

North America Gums - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The North America Gums Market size is estimated at 5.14 billion USD in 2025, and is expected to reach 6.26 billion USD by 2030, growing at a CAGR of 4.00% during the forecast period (2025-2030).

Supermarkets/ hypermarkets and the others segment drive the distribution of gums in the region, holding the value share of almost 70% in 2023

- Supermarkets and hypermarkets are the leading distribution channels for gum sales in the region. Volume sales of gums across supermarkets and hypermarkets grew by 11% from 2021 to 2023. Consumer preference for these channels is driven by seasonal offers, discounts on bulk purchases, and access to diversified brand and product varieties in the single marketplace. Supermarket chains such as Safeway, Walmart, Costco, Amazon Fresh, Target, Whole Foods, Publix, and Aldi have a dedicated section to showcase gums.
- Convenience stores are the second most widely preferred distribution channel for purchasing gums in the region after supermarkets and hypermarkets. The segment had a 20% share of the overall volume sales through distribution channels in 2023. The broader reach and easy access to private label brands drive the consumer preference for traditional grocery stores over other retail channels. The gum sales through convenience stores are estimated to register a CAGR of 3.41% from 2023 to 2029.
- The online channel is projected to be the fastest-growing distribution channel for gums, with an anticipated CAGR of 4.86% in terms of value during the period 2023-2029. The increasing number of online gum shops in response to the rising number of internet users is anticipated to drive online sales of gums during the forecast period. In 2022, 93.4% of the region's population had internet access. The United States, Canada, and Mexico are the countries with high penetration of internet users. The leading online gum retailers offering a wide range of gums, including organic, sugar-free, and flavored gums, are Simply Gum, Project 7,

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Glee Gum, Chewy, Walgreens, iHerb, Vita Cost, and Gummi Boutique, among others.

The United States and Mexico are expected to make up the regional market for gums with almost 85% value share in 2024

- The North American gums market has observed a growth of 6.88% in 2022 as compared to 2021. The growth is associated with the rising awareness about the health benefits of chewing gum consumption. In addition, there is a rise in healthier eating among consumers across the region. As a result, the demand for chewing and bubble gums has been increasing significantly in the region. Chewing gums and bubble gums are available in various formats, including sugar-based and sugar-free products. In addition, many consumers who prefer sweet candy and sweet-based products are consuming sugar-based chewing gums.
- In 2023, it was observed that the United States was the largest growing segment. This is majorly due to the availability of chewing gums and bubble gums in various shapes, colors, flavors, etc. In the United States, 45.5% of chewing gum consumers prefer mint-flavored gums, while fruit flavor is liked by 29.1% of consumers. The availability of gums in different flavors also promotes the consumer's buying power as they can purchase these products in accordance with their preferences.
- The Canadian gums market is considered to be the fastest-growing channel, registering a CAGR of 5.37% from 2021 to 2023. In Canada, the retailing segment sells various gums (chewing gum and bubble gum) from different brands such as Mars, Ford Gum, Big League Crew, and others. These aspects enable the customers to purchase products from different brands that suit their tastes.
- Between the forecast period (2024-2030), it is estimated that the gums market across the North American region will observe a growth of 7.25%. The growth will be majorly associated with the consumer's growing demand for mouth-freshening products in the region.

North America Gums Market Trends

The rising number of health-conscious consumers resulted in increased demand for functional chewing gums due to the health benefits associated with them

- Chewing gums are one of the most consumed items in the region. Consumers in the region increasingly choose gums, including bubble gum, sugar gum, and sugar-free gum, when they want to experience interesting textures. As of 2022, 59% of consumers in the United States regularly consumed gum. Gum is commonly used to freshen breath and maintain oral hygiene throughout the day.
- Gums in North America have various product attributes that cater to consumer preferences and needs. Many consumers in the region prefer sugar-free gums to reduce their sugar intake. Sugar-free gums are sweetened with alternative sweeteners like xylitol, sorbitol, or stevia.
- The economic parameter is one of the important and major factors influencing the consumer's gum-buying behavior in North America. In North America, as of 2023, on average, the cost of a simple package of sugar-free gum that contains 12 to 60 pieces at the local grocery store ranged from USD 1 to USD 2 per individual pack.
- The growing preference of consumers toward functional chewing gums owing to their associated benefits, such as keeping teeth clean and freshening breath, among others, are driving the market. Chewing gum also has certain health benefits associated with it.

North America Gums Industry Overview

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The North America Gums Market is fairly consolidated, with the top five companies occupying 84.87%. The major players in this market are Mars Incorporated, Mondelez International Inc., Perfetti Van Melle BV, The Hershey Company and The PUR Company Inc. (sorted alphabetically).

Additional Benefits:

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

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