

## **Chewing Gum Market - Growth, Trends, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 120 pages | Mordor Intelligence

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### **Report description:**

The chewing gum market is projected to register a CAGR of 4.39% over the coming five years.

Nicotine gums, an important part of the chewing gum market, witnessed an upsurge in demand among global consumers due to rising awareness regarding the severity of lung infection, which is higher among smokers. Smoking impairs lung function, making it harder for the body to fight off viruses and other diseases. As a result, global consumers quit smoking and shifted toward nicotine products, thus driving the demand for nicotine gums.

Sugared chewing gum sales are declining due to consumers' preference for sugar-free confectionery. However, sugar-free chewing gum is still a nascent category in most countries. Nonetheless, it is growing at a much faster rate. Rising concerns regarding tooth decay due to sugar content have encouraged manufacturers to launch a sugar-free range of products such as Wrigley's Extra Sugar Free, Wrigley's Extra White Sugar Free, Airwaves Sugar Free, and Mentos Sugar Free. Manufacturers are also launching functional gums with botanical ingredients in the market for different age groups. For instance, in June 2022, in collaboration with Givaudan, a multinational flavors and tastes group, Sweet Victory created a tasty chewing gum for children that is made from botanical-infused ingredients.

Rising concerns regarding the negative health effects of gums due to harmful ingredients, such as plastic and artificial preservatives, are expected to restrict the market's growth. However, product innovations, such as incorporating natural ingredients and introducing new product flavors, are expected to aid the market's growth during the forecast period. Companies, such as Peppersmith, offer 100% xylitol mints and chewing gums, primarily made from plant-based ingredients, to keep teeth healthy.

Chewing Gum Market Trends

Growing Demand for Functional Chewing and Nicotine Gum

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Chewing gum is a recreational food chewed purely out of the instinctual desire to masticate. As consumers become more health conscious, they are looking for functional benefits from chewing gums. Some chewing gum companies in the market are marketing their products with the functional benefits of keeping teeth clean. Some consumers aiming to quit smoking use chewing gums such as nicotine gums. For instance, according to the Centres for Disease Control and Prevention, 65.3% of youth (middle school and high school students) in the United States considered quitting tobacco in 2021. Governments across the world are adopting comprehensive approaches to limit tobacco consumption, including a ban on tobacco advertising, restrictions on smoking in public places, sustained increases in tobacco taxation, and bold health warnings on tobacco products. Consequently, the rising government support to reduce smoking among a larger consumer base and boost the adoption of nicotine gums to reduce cravings, concentration problems, frustration, restlessness, and anxiety caused during the process of quitting smoking may drive the demand for nicotine gums in the market. Although it is currently a niche market, chewing gum with the functional benefits of weight loss is also gaining traction among developed countries. Some of the weight loss targeted gums are Diet-Burst Gum, 2X Slim Fast Gum, and Reducta Hunger Reduction Chewing Gum.

#### North America is the Prominent Consumer of the Chewing Market

The North American market accounted for the largest share of the overall chewing gum market, fueled by the changing preferences of consumers. Consumers in the region are shifting from sugared gums to sugar-free gums due to rising concerns about sugar intake and its harmful effects. According to the US Department of Agriculture, sugar consumption in the United States rose from 10.98 million metric tons in 2019 to 11.3 million metric tons in 2022. Thus, with the already increasing sugar consumption among consumers, the preference for sugar-free gums is rising. The growth of the North American market is due to the increasing purchase of products that offer functional benefits, such as dental benefits, and the increasing consumer inclination toward impulse purchases. The chewing gum consumption pattern changed significantly in the United States due to factors like tooth decay and artificial ingredients in gum. According to the National Institute of Dental and Craniofacial Research, in 2022, almost 92% of adults between the ages of 20 and 64 are suffering from tooth decay. The United States is the fastest-growing market due to rising demand, product innovation, increasing disposable income, etc. Consumers are showing increasing interest in functional chewing gums due to associated benefits, clean teeth and fresh breath. Such factors are driving the market for chewing gums in North America.

#### Chewing Gum Market Competitor Analysis

The chewing gum market is highly competitive in nature, with the presence of players such as Mondelez International, Mars, Perfetti Van Melle, Lotte Confectionery, and Grupo Arcor. The key players are innovating products based on new ingredients. They are also introducing a wide variety of products in developing countries such as China, India, and Brazil, among others. The sugar-free trend is driving the demand for sugar-free chewing gums in the market. Hence, major players are also launching new sugar-free products in the market to cater to the growing demand. Companies are also launching chewing gums in various flavors to attract more customers in order to gain a higher market share.

#### Additional Benefits:

The market estimate (ME) sheet in Excel format  
3 months of analyst support

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