

# **Chewing Gum Market Size, Share, and Outlook, 2025 Report- By Type (Sugared Chewing Gum, Sugar-free Chewing Gum), Form (Tablets, Coated Pellets, Sticks and Slabs, Others), Flavour (Mint, Spearmint, Peppermint, Wintergreen, Others), Distribution Channel (Supermarkets and Hypermarkets, Retail Stores, Drug Stores, Online, Others), and Companies, 2021-2032**

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## **Abstracts**

### Chewing Gum Market Outlook

The global Chewing Gum market is expected to register a growth rate of 3.5% during the forecast period from \$30.1 Billion in 2024 to \$39.6 Billion in 2032. The Chewing Gum market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Chewing Gum segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Sugared Chewing Gum, Sugar-free Chewing Gum), Form (Tablets, Coated Pellets, Sticks and Slabs, Others), Flavour (Mint, Spearmint, Peppermint, Wintergreen, Others), Distribution Channel (Supermarkets and Hypermarkets, Retail Stores, Drug Stores, Online, Others). Over 70 tables and charts showcase findings from our latest survey report on Chewing Gum markets.

### Chewing Gum Market Insights, 2025

In 2025, the chewing gum market is diversifying rapidly as it shifts beyond its traditional role into functional and clean-label territory. Once dominated by sugar-free mint and fruit flavors, the market now includes gums enriched with caffeine, CBD, vitamins, and oral care ingredients like xylitol and zinc. Younger consumers are particularly drawn to gums that promise energy boosts, immunity, or stress relief in convenient, on-the-go formats. Sustainability is another growth area, with biodegradable gum bases and plastic-free packaging gaining traction in response to environmental concerns. Brands are also responding to ingredient transparency demands by moving away from synthetic sweeteners and artificial additives. The gum aisle is no longer just about fresh breath—it's becoming a platform for delivery of health-enhancing compounds and sensory innovation, ensuring the category remains relevant in a rapidly changing snacking landscape.

### Five Trends that will define global Chewing Gum market in 2025 and Beyond

A closer look at the multi-million global market for Chewing Gum identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Chewing Gum companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

### What are the biggest opportunities for growth in the Chewing Gum industry?

The Chewing Gum sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

### Chewing Gum Market Segment Insights

The Chewing Gum industry presents strong offers across categories. The analytical report offers forecasts of Chewing Gum industry performance across segments and countries. Key segments in the industry include By Type (Sugared Chewing Gum, Sugar-free Chewing Gum), Form (Tablets, Coated Pellets, Sticks and Slabs, Others), Flavour (Mint, Spearmint, Peppermint, Wintergreen, Others), Distribution Channel

(Supermarkets and Hypermarkets, Retail Stores, Drug Stores, Online, Others). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Chewing Gum market size outlook is provided for 22 countries across these regions.

### Market Value Chain

The chapter identifies potential companies and their operations across the global Chewing Gum industry ecosystem. It assists decision-makers in evaluating global Chewing Gum market fundamentals, market dynamics, and disruptive trends across the value chain segments.

### Scenario Analysis and Forecasts

Strategic decision-making in the Chewing Gum industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios low growth, reference case, and high growth cases.

### Asia Pacific Chewing Gum Market Analysis A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

### The State of Europe Chewing Gum Industry 2025 Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents

optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Chewing Gum with demand from both Western Europe and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Chewing Gum market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Chewing Gum market Insights Executives are most excited about opportunities for the US Chewing Gum industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Chewing Gum companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Chewing Gum market.

Latin American Chewing Gum market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Chewing Gum Markets New Opportunities for Companies  
Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Chewing Gum markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana,

Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Chewing Gum markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

## Competitive Landscape How Chewing Gum companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include The Wm. Wrigley Jr. Company LLC, Mondelez International, Inc., Lotte Corporation, Perfetti Van Melle Holding B.V., The Hershey Company, GelStat Corporation, Ferrara Candy Company, Inc., Chocoladefabriken Lindt and Sprüngli AG, Swedish Fish LLC (Mondelez International), Ferndale Confectionery Pty Ltd, ZED Candy B.V., Simply Gum, Inc., Cadbury Trebor Bassett (Mondelez International).

## Chewing Gum Market Scope

### Leading Segments

#### By Type

Sugared Chewing Gum

Sugar-free Chewing Gum

#### By Form

Tablets

Coated Pellets

Sticks and Slabs

Others

#### By Flavour

Mint

Spearmint

Peppermint

Wintergreen

Others

By Distribution Channel

Supermarkets and Hypermarkets

Retail Stores

Drug Stores

Online

Others

Leading Companies

The Wm. Wrigley Jr. Company LLC

Mondelez International, Inc.

Lotte Corporation

Perfetti Van Melle Holding B.V.

The Hershey Company

GelStat Corporation

Ferrara Candy Company, Inc.

Chocoladefabriken Lindt and Sprüngli AG

Swedish Fish LLC (Mondelez International)

Ferndale Confectionery Pty Ltd

ZED Candy B.V.

Simply Gum, Inc.

Cadbury Trebor Bassett (Mondelez International)

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, Argentina, Others

Middle East and AfricaSaudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

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Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

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Ferrara Candy Company, Inc.  
Chocoladefabriken Lindt and Sprüngli AG  
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