

Chewing gum Market By Type (Sugared Chewing Gum, Sugar-free Chewing Gum), By Form (Sticks/tabs, Pellets/pillows, Liquid Filled Gum, Others), By Distribution Channel (Supermarkets/hypermarkets, Specialty Stores, Convenience Stores, E-commerce, Others): Global Opportunity Analysis and Industry Forecast, 2021-2031

Market Report | 2023-02-01 | 360 pages | Allied Market Research

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Report description:

The chewing gum market size was valued at \$16,135.0 million in 2021 and is projected to reach \$26,759.5 million by 2031, growing at a CAGR of 4.3% from 2022 to 2031.

Since ancient times, chewing gum has been used around the globe to refresh breath and is one of the most popular varieties of confectionery among customers. The child population contributes a major share of the global consumption of chewing gum, hence its fueling the market growth for chewing gums. While the other key factors for the market growth include innovation, processing, and packaging. Factors such as customer health awareness, consciousness, and varying consumer eating habits and tastes drive innovation. In addition, consumers are interested in trying out new flavors of chewing gums, and therefore chewing gum manufacturers are introducing new chewing variants by integrating useful ingredients, organic herbal fillings, tropical fruit, and exotic flavors in product formulations. Innovative packaging tactics, such as appealing jars, family-sized packs, resealable packaging, and advertising increases product sales and raises awareness.

Following the arrival of the COVID-19 pandemic in 2020, there has been a significant consumer shift toward veganism, with a 500% increase in veganism discovered when compared to 2014. Veganism is practiced by up to 6% of the US population, up from 1% in 2014. Furthermore, over 500,000 people signed up for the vegan challenge in 2021, which is 25% more than the challenge in 2020. There will only be 400,000 participants in 2020. Moreover, retail sales of plant-based confectionery in the U.S. have increased at a promising rate over the last three years. This demonstrates that the consumer shift toward plant-based or vegan products is increasing and will continue to be positive in the future. As a result, demand for vegan chewing gum is expected to grow in the upcoming years, as both vegan and non-vegan population are interested in experiencing the taste of vegan or plant-based confectionery, which is projected to propel the market growth. Furthermore, key players are entering the vegan

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market and introducing vegan products. For instance, Véganité introduced a new line of vegan chewing gum in 2021 to cater to the growing vegan population.

Expansion of sales channels is the major factor that contributes toward the growth of the chewing gum market, and the online retail platform is one among them and is also the fastest-growing segment. Presently, many retail players are managing their web-based retail stores where customers can learn more about organizations and their products. The availability of multiple options of product and their price comparison on online platforms is also resulting in an increase in the number of online shopping by consumers. This is beneficial to key players as it is eliminating the need for any physical outlets or stores and is also helping the customers to read reviews provided by other users, and compare various stores, and products as well as the price of different sellers for different variants of chewing gum.

Furthermore, as per the data of the World Bank, in the year 2020, North America is the leader with approximately 88.4% of the population being internet users, followed by Europe and Central Asia, accounting for around 83.9% of the population as internet users. Some of the popular online retailers in the chewing gum market are Amazon.com and Flipkart.com. Furthermore, besides only sales channels, product availability is rising even in convenience stores and local shops in small regions, which propels the market growth.

The chewing gum market is segmented into type, form, distribution channel, and region. By type, the market is classified into sugared chewing gum and sugar-free chewing gum. By form, the market is categorized into sticks/tabs, pellets/pillows, liquid filled gum, and others. By distribution channel, the market is divided into supermarkets/hypermarkets, specialty stores, convenience stores, e-commerce, and others. Region-wise, the market is analyzed across North America (the U.S., Canada, and Mexico), Europe (UK, Germany, France, Italy, Spain, and the rest of Europe), Asia-Pacific (China, Japan, India, South Korea, Australia, and rest of Asia-Pacific), and LAMEA (Brazil, South Africa, Saudi Arabia, Turkey, and rest of LAMEA).

Players operating in the global chewing gum market have adopted various developmental strategies to expand their chewing gum market share, increase profitability, and remain competitive in the market. Key players profiled in the report include Arcor Group, Cloetta AB, Ferndale Confectionery Pty Ltd, Ferrero Group, Gumlink Confectionery Company A/S, Grenades Gum, LLC, HARIBO GmbH & Co. KG, Lotte Corporation, Mars, Incorporated., Meiji Holdings Co., Ltd., Mondelez International, Inc., Perfetti Van Melle, The Hershey Company, Tootsie Roll Inc., and Y?ld?z Holding.

Key Benefits For Stakeholders

- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the chewing gum market analysis from 2021 to 2031 to identify the prevailing chewing gum market opportunities.
- The market research is offered along with information related to key drivers, restraints, and opportunities.
- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.
- In-depth analysis of the chewing gum market segmentation assists to determine the prevailing market opportunities.
- Major countries in each region are mapped according to their revenue contribution to the global market.
- Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.
- The report includes the analysis of the regional as well as global chewing gum market trends, key players, market segments, application areas, and market growth strategies.

Key Market Segments

By Form

- Sticks/tabs
- Pellets/pillows
- Liquid Filled Gum
- Others

By Type

- Sugared Chewing Gum
- Sub-type
- Unflavored

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- Flavored
- Sugar-free Chewing Gum
- Sub-type
- Unflavored

- Flavored

By Distribution Channel

- Supermarkets/hypermarkets
- Specialty Stores
- E-commerce
- Others
- Convenience Stores

By Region

- North America

- U.S.

- Canada

- Mexico

- Europe

- UK

- Germany

- France

- Italy

- Spain

- Rest of Europe

- Asia-Pacific

- China

- Japan

- India

- South Korea

- Australia

- Rest of Asia-Pacific

- LAMEA

- Brazil

- South Africa,

- Saudi Arabia

- Turkey

- Rest of LAMEA

- Key Market Players

- Grenades Gum, LLC

- Cloetta AB

- The Hershey Company

- Mondelez International, Inc.

- Arcor Group

- Ferrero International S.A.

- Gumlink Confectionery Company A/S

- Perfetti Van Melle Group B.V.

- Y?ld?z Holding A/S

- HARIBO GmbH & Co. KG

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- Ferndale Confectionery Pty Ltd
- Mars, Incorporated
- Lotte Corporation
- Tootsie Roll Industries, Inc.
- Meiji Holdings Co., Ltd.

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