

Gummy Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028 Segmented By Product (Vitamins, Minerals, Carbohydrates, Omega Fatty Acids, Proteins & Amino Acids, Probiotics & Prebiotics, Dietary Fibers, CBD/CBN, Psilocybin/Psychedelic Mushroom, Melatonin, Others), By Ingredient (Gelatin, Plant-based Gelatin Substitutes), By End-Use (Adults, Kids), By Distribution Channel (Offline, Online), By Region, By Competition Forecast & Opportunities, 2018-2028F

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Abstracts

Global Gummy Market has valued at USD 21.32 billion in 2022 and is anticipated to project impressive growth in the forecast period with a CAGR of 11.29% through 2028. Gummy candies have gained immense popularity worldwide, primarily due to their appealing taste, chewy texture, and convenience. They have transcended traditional children's candies to become a favored snack for people of all ages. The gummy market has witnessed substantial growth in the dietary supplement category. Many adults prefer gummy vitamins and supplements as they are more palatable and easier to consume than pills or capsules. This trend has prompted several companies to expand their product lines into this segment.

Key Market Drivers

Health and Wellness Trend

In an era where health-consciousness is on the rise, consumers are continually seeking convenient and enjoyable ways to prioritize their well-being. This trend has breathed new life into the global gummy market, turning these chewy confections into more than just tasty treats. Gummies are emerging as a vehicle for delivering essential vitamins, minerals, and other health-promoting ingredients, aligning perfectly with the health and wellness movement. One of the most significant ways in which the health and wellness trend is boosting the gummy market is through the proliferation of gummy vitamins and supplements. Consumers, both young and old, are increasingly opting for gummy versions of vitamins like Vitamin C, D, and multivitamins. These gummies offer a convenient and enjoyable alternative to traditional pills or capsules. They are easy to chew, require no water, and taste like a treat rather than medication, making them more appealing to a broader demographic. Beyond basic vitamins, gummy manufacturers are developing products that cater to specific health and wellness needs. This includes gummies infused with ingredients like probiotics for gut health, collagen for skin and joint health, and antioxidants for immunity support. These functional gummies are tapping into niche markets, addressing consumers' desire for tailored wellness solutions. The enjoyable nature of gummies can lead to better compliance with health regimens. People are more likely to take their daily supplements when they look forward to the experience. This can lead to improved health outcomes, as individuals are more likely to stick to their routines when it doesn't feel like a chore. The health and wellness gummy trend is not limited to a specific age group. While gummy vitamins are a hit among children and adults alike, they are particularly appealing to younger generations who may be less inclined to take traditional supplements. The incorporation of gummy supplements into daily routines ensures that individuals of all ages are embracing this trend. Health-conscious consumers are increasingly scrutinizing product labels, seeking clean, natural, and transparent ingredients. Gummy manufacturers are responding by using high-quality, natural, and organic ingredients, often eliminating artificial additives and preservatives. This transparency fosters trust among consumers, further boosting the appeal of gummy products within the health and wellness segment. The health and wellness gummy trend is not confined to a single region; it is a global phenomenon. As more people around the world prioritize their health and seek enjoyable ways to meet their nutritional needs, the global gummy market has seen expansion into new regions and markets, driving overall growth.

Convenience and Portability

In a fast-paced world where time is of the essence, convenience and portability have become key determinants in consumers' choices, even when it comes to satisfying their sweet cravings. The global gummy market, traditionally known for its irresistible taste, is

experiencing remarkable growth, largely propelled by convenience and portability factors. Gummies have gained immense popularity as a convenient and portable snack option. Unlike other snacks that require preparation or refrigeration, gummies can be enjoyed straight from the packaging. Their bite-sized, mess-free nature makes them an ideal choice for individuals looking for a quick energy boost during busy days or while traveling. One of the standout features of gummies is their lack of reliance on water for consumption. Unlike traditional snacks or supplements that often require water to swallow, gummies can be eaten anywhere, anytime, without the need to carry a drink along. This makes them perfect for scenarios where access to water might be limited. Gummies are a traveler's best friend. Whether it's a long flight, a road trip, or a daily commute, gummies are easy to pack and consume without the hassle of refrigeration or utensils. Their compact packaging and resistance to melting or spilling make them a preferred choice for those constantly on the move. Individual packaging of gummies offers built-in portion control, helping consumers manage their snacking habits more effectively. It's easy to keep track of how many gummies are being consumed, which can be important for individuals mindful of their calorie intake. Convenience often equates to reduced food waste. With gummies, there's minimal risk of spoilage or expiration. They have a longer shelf life compared to many other snacks, and their individual packaging ensures that consumers can enjoy them at their own pace, reducing the chances of food being thrown away. Gummies are versatile enough to suit various occasions. They can be a fun addition to children's lunchboxes, a satisfying post-workout snack, or a sweet treat during breaks at the office. Their adaptability makes them a go-to option for diverse consumer needs.

Diverse Flavors and Varieties

In the ever-evolving world of confectionery, gummy candies have emerged as a global sensation. One of the driving forces behind their enduring popularity is the wide array of flavors and varieties that cater to diverse tastes and preferences. The global gummy market has experienced remarkable growth, largely thanks to the innovation and creativity that have transformed these chewy treats into a delectable playground of options. Diverse flavors and varieties broaden the appeal of gummies across different demographics. While traditional fruit flavors like cherry, strawberry, and orange remain timeless favorites, the introduction of exotic, unique, and even unexpected flavors attract adventurous consumers, keeping them engaged and curious. Consumer preferences for flavors can change with time and trends. By offering an extensive range of options, gummy manufacturers can quickly adapt to shifts in taste preferences. Whether it's sour gummies for those seeking tangy excitement or savory gummies for a novel experience, diverse flavors ensure that gummies remain relevant and exciting.

Diverse flavors and varieties have enabled gummy manufacturers to tap into niche and specialty markets. From gourmet wine-flavored gummies to sugar-free options for health-conscious consumers, the ability to cater to specific tastes and dietary needs has expanded the market's reach. Gummies are versatile and adaptable, making them perfect for seasonal and themed offerings. Special editions, such as holiday-themed gummies or gummies tied to popular movies or events, generate excitement and anticipation among consumers. These limited-time flavors and varieties can drive sales and customer engagement. The introduction of unusual or unexpected flavors can create a sense of novelty and innovation in the gummy market. This encourages consumers to try new products, driving curiosity and word-of-mouth recommendations. The availability of diverse flavors and varieties allows consumers to personalize their gummy experience. Whether they prefer sweet, sour, spicy, or a combination of flavors, gummies offer a customizable treat that resonates with individuals' unique tastes.

E-commerce and Global Accessibility

In an age of digital interconnectedness, shopping for our favorite treats has become easier than ever. E-commerce has reshaped the way consumers access products, and the global gummy market is no exception. With the help of online retail platforms, gummy manufacturers have expanded their reach across borders, introducing consumers worldwide to a wide array of chewy delights. E-commerce erases geographical boundaries, allowing consumers from different corners of the world to indulge in their favorite gummy treats with a simple click of a button. No longer confined to local stores, gummy enthusiasts can access a global marketplace filled with diverse flavors and varieties that were previously out of reach. Online platforms offer an extensive selection of gummy products. From classic fruit flavors to specialty and artisanal gummies, consumers can explore a wider range of options, finding gummies that align perfectly with their preferences. This vast selection keeps gummy enthusiasts engaged and curious. E-commerce facilitates access to niche and specialty gummy products that may not be readily available in physical stores. Whether it's organic, sugar-free, or dietary-specific gummies, consumers can find products that cater to their unique needs and preferences. The convenience of e-commerce cannot be overstated. Shoppers can browse, compare, and make purchases from the comfort of their homes, saving time and effort. This convenience encourages consumers to explore new gummy options, driving sales and market growth. E-commerce platforms provide a global stage for gummy manufacturers to showcase their products. Through targeted marketing and promotions, companies can reach a broader audience, introducing their brands and flavors to consumers worldwide. This visibility helps create brand recognition and drives demand. E-commerce platforms often feature customer reviews and recommendations.

These reviews offer valuable insights into the taste, quality, and overall experience of gummy products. Positive reviews can significantly influence purchasing decisions, building trust and loyalty among consumers.

Key Market Challenges

Health and Regulatory Concerns

One of the foremost challenges confronting the gummy market is the heightened focus on health and regulatory compliance. As consumers become more health-conscious, gummy manufacturers must navigate stringent regulations related to ingredient transparency, labeling accuracy, and nutritional claims. Ensuring that gummy products meet evolving health and wellness standards is paramount to their continued success.

Sugar and Dietary Trends

The ongoing scrutiny of sugar consumption and the rise of dietary trends like low-carb and sugar-free diets pose a challenge to traditional gummy products. Many consumers are actively seeking alternatives with reduced sugar content, pushing manufacturers to innovate and create gummies that align with these dietary preferences.

Environmental Concerns

Growing concerns about environmental sustainability are prompting consumers to reconsider their choices, including their favorite gummies. The use of plastic packaging and single-use materials is increasingly scrutinized, challenging gummy companies to adopt more eco-friendly practices to reduce their environmental footprint.

Supply Chain Disruptions

The global gummy market relies on a complex supply chain that spans various regions and countries. Supply chain disruptions, such as those caused by natural disasters, pandemics, or geopolitical conflicts, can impact the availability of raw materials and production capabilities, posing challenges to meeting consumer demand.

Key Market Trends

Functional and Fortified Gummies

Consumers are increasingly seeking gummies that offer more than just a sweet treat. Functional and fortified gummies, infused with vitamins, minerals, probiotics, and other health-promoting ingredients, are expected to surge in popularity. These gummies cater to consumers looking to address specific health and wellness needs conveniently.

Plant-Based and Vegan Gummies

With the rise of plant-based diets and the growing demand for vegan-friendly options, plant-based and vegan gummies are gaining traction. These gummies use ingredients like pectin or agar-agar instead of gelatin, making them suitable for a broader range of dietary preferences.

Sugar Reduction and Natural Sweeteners

As concerns about sugar intake continue to grow, gummy manufacturers are exploring ways to reduce sugar content in their products. The use of natural sweeteners, such as stevia, monk fruit, and erythritol, is likely to increase to meet consumer demand for healthier gummy options.

Novelty and Themed Gummies

Consumers are drawn to novelty and themed gummy products that offer unique flavors, shapes, and packaging tied to specific occasions, seasons, or pop culture references. Limited-edition gummies and special releases generate excitement and consumer engagement.

Segmental Insights

Products Insights

Based on the category of products, the vitamin market saw significant growth in 2022, mainly driven by the rising instances of vitamin deficiencies, notably Vitamin D and B12 deficiencies, attributed to factors such as dietary choices and lifestyle. Vitamin gummies emerged as a convenient solution for addressing these deficiencies. Moreover, working professionals have increasingly adopted vitamin gummies as they offer benefits for metabolic health, glycemic index regulation, and folic acid intake. Effective marketing strategies, including endorsements by healthcare experts and social media influencers, played a crucial role in raising awareness and driving demand for these gummies. In April 2022, Nature's Truth, a wellness product manufacturer specializing in vitamins and

supplements, introduced a range of adult vitamin gummies to cater to the growing demand in this segment.

On the other hand, the market for psilocybin/psychedelic mushroom gummies is projected to experience substantial growth with a significant CAGR from 2022 to 2030. This surge is attributed to the increasing interest in alternative therapies, shifting societal attitudes toward psychedelics, improved control over dosage, and the appeal of their taste. Manufacturers are responding to this growing demand by launching new products. For example, in January 2023, Galaxy Treats, a Nevada-based company specializing in cannabinoids and active ingredients, introduced 'Moon Shrooms Amanita Mushroom Gummies.' These gummies are infused with Amanita mushrooms, known for their psychoactive properties, and are part of the company's expanding lineup of innovative products.

Ingredient Insights

The market is divided into two segments based on ingredients: gelatin and plant-based gelatin alternatives. Gelatin emerged as the dominant choice in 2022 due to its attributes, including its texture, versatility, cost-effectiveness, widespread availability, stability, and compatibility with various other components. Gelatin's ability to harmonize with a diverse range of ingredients, such as vitamins, minerals, and flavors, has made it a favored option for manufacturers aiming to produce functional gummies enriched with health advantages.

In addition to its compatibility with various components, gummies made from gelatin boast a chewy and soft consistency that appeals to a broad audience. The texture of gelatin-based gummies closely resembles that of traditional gummy candies, rendering them enjoyable to consume. Furthermore, they exhibit robust stability, capable of enduring fluctuations in temperature and humidity, rendering them suitable for both storage and transportation.

Regional Insights

In 2022, the North American region took the lead in the market due to a growing appetite for functional and fortified gummy products as well as continuous innovation in the gummy industry. Particularly in the United States, gummy supplements emerged as the second most favored form of supplementation following traditional capsules and tablets, signifying substantial growth in the U.S. gummy sector. According to the Council for Responsible Nutrition, gummy supplements constituted 14% of all supplement sales

in the U.S. back in 2019.

Looking ahead, the Asia Pacific gummy industry is anticipated to experience a notable CAGR from 2022 to 2030. This growth can be attributed to increasing consumer expenditure on health and wellness products, driven by shifting lifestyles and rising disposable incomes in countries like China, India, and Japan. In 2022, the Chinese gummy industry stood out as the dominant force in the Asia Pacific market. Furthermore, manufacturers of gummy products in the region are responding to consumer preferences by introducing a diverse range of flavors and fusion gummies that appeal particularly to younger demographics, including children. This is expected to stimulate demand and contribute to the expansion of the gummy market in the region.

Key Market Players

Procaps Group, S.A.

Santa Cruz Nutritionals Investors LLC

Amapharm GmbH

Allsep's Pty Ltd

Prime Health Ltd

AJES Pharmaceuticals, LLC

Lactonova Nutripharm Pvt Ltd.

Lexicare Pharma Pvt. Ltd.

Vitakem Nutraceutical Inc

BOSCOGEN, INC.

Report Scope:

In this report, the Global Gummy Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Gummy Market, By Product:

Vitamins

Minerals

Carbohydrates

Omega Fatty Acids

Proteins & Amino Acids

Probiotics & Prebiotics

Dietary Fibers

CBD/CBN

Psilocybin/Psychedelic Mushroom

Melatonin

Others

Gummy Market, By Ingredient:

Gelatin

Plant-based Gelatin Substitutes

Gummy Market, By End-Use:

Adults

Kids

Gummy Market, By Distribution Channel:

Offline

Online

Gummy Market, By Region:

North America

United States

Canada

Mexico

Europe

Germany

United Kingdom

France

Italy

Spain

Asia-Pacific

China

Japan

India

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Gummy Market.

Available Customizations:

Global Gummy market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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