the market's growth

North America is a heavy producer and consumer of chewing gums. As of 2022, Mexico hosted the largest gum factory worldwide, based in Puebla, where around 60,000 tons of gum, most of which are intended for domestic consumption, is produced per year.

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. Labels have an impact even while purchasing a product like chewing gum. Terms like "natural" and "plant-based" on labels draw people in even if they do not know what those terms mean since they perceive them to be a healthier variant.

Consumers in the region prefer to buy gum in bulk packages in many retail stores for lower prices. The economic parameter is one of the important and major factors influencing the consumer's gum-buying behavior in North America.

The market's growth is anticipated to be constrained by rising concerns about the adverse impacts of gums' hazardous elements, such as plastic and artificial preservatives. However, product innovations, such as incorporating natural ingredients and introducing new product flavors, are expected to aid the market's growth during the forecast period.

North America Chewing Gum Industry Overview

The North America Chewing Gum Market is fairly consolidated, with the top five companies occupying 89.76%. The major players in this market are Lotte Corporation, Mars Incorporated, Mondelez International Inc., Perfetti Van Melle BV and The Hershey Company (sorted alphabetically).

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