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

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Abstracts

The North America Sugar-free Chewing Gum Market size is estimated at 2.66 billion USD in 2024, and is expected to reach 3.39 billion USD by 2030, growing at a CAGR of 4.09% during the forecast period (2024-2030).

Increasing demand for functional products with supermarkets/ hypermarkets and others segment are driving the distribution of sugar-free chewing gum together owing to having a 70% value share in 2023

The overall distribution channel in North America is playing a vital role in the growth of the sugar-free gum market. Under the distribution segment, retailers offer a wide variety of sugar-free chewing gum products to drag the consumer focus. In addition, these retailers have also segmented sugar-free gum into a wide variety of flavors, textures, and packaging. In 2023, the distribution channel was holding a share of 1.34% as compared to 2022.

By value, supermarkets and hypermarkets were considered the major retailers in North America. These retailers are selling chewing gum in varied price ranges (low, medium, and high). The average selling price of sugar-free was USD 2.12 in 2023. Due to the respective aspects, consumers are majorly trending toward these retailing units as they promote consumer buying power in this region.

Convenience stores are considered the second largest retailers in North America. This is because these stores have the capability to offer a greater convenience experience to

their consumers. In 2023, it was observed that Becker's owned 45 stores in Ontario.

With the growing penetration of internet users across North America, the demand for online grocery has become a crucial part of the region's retailing segment. By the end of 2022, the total number of internet users in Mexico was 89.5 million, which was 75.7% of the total population.

During the forecasted period (2026-2029), it is expected that the market will grow by 2.21%. The major factor that will be driving the sugar-free industry is linked to the growing demand for better health among the American population. It is also expected that sugar-free gum retailers will be introducing gums with unique flavors.

With 8 out of 10 consumers in the United States engaged in sugar reduction, the country experienced the highest demand for sugar-free chewing gums in 2023 in North America

The North American sugar-free chewing gum market witnessed a growth of 3.4% in 2023 compared to 2022. Increasing awareness about oral health and the impact of sugar on dental health led to a growing demand for sugar-free gum. Sugar-free gums provide a way to enjoy chewing gum while minimizing the risk of tooth decay and cavities.

By country, the United States is the leading market for sugar-free gums in the region and it is anticipated to grow by 16.1% in 2027 compared to 2023. The chewing gum market is undergoing a paradigm shift toward developing a "sugar-free" front due to the inclination of the population toward sugar-free food and beverages due to the occurrence of diabetes and sugar-related diseases. At the end of 2021, 8 out of 10 United States consumers were engaged in sugar reduction.

Mexico is the second-leading market for sugar-free chewing gums in the region. The country registered a growth rate of 14.3% from 2021 to 2023. There have been continuous advancements in the types of sugar-free gums due to their popularity, and the gums come in different compositions and flavors for different consumers. Most companies in the country are using non-animal glycerin in sugar-free chewing gums to attract vegan consumers.

Canada is the fastest-growing country for the sales of sugar-free chewing gums in the region. The sales value of sugar-free chewing gums in Canada is anticipated to expand at a CAGR of 3.01% from 2024 to 2030. As consumers cut back on sugar-based products, the convenience and versatility of sugar-free chewing gums have made them a popular choice among consumers looking for a healthier alternative to sugary snacks and candies.

North America Sugar-free Chewing Gum Market Trends

Growing awareness regarding excessive intake of sugar resulted in consumers' inclination toward sugar-free gums across the region

In North America, sugar-free chewing gums are preferred by consumers with obesity problems as a replacement for sugar-based gums and sugar-based candies. In 2022, the United States' obesity prevalence was 35.2%. The consumption of sugar-free gums is highly encouraged among diabetic patients in North America.

In the sugar-free chewing gum segment, brand loyalty acquires a significant value under product attributes. In North America, it was observed that 43% of consumers prefer choosing sugar-free chewing gums of their favorite brands. Trident, Double Mint, Orbit, Extra, Pur Gum, etc., are some brands that hold higher shares in the market.

In 2023, sugar-free chewing gums witnessed a hike in their sales. In 2023, sugar-free products recorded a Y-o-Y growth of USD 1.34. The fluctuation in the product's price is connected with the rise and fall in the prices of its raw materials, including xylitol, gum base, maltitol syrup, and mannitol.

In North America, the consumption of sugar-free chewing gum is generally viewed from a health perspective. The sales of sugar-free chewing gum also depend on the growing demand for sugar-free products among individuals with obesity.

North America Sugar-free Chewing Gum Industry Overview

The North America Sugar-free Chewing Gum Market is moderately consolidated, with the top five companies occupying 61.33%. The major players in this market are Chocoladefabriken Lindt & Spr?ngli AG, Mars Incorporated, Mondel?z International Inc., Perfetti Van Melle BV and The Hershey Company (sorted alphabetically).

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