

Functional Chewing Gum Global Market Insights 2025, Analysis and Forecast to 2030, by Manufacturers, Regions, Technology, Application, Product Type

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Abstracts

Functional Chewing Gums Market Summary

Introduction and Market Overview

Functional chewing gums, infused with active ingredients like xylitol, caffeine, or CBD, cater to health-conscious and fast-paced consumers, with 60% of global consumers prioritizing healthy snacks. The global urban population of 4.4 billion in 2023 drives demand for convenient, health-focused products like NeuroGum. With 3.5 billion people affected by oral diseases, xylitol-based gums like Wrigley's Orbit promote oral health. The functional food market grew 8% in 2023, boosting demand for products like Zed Candy. E-commerce and social media, with a 9% e-commerce growth in 2024, enhance market reach. The global functional chewing gums market is estimated at USD 1.1-2.0 billion in 2025, with a CAGR of 7%-11% through 2030.

Regional Market Trends

North America: The U.S. leads with strong demand for oral health and energy-boosting gums.

Europe: The UK and Germany focus on health-oriented chewing gums.

Asia Pacific: Japan and China see growth in functional products.

Rest of the World: Brazil and South Africa expand due to wellness trends.

Distribution Channel Analysis

Hypermarkets & Supermarkets: Expected growth of 6%-10%, driven by mass retail.

Convenience Stores: Projected growth of 5.5%-9.5%, offering grab-and-go options.

Online: Anticipated growth of 8%-12%, fueled by e-commerce platforms.

Others: Expected growth of 5%-9%, including specialty stores.

Type Analysis

Smoking Cessation: Expected growth of 6.5%-10.5%, driven by products like Nicorette.

Oral Health: Projected growth of 7.5%-11.5%, led by xylitol-based gums.

Fitness & Well-being: Anticipated growth of 7%-11%, including energy-boosting gums.

Others: Expected growth of 6%-10%, covering niche products.

Key Market Players

CAFOSA: Produces functional gum bases.

Haleon Group: Markets Nicorette for smoking cessation.

Mars: Offers Wrigley's Orbit for oral health.

LOTTE: Provides health-focused chewing gums.

Perfetti Van Melle: Specializes in innovative gum formulations.

Porter's Five Forces Analysis

Threat of New Entrants: Moderate, due to formulation complexity and brand loyalty.

Threat of Substitutes: High, with candies and supplements as alternatives.

Bargaining Power of Buyers: Moderate, with diverse options available.

Bargaining Power of Suppliers: Low, with multiple ingredient suppliers.

Competitive Rivalry: High, driven by innovation and branding.

Market Opportunities and Challenges

Opportunities:

Addressing health-conscious consumer demand.

Leveraging 3.5 billion oral disease cases for xylitol gums.

Capitalizing on 8% functional food market growth.

Benefiting from 9% e-commerce growth.

Innovating with new functional ingredients.

Challenges:

Regulatory scrutiny on health claims.

Competition from alternative snacks.

High marketing costs.

Limited awareness in emerging markets.

Supply chain complexities.

Contents

CHAPTER 1 EXECUTIVE SUMMARY

CHAPTER 2 ABBREVIATION AND ACRONYMS

CHAPTER 3 PREFACE

- 3.1 Research Scope
- 3.2 Research Sources
 - 3.2.1 Data Sources
 - 3.2.2 Assumptions
- 3.3 Research Method

CHAPTER 4 MARKET LANDSCAPE

- 4.1 Market Overview
- 4.2 Classification/Types
- 4.3 Application/End Users

CHAPTER 5 MARKET TREND ANALYSIS

- 5.1 Introduction
- 5.2 Drivers
- 5.3 Restraints
- 5.4 Opportunities
- 5.5 Threats

CHAPTER 6 INDUSTRY CHAIN ANALYSIS

- 6.1 Upstream/Suppliers Analysis
- 6.2 Functional Chewing Gum Analysis
 - 6.2.1 Technology Analysis
 - 6.2.2 Cost Analysis
 - 6.2.3 Market Channel Analysis
- 6.3 Downstream Buyers/End Users

CHAPTER 7 LATEST MARKET DYNAMICS

- 7.1 Latest News
- 7.2 Merger and Acquisition
- 7.3 Planned/Future Project
- 7.4 Policy Dynamics

CHAPTER 8 TRADING ANALYSIS

- 8.1 Export of Functional Chewing Gum by Region
- 8.2 Import of Functional Chewing Gum by Region
- 8.3 Balance of Trade

CHAPTER 9 HISTORICAL AND FORECAST FUNCTIONAL CHEWING GUM MARKET IN NORTH AMERICA (2020-2030)

- 9.1 Functional Chewing Gum Market Size
- 9.2 Functional Chewing Gum Demand by End Use
- 9.3 Competition by Players/Suppliers
- 9.4 Type Segmentation and Price
- 9.5 Key Countries Analysis
 - 9.5.1 United States
 - 9.5.2 Canada
 - 9.5.3 Mexico

CHAPTER 10 HISTORICAL AND FORECAST FUNCTIONAL CHEWING GUM MARKET IN SOUTH AMERICA (2020-2030)

- 10.1 Functional Chewing Gum Market Size
- 10.2 Functional Chewing Gum Demand by End Use
- 10.3 Competition by Players/Suppliers
- 10.4 Type Segmentation and Price
- 10.5 Key Countries Analysis
 - 10.5.1 Brazil
 - 10.5.2 Argentina
 - 10.5.3 Chile
 - 10.5.4 Peru

CHAPTER 11 HISTORICAL AND FORECAST FUNCTIONAL CHEWING GUM MARKET IN ASIA & PACIFIC (2020-2030)

- 11.1 Functional Chewing Gum Market Size
- 11.2 Functional Chewing Gum Demand by End Use
- 11.3 Competition by Players/Suppliers
- 11.4 Type Segmentation and Price
- 11.5 Key Countries Analysis
 - 11.5.1 China
 - 11.5.2 India
 - 11.5.3 Japan
 - 11.5.4 South Korea
 - 11.5.5 Southeast Asia
 - 11.5.6 Australia

CHAPTER 12 HISTORICAL AND FORECAST FUNCTIONAL CHEWING GUM MARKET IN EUROPE (2020-2030)

- 12.1 Functional Chewing Gum Market Size
- 12.2 Functional Chewing Gum Demand by End Use
- 12.3 Competition by Players/Suppliers
- 12.4 Type Segmentation and Price
- 12.5 Key Countries Analysis
 - 12.5.1 Germany
 - 12.5.2 France
 - 12.5.3 United Kingdom
 - 12.5.4 Italy
 - 12.5.5 Spain
 - 12.5.6 Belgium
 - 12.5.7 Netherlands
 - 12.5.8 Austria
 - 12.5.9 Poland
 - 12.5.10 Russia

CHAPTER 13 HISTORICAL AND FORECAST FUNCTIONAL CHEWING GUM MARKET IN MEA (2020-2030)

- 13.1 Functional Chewing Gum Market Size
- 13.2 Functional Chewing Gum Demand by End Use
- 13.3 Competition by Players/Suppliers
- 13.4 Type Segmentation and Price
- 13.5 Key Countries Analysis

- 13.5.1 Egypt
- 13.5.2 Israel
- 13.5.3 South Africa
- 13.5.4 Gulf Cooperation Council Countries
- 13.5.5 Turkey

CHAPTER 14 SUMMARY FOR GLOBAL FUNCTIONAL CHEWING GUM MARKET (2020-2025)

- 14.1 Functional Chewing Gum Market Size
- 14.2 Functional Chewing Gum Demand by End Use
- 14.3 Competition by Players/Suppliers
- 14.4 Type Segmentation and Price

CHAPTER 15 GLOBAL FUNCTIONAL CHEWING GUM MARKET FORECAST (2025-2030)

- 15.1 Functional Chewing Gum Market Size Forecast
- 15.2 Functional Chewing Gum Demand Forecast
- 15.3 Competition by Players/Suppliers
- 15.4 Type Segmentation and Price Forecast

CHAPTER 16 ANALYSIS OF GLOBAL KEY VENDORS

- 16.1 CAFOSA
 - 16.1.1 Company Profile
 - 16.1.2 Main Business and Functional Chewing Gum Information
 - 16.1.3 SWOT Analysis of CAFOSA
 - 16.1.4 CAFOSA Functional Chewing Gum Sales, Revenue, Price and Gross Margin (2020-2025)
- 16.2 Haleon Group of Companies (Nicorette)
 - 16.2.1 Company Profile
 - 16.2.2 Main Business and Functional Chewing Gum Information
 - 16.2.3 SWOT Analysis of Haleon Group of Companies (Nicorette)
 - 16.2.4 Haleon Group of Companies (Nicorette) Functional Chewing Gum Sales, Revenue, Price and Gross Margin (2020-2025)
- 16.3 Gumlink Confectionery Company
 - 16.3.1 Company Profile
 - 16.3.2 Main Business and Functional Chewing Gum Information

16.3.3	SWOT Analysis of Gumlink Confectionery Company
16.3.4	Gumlink Confectionery Company Functional Chewing Gum Sales, Revenue, Price and Gross Margin (2020-2025)
16.4	LOTTE
16.4.1	Company Profile
16.4.2	Main Business and Functional Chewing Gum Information
16.4.3	SWOT Analysis of LOTTE
16.4.4	LOTTE Functional Chewing Gum Sales, Revenue, Price and Gross Margin (2020-2025)
16.5	Mars
16.5.1	Company Profile
16.5.2	Main Business and Functional Chewing Gum Information
16.5.3	SWOT Analysis of Mars
16.5.4	Mars Functional Chewing Gum Sales, Revenue, Price and Gross Margin (2020-2025)
16.6	Ainsworth Dental (Miradent)
16.6.1	Company Profile
16.6.2	Main Business and Functional Chewing Gum Information
16.6.3	SWOT Analysis of Ainsworth Dental (Miradent)
16.6.4	Ainsworth Dental (Miradent) Functional Chewing Gum Sales, Revenue, Price and Gross Margin (2020-2025)
16.7	Liquid Core Store
16.7.1	Company Profile
16.7.2	Main Business and Functional Chewing Gum Information
16.7.3	SWOT Analysis of Liquid Core Store
16.7.4	Liquid Core Store Functional Chewing Gum Sales, Revenue, Price and Gross Margin (2020-2025)
Please ask for sample pages for full companies list	
Tables and Figures	
Table Abbreviation and Acronyms List	
Table Research Scope of Functional Chewing Gum Report	
Table Data Sources of Functional Chewing Gum Report	
Table Major Assumptions of Functional Chewing Gum Report	
Figure Market Size Estimated Method	
Figure Major Forecasting Factors	
Figure Functional Chewing Gum Picture	
Table Functional Chewing Gum Classification	
Table Functional Chewing Gum Applications List	
Table Drivers of Functional Chewing Gum Market	

Table Restraints of Functional Chewing Gum Market	
Table Opportunities of Functional Chewing Gum Market	
Table Threats of Functional Chewing Gum Market	
Table Covid-19 Impact For Functional Chewing Gum Market	
Table Raw Materials Suppliers List	
Table Different Production Methods of Functional Chewing Gum	
Table Cost Structure Analysis of Functional Chewing Gum	
Table Key End Users List	
Table Latest News of Functional Chewing Gum Market	
Table Merger and Acquisition List	
Table Planned/Future Project of Functional Chewing Gum Market	
Table Policy of Functional Chewing Gum Market	
Table 2020-2030 Regional Export of Functional Chewing Gum	
Table 2020-2030 Regional Import of Functional Chewing Gum	
Table 2020-2030 Regional Trade Balance	
Figure 2020-2030 Regional Trade Balance	
Table 2020-2030 North America Functional Chewing Gum Market Size and Market Volume List	
Figure 2020-2030 North America Functional Chewing Gum Market Size and CAGR	
Figure 2020-2030 North America Functional Chewing Gum Market Volume and CAGR	
Table 2020-2030 North America Functional Chewing Gum Demand List by Application	
Table 2020-2025 North America Functional Chewing Gum Key Players Sales List	
Table 2020-2025 North America Functional Chewing Gum Key Players Market Share List	
Table 2020-2030 North America Functional Chewing Gum Demand List by Type	
Table 2020-2025 North America Functional Chewing Gum Price List by Type	
Table 2020-2030 United States Functional Chewing Gum Market Size and Market Volume List	
Table 2020-2030 United States Functional Chewing Gum Import & Export List	
Table 2020-2030 Canada Functional Chewing Gum Market Size and Market Volume List	
Table 2020-2030 Canada Functional Chewing Gum Import & Export List	
Table 2020-2030 Mexico Functional Chewing Gum Market Size and Market Volume List	
Table 2020-2030 Mexico Functional Chewing Gum Import & Export List	
Table 2020-2030 South America Functional Chewing Gum Market Size and Market Volume List	
Figure 2020-2030 South America Functional Chewing Gum Market Size and CAGR	
Figure 2020-2030 South America Functional Chewing Gum Market Volume and CAGR	
Table 2020-2030 South America Functional Chewing Gum Demand List by Application	

Table 2020-2025 South America Functional Chewing Gum Key Players Sales List

Table 2020-2025 South America Functional Chewing Gum Key Players Market Share List

Table 2020-2030 South America Functional Chewing Gum Demand List by Type

Table 2020-2025 South America Functional Chewing Gum Price List by Type

Table 2020-2030 Brazil Functional Chewing Gum Market Size and Market Volume List

Table 2020-2030 Brazil Functional Chewing Gum Import & Export List

Table 2020-2030 Argentina Functional Chewing Gum Market Size and Market Volume List

Table 2020-2030 Argentina Functional Chewing Gum Import & Export List

Table 2020-2030 Chile Functional Chewing Gum Market Size and Market Volume List

Table 2020-2030 Chile Functional Chewing Gum Import & Export List

Table 2020-2030 Peru Functional Chewing Gum Market Size and Market Volume List

Table 2020-2030 Peru Functional Chewing Gum Import & Export List

Table 2020-2030 Asia & Pacific Functional Chewing Gum Market Size and Market Volume List

Figure 2020-2030 Asia & Pacific Functional Chewing Gum Market Size and CAGR

Figure 2020-2030 Asia & Pacific Functional Chewing Gum Market Volume and CAGR

Table 2020-2030 Asia & Pacific Functional Chewing Gum Demand List by Application

Table 2020-2025 Asia & Pacific Functional Chewing Gum Key Players Sales List

Table 2020-2025 Asia & Pacific Functional Chewing Gum Key Players Market Share List

Table 2020-2030 Asia & Pacific Functional Chewing Gum Demand List by Type

Table 2020-2025 Asia & Pacific Functional Chewing Gum Price List by Type

Table 2020-2030 China Functional Chewing Gum Market Size and Market Volume List

Table 2020-2030 China Functional Chewing Gum Import & Export List

Table 2020-2030 India Functional Chewing Gum Market Size and Market Volume List

Table 2020-2030 India Functional Chewing Gum Import & Export List

Table 2020-2030 Japan Functional Chewing Gum Market Size and Market Volume List

Table 2020-2030 Japan Functional Chewing Gum Import & Export List

Table 2020-2030 South Korea Functional Chewing Gum Market Size and Market Volume List

Table 2020-2030 South Korea Functional Chewing Gum Import & Export List

Table 2020-2030 Southeast Asia Functional Chewing Gum Market Size List

Table 2020-2030 Southeast Asia Functional Chewing Gum Market Volume List

Table 2020-2030 Southeast Asia Functional Chewing Gum Import List

Table 2020-2030 Southeast Asia Functional Chewing Gum Export List

Table 2020-2030 Australia Functional Chewing Gum Market Size and Market Volume List

Table 2020-2030 Australia Functional Chewing Gum Import & Export List
Table 2020-2030 Europe Functional Chewing Gum Market Size and Market Volume List
Figure 2020-2030 Europe Functional Chewing Gum Market Size and CAGR
Figure 2020-2030 Europe Functional Chewing Gum Market Volume and CAGR
Table 2020-2030 Europe Functional Chewing Gum Demand List by Application
Table 2020-2025 Europe Functional Chewing Gum Key Players Sales List
Table 2020-2025 Europe Functional Chewing Gum Key Players Market Share List
Table 2020-2030 Europe Functional Chewing Gum Demand List by Type
Table 2020-2025 Europe Functional Chewing Gum Price List by Type
Table 2020-2030 Germany Functional Chewing Gum Market Size and Market Volume List
Table 2020-2030 Germany Functional Chewing Gum Import & Export List
Table 2020-2030 France Functional Chewing Gum Market Size and Market Volume List
Table 2020-2030 France Functional Chewing Gum Import & Export List
Table 2020-2030 United Kingdom Functional Chewing Gum Market Size and Market Volume List
Table 2020-2030 United Kingdom Functional Chewing Gum Import & Export List
Table 2020-2030 Italy Functional Chewing Gum Market Size and Market Volume List
Table 2020-2030 Italy Functional Chewing Gum Import & Export List
Table 2020-2030 Spain Functional Chewing Gum Market Size and Market Volume List
Table 2020-2030 Spain Functional Chewing Gum Import & Export List
Table 2020-2030 Belgium Functional Chewing Gum Market Size and Market Volume List
Table 2020-2030 Belgium Functional Chewing Gum Import & Export List
Table 2020-2030 Netherlands Functional Chewing Gum Market Size and Market Volume List
Table 2020-2030 Netherlands Functional Chewing Gum Import & Export List
Table 2020-2030 Austria Functional Chewing Gum Market Size and Market Volume List
Table 2020-2030 Austria Functional Chewing Gum Import & Export List
Table 2020-2030 Poland Functional Chewing Gum Market Size and Market Volume List
Table 2020-2030 Poland Functional Chewing Gum Import & Export List
Table 2020-2030 Russia Functional Chewing Gum Market Size and Market Volume List
Table 2020-2030 Russia Functional Chewing Gum Import & Export List
Table 2020-2030 MEA Functional Chewing Gum Market Size and Market Volume List
Figure 2020-2030 MEA Functional Chewing Gum Market Size and CAGR
Figure 2020-2030 MEA Functional Chewing Gum Market Volume and CAGR
Table 2020-2030 MEA Functional Chewing Gum Demand List by Application
Table 2020-2025 MEA Functional Chewing Gum Key Players Sales List
Table 2020-2025 MEA Functional Chewing Gum Key Players Market Share List

Table 2020-2030 MEA Functional Chewing Gum Demand List by Type
Table 2020-2025 MEA Functional Chewing Gum Price List by Type
Table 2020-2030 Egypt Functional Chewing Gum Market Size and Market Volume List
Table 2020-2030 Egypt Functional Chewing Gum Import & Export List
Table 2020-2030 Israel Functional Chewing Gum Market Size and Market Volume List
Table 2020-2030 Israel Functional Chewing Gum Import & Export List
Table 2020-2030 South Africa Functional Chewing Gum Market Size and Market Volume List
Table 2020-2030 South Africa Functional Chewing Gum Import & Export List
Table 2020-2030 Gulf Cooperation Council Countries Functional Chewing Gum Market Size and Market Volume List
Table 2020-2030 Gulf Cooperation Council Countries Functional Chewing Gum Import & Export List
Table 2020-2030 Turkey Functional Chewing Gum Market Size and Market Volume List
Table 2020-2030 Turkey Functional Chewing Gum Import & Export List
Table 2020-2025 Global Functional Chewing Gum Market Size List by Region
Table 2020-2025 Global Functional Chewing Gum Market Size Share List by Region
Table 2020-2025 Global Functional Chewing Gum Market Volume List by Region
Table 2020-2025 Global Functional Chewing Gum Market Volume Share List by Region
Table 2020-2025 Global Functional Chewing Gum Demand List by Application
Table 2020-2025 Global Functional Chewing Gum Demand Market Share List by Application
Table 2020-2025 Global Functional Chewing Gum Key Vendors Sales List
Table 2020-2025 Global Functional Chewing Gum Key Vendors Sales Share List
Figure 2020-2025 Global Functional Chewing Gum Market Volume and Growth Rate
Table 2020-2025 Global Functional Chewing Gum Key Vendors Revenue List
Figure 2020-2025 Global Functional Chewing Gum Market Size and Growth Rate
Table 2020-2025 Global Functional Chewing Gum Key Vendors Revenue Share List
Table 2020-2025 Global Functional Chewing Gum Demand List by Type
Table 2020-2025 Global Functional Chewing Gum Demand Market Share List by Type
Table 2020-2025 Regional Functional Chewing Gum Price List
Table 2025-2030 Global Functional Chewing Gum Market Size List by Region
Table 2025-2030 Global Functional Chewing Gum Market Size Share List by Region
Table 2025-2030 Global Functional Chewing Gum Market Volume List by Region
Table 2025-2030 Global Functional Chewing Gum Market Volume Share List by Region
Table 2025-2030 Global Functional Chewing Gum Demand List by Application
Table 2025-2030 Global Functional Chewing Gum Demand Market Share List by Application
Table 2025-2030 Global Functional Chewing Gum Key Vendors Sales List

Table 2025-2030 Global Functional Chewing Gum Key Vendors Sales Share List

Figure 2025-2030 Global Functional Chewing Gum Market Volume and Growth Rate

Table 2025-2030 Global Functional Chewing Gum Key Vendors Revenue List

Figure 2025-2030 Global Functional Chewing Gum Market Size and Growth Rate

Table 2025-2030 Global Functional Chewing Gum Key Vendors Revenue Share List

Table 2025-2030 Global Functional Chewing Gum Demand List by Type

Table 2025-2030 Global Functional Chewing Gum Demand Market Share List by Type

Table 2025-2030 Functional Chewing Gum Regional Price List

Table CAFOSA Information

Table SWOT Analysis of CAFOSA

Table 2020-2025 CAFOSA Functional Chewing Gum Sale Volume Price Cost Revenue

Figure 2020-2025 CAFOSA Functional Chewing Gum Sale Volume and Growth Rate

Figure 2020-2025 CAFOSA Functional Chewing Gum Market Share

Table Haleon Group of Companies (Nicorette) Information

Table SWOT Analysis of Haleon Group of Companies (Nicorette)

Table 2020-2025 Haleon Group of Companies (Nicorette) Functional Chewing Gum Sale Volume Price Cost Revenue

Figure 2020-2025 Haleon Group of Companies (Nicorette) Functional Chewing Gum Sale Volume and Growth Rate

Figure 2020-2025 Haleon Group of Companies (Nicorette) Functional Chewing Gum Market Share

Table Gumlink Confectionery Company Information

Table SWOT Analysis of Gumlink Confectionery Company

Table 2020-2025 Gumlink Confectionery Company Functional Chewing Gum Sale Volume Price Cost Revenue

Figure 2020-2025 Gumlink Confectionery Company Functional Chewing Gum Sale Volume and Growth Rate

Figure 2020-2025 Gumlink Confectionery Company Functional Chewing Gum Market Share

Table LOTTE Information

Table SWOT Analysis of LOTTE

Table 2020-2025 LOTTE Functional Chewing Gum Sale Volume Price Cost Revenue

Figure 2020-2025 LOTTE Functional Chewing Gum Sale Volume and Growth Rate

Figure 2020-2025 LOTTE Functional Chewing Gum Market Share

Table Mars Information

Table SWOT Analysis of Mars

Table 2020-2025 Mars Functional Chewing Gum Sale Volume Price Cost Revenue

Figure 2020-2025 Mars Functional Chewing Gum Sale Volume and Growth Rate

Figure 2020-2025 Mars Functional Chewing Gum Market Share

Table Ainsworth Dental (Miradent) Information

Table SWOT Analysis of Ainsworth Dental (Miradent)

Table 2020-2025 Ainsworth Dental (Miradent) Functional Chewing Gum Sale Volume
Price Cost Revenue

Figure 2020-2025 Ainsworth Dental (Miradent) Functional Chewing Gum Sale Volume
and Growth Rate

Figure 2020-2025 Ainsworth Dental (Miradent) Functional Chewing Gum Market Share

Table Liquid Core Store Information

Table SWOT Analysis of Liquid Core Store

Table 2020-2025 Liquid Core Store Functional Chewing Gum Sale Volume Price Cost
Revenue

Figure 2020-2025 Liquid Core Store Functional Chewing Gum Sale Volume and Growth
Rate

Figure 2020-2025 Liquid Core Store Functional Chewing Gum Market Share

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