

Sugar Free Chewing Gum Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 70 pages | Mordor Intelligence

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Report description:

The global sugar-free chewing gum market is projected to grow at a CAGR of 7.30% during the forecast period (2023 - 2028).

Due to the pandemic COVID-19, lockdowns across the globe in 2020 and the continuing restrictions in 2021 disrupted the supply chain of the sugar-free chewing gum market, increasing challenges for manufacturers in the Sugar-Free Chewing Gum market. Higher competition, pricing, and shifting consumer preferences create more market competition. Due to lockdowns and the health benefits of sugar-free chewing gum, people's leisure time is driving the market growth amid COVID-19.

The trend of 'sugar-free' consumables has affected a massive portion of the entire food and beverage sector, from carbonated beverages to confectioneries. The global chewing gum market is undergoing a paradigm shift towards developing a 'sugar-free' front due to the inclination of the population towards sugar-free food and beverages due to the occurrence of diabetes and sugar-related diseases.

Furthermore, the sugar-free alternatives of chewing gum are also being recognized as a preventive measure for dental ailments by various leading dental associations and organizations globally. Some of the most prominent players in the market, such as The Wm. Wrigley Jr. Company and Peppermint, are investing in developing and boosting their production and business of sugar-free gums. The bulk pack of sugar-free gum is the largest selling category in sugar-free chewing gum. However, the demand for a single group is growing with consumer demand for various flavors. Innovation in a unique format, a new pack, and varied flavor range continued to be sugar-free chewing gum market opportunity to drive sales.

Sugar Free Chewing Gum Market Trends

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Increasing Number of Diabetic Population

With an increased number of diabetics, the prevalence of diabetes is also projected to increase to almost 11 percent by 2045. Sugar-free chewing gum would be an excellent alternative to reduce sugar intake as it helps satisfy a sweet tooth without causing a spike in blood glucose level and thus prevent diabetes. Sugar-free chewing can also improve oral care by preventing tooth decay, and players prominent in the market are developing innovative solutions. For instance, Peppersmith, a UK-based confectionery company, has manufactured xylitol-based chewing gum. Xylitol is a natural sweetener in trees and plants and kills up to 90% of oral bacteria, thus helping to reduce plaque. As a result, Peppersmith is acclaimed by dentists and approved by the Oral Health Foundation.

Asia Pacific Fastest Growing Market

China dominates the Sugar-Free Chewing Gum market in Asia-Pacific, followed by Japan. Asia-Pacific holds the largest youth population globally, within the age group of 18-24 years, which drives the sale of sugar-free gums. On-the-go mouth freshness products, such as Doublemint, have performed well in Asia owing to high demand and increased social media usage. Growing purchasing power supports the market growth of sugar-free chewing gum. The future sugar-free chewing gum market opportunity is driving consumer awareness through packaging that demonstrates product information through pack design. Product innovation in unique shapes, forms, new packs, and varied flavor ranges continued to be a sugar-free chewing gum market opportunity to drive sales.

Sugar Free Chewing Gum Market Competitor Analysis

The global sugar-free chewing gum market is highly competitive with numerous players. Growth strategies the leading players adopt include mergers and acquisitions, expansion, new product development, and partnerships to fuel market growth. There are several prominent players in this industry, such as Hershey, Lotte Group, and Perfetti Van Melle.

Additional Benefits:

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

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