

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

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Abstracts

The Sugar-free Chewing Gum Market size is estimated at 8.32 billion USD in 2024, and is expected to reach 10.45 billion USD by 2030, growing at a CAGR of 3.88% during the forecast period (2024-2030).

Supermarkets and hypermarkets, with their marketing strategy of product positioning, are boosting the market to grow

Under the global retailing segment, supermarkets and hypermarkets comprised the largest retailing segment in 2023. Strategic product positioning on the shelves for the confectionery category influences impulse purchase behavior among potential consumers. Casino Supermarkets, Carrefour, Super U, and Lidl are some of the leading grocery store operators in the region. By value share, the North American region acquired a share of 29.71% by volume. In this region, supermarkets and hypermarkets are the largest channels in the North American sugar-free chewing gum market. The channel held the major share of 44.21% by value in the overall distribution channels segment for North America's sugar-free chewing gum sales in 2023.

Convenience stores are the second largest retailers in the global retailing segment since they offer consumers a more convenient shopping experience. By volume, the Asia-Pacific region is considered to be the second-largest in the global retailing business. In 2023, the region acquired a share of 25.64% by volume. The convenience store segment is considered the second-largest retailing segment across the region. The sales volume of sugar-free chewing through convenience stores is estimated to

register an 8.3% growth rate in 2024 compared to 2022.

Compared to the other retailers, online retailing is considered the fastest-growing segment. It maintained a CAGR of 4.06% from 2021-2023. Consumers also prefer the online retail segment as a one-click shopping platform. Due to this factor, consumers can easily manage the average shopping time spent on confections.

The North American and Asia-Pacific region together occupy over 55% of the global market, with the United States and China standing at the top with the largest number of consumers

The North American region dominated in the sales of sugar-free chewing gums in both value and volume in 2023. Many consumers in North America prioritize low-calorie intake as a part of a healthy lifestyle, which in turn drives the consumption of sugar-free chewing gum. Moreover, people with diabetes need to monitor their sugar intake closely. Sugar-free gum provides a sweet-tasting option without affecting blood sugar levels. About 1 in 10 Americans, or around 37.3 million Americans, had diabetes in 2021. The high prevalence of diabetes and obesity are influencing consumers to purchase sugar-free gums.

Increasing awareness of the health risks associated with excessive sugar consumption, such as obesity and dental problems, has led consumers in Europe to seek alternatives to sugared products, including gum. Moreover, the popularity of keto and low-carb diets has fueled demand for sugar-free products, including chewing gum, as these diets emphasize reducing sugar and carbohydrate consumption. Hence, the sales value of sugar-free chewing gums increased by 3.25% in 2023 compared to the previous year.

The Middle Eastern region is anticipated to register the fastest growth with a CAGR of 6.55% by value during 2023-2030. Saudi Arabia has the highest consumption of sugar-free chewing gums in the region. As the disposable income in the region increases, the demand for healthy lifestyle choices such as reducing sugar emerges. The marketing efforts of chewing gum companies is also significantly impacting the demand. Effective advertising campaigns and promotions increase consumer awareness and drive sales. Moreover, the functional claims that the market players use for sugar-free chewing gum are anticipated to drive sales in the future.

Global Sugar-free Chewing Gum Market Trends

The growing number of health issues, such as diabetes and obesity among consumers, resulted in the growing demand for the sugar-free option

North America is the leading sugar-free gum-consuming region, followed by Asia-Pacific and Europe. Americans consume chewing gums to freshen their breath and maintain oral hygiene throughout the day. In North America, sugar-free chewing gums are preferred by consumers who have obesity problems as a replacement for sugar-based gums and sugar-based candies.

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.

Sugar-free chewing gums in 2023 have been witnessing 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, in 2023, the average selling price of sugar-free gums was USD 1.54, while sugar-based gums were sold at an average price of USD 1.29. The prices of sugar-free chewing gums also depend upon external factors such as importation, packaging, and flavor. The availability of these products at varied price ranges enables the population to purchase the product according to their preferences and budget. The average-income consumers in North America mainly target sugar-free chewing gums.

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 obese individuals. With the availability of sugar-free chewing gum in different flavors, it is enjoyed as a healthy confectionery by the young generation in this region. In the United States, there are a few additional factors to consider from a health perspective in the context of snack bar consumption. One factor is ingredient significance. Ingredients such as xylitol are considered key as they stimulate the immune system, digestion, lipids, and bone metabolism. The widespread penetration of the mainstream brands that specialize in the variety of sugar-free chewing gum flavors also drives consumer preference.

Sugar-free Chewing Gum Industry Overview

The Sugar-free Chewing Gum Market is fairly consolidated, with the top five companies

occupying 82.38%. The major players in this market are Ferrero International SA, Mars Incorporated, Mondelez International Inc., Perfetti Van Melle BV and The Hershey Company (sorted alphabetically).

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