

## **Mints - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

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### **Report description:**

Mints Market Analysis

By 2025, the mint market size is projected to be valued at USD 6.72 billion, with forecasts indicating a rise to USD 9.43 billion by 2030, marking a steady CAGR of 7.01%. The market's growth trajectory is bolstered by a robust demand for breath-freshening products, an increasing inclination towards functional confectionery, and their heightened availability via online platforms. Distinct value propositions emerge from premium positioning, sugar-free reformulations, and eco-friendly packaging, appealing to a diverse consumer base. While shoppers in mature economies gravitate towards gourmet and organic choices, emerging markets witness volume growth driven by rising disposable incomes and a burgeoning middle class. This moderate fragmentation in the market enables both global giants and nimble regional players to seize new consumption opportunities, intensifying competition and driving relentless innovation in flavors and formats.

Global Mints Market Trends and Insights

Growing demand for breath-freshening products is boosting mint confectionery sales.

The growing demand for breath-freshening products continues to drive the expansion of the mint confectionery market. Consumers, particularly busy professionals, smokers, and individuals who consume alcohol, increasingly rely on mints as a convenient solution to mask odors or as a quick alternative to traditional oral hygiene when time is constrained. Additionally, the rising awareness of health and wellness is pushing buyers toward sugar-free and natural mint options, which are widely regarded

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as beneficial for dental health and overall well-being. Product innovation plays a pivotal role in sustaining market growth. Manufacturers are introducing new flavors and hybrid mints enriched with functional ingredients such as caffeine or herbal extracts, catering to diverse consumer preferences and enhancing product appeal. The impulse-driven nature of mint purchases, coupled with visually appealing packaging and extensive availability across retail channels, further encourages frequent buying and experimentation with new offerings. These evolving consumer behaviors and preferences are expected to support the steady growth of the global mint confectionery market throughout the forecast period. The market's ability to adapt to changing demands, such as the preference for healthier and multifunctional products, positions it for sustained expansion over the next decade.

Expansion of online retail enhances accessibility and visibility of mint candies.

Food e-commerce has emerged as a significant driver of online sales, accounting for 30% of total online sales in key markets like South Korea. According to the USDA, this segment is witnessing a strong 12% year-on-year growth, reflecting the rapid transformation in consumer purchasing behaviors. The digital commerce landscape is reshaping how consumers discover and purchase mint products by offering capabilities that traditional retail channels cannot match. Features such as subscription models and bulk purchasing options address the increasing demand for convenience and cost-effectiveness. Additionally, advanced algorithm-driven recommendations are broadening consumer access to a diverse range of premium and functional mint variants, many of which are unavailable in physical stores. This digital shift is particularly advantageous for smaller, innovative brands that often encounter challenges in traditional retail distribution. By leveraging direct-to-consumer channels, these brands can overcome conventional barriers, gain quicker market entry, and utilize real-time consumer feedback to refine and accelerate their product innovation cycles. This transformation is fostering a more competitive and dynamic market environment, driving sustained growth and innovation across the sector. As digital commerce continues to evolve, it is expected to play a pivotal role in shaping the future of the food e-commerce market.

Growing concerns over sugar intake are limiting traditional mint candy consumption.

Growing health consciousness is significantly impacting the consumption of traditional sugar-based mints, as consumers increasingly scrutinize ingredient labels and prioritize products that align with their wellness objectives. The Center for Science in the Public Interest's 2024 report sheds light on regulatory gaps in flavor safety evaluations, emphasizing how the GRAS (Generally Recognized as Safe) loophole enables the inclusion of thousands of flavor chemicals in food products without formal FDA oversight. This lack of stringent regulation, combined with rising awareness of diabetes and obesity, is accelerating the shift toward sugar-free alternatives. Consequently, traditional mint manufacturers face mounting pressure to reformulate their offerings with natural sweeteners to meet evolving consumer preferences. Failure to adapt could result in a significant loss of market share to competitors who are strategically positioning themselves with health-focused product innovations.

Other drivers and restraints analyzed in the detailed report include:

Innovative flavors and textures are attracting younger and experimental consumers. / Premiumization trends fuel interest in gourmet and artisanal mint confections. / Strong presence of substitute products like chewing gum reduces mint consumption. /

For complete list of drivers and restraints, kindly check the Table Of Contents.

## Segment Analysis

In 2024, Mouth Refreshing Mints hold a dominant 62.32% market share, highlighting their pivotal role in traditional oral hygiene practices and their appeal as an impulse purchase across global markets. This segment's leadership is rooted in consumer trust, driven by its proven ability to provide immediate breath-freshening solutions. These mints are particularly valued in social and

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professional settings, where maintaining oral hygiene confidence is essential. Furthermore, the segment benefits from well-established distribution networks and strategic point-of-sale placements, which effectively capture consumer attention and drive impulse purchases in retail environments.

Functional Mints set to grow with a projected CAGR of 6.10% through 2030. This growth is propelled by increasing consumer demand for products that offer health benefits beyond basic breath freshening. The segment leverages scientific research supporting the therapeutic properties of mint, particularly peppermint oil, which has demonstrated efficacy in managing irritable bowel syndrome symptoms and its antimicrobial effects on oral microbiomes. These effects include reducing harmful bacteria such as *Prevotella*, *Streptococcus*, and *Neisseria* species. The rise of functional mints aligns with broader health and wellness trends, as consumers increasingly seek products that combine multiple benefits within familiar formats. This positions functional mints as a hybrid offering, bridging the gap between traditional confectionery products and nutraceutical solutions.

In 2024, Sugar Mints hold a dominant 65.11% market share, highlighting the sustained popularity of traditional formulations despite increasing health concerns over sugar consumption. This segment's leadership is driven by ingrained consumer taste preferences, affordability, and habitual purchasing patterns, which collectively hinder the rapid adoption of reformulated alternatives. The segment remains particularly robust in emerging markets, where cost considerations often outweigh health-focused positioning, and in traditional retail channels, where impulse purchases tend to favor well-known and trusted products.

Sugar-Free Mints, on the other hand, are propelling category growth with a projected CAGR of 5.67% through 2030, reflecting a gradual but noticeable shift in consumer preferences toward healthier options. This trend is especially evident among diabetic consumers and health-conscious demographics seeking indulgent yet guilt-free alternatives. The growth of sugar-free formulations is supported by advancements in sweetener technologies, such as the use of natural alternatives like monk fruit, which preserve flavor profiles while eliminating caloric content. Furthermore, certifications from organizations like Toothfriendly International, endorsing products such as Vita Pharmed's NotSore range, provide credible third-party validation. These certifications play a crucial role in enhancing consumer confidence and driving the adoption of sugar-free alternatives.

The Global Mint Market Report Segments the Industry by Product (Functional Mints, Mouth Refreshing Mints, and Others), Sugar Content (Sugar and Sugar-Free Mints), Flavor (Mint Flavor, Fruity Flavors, and Others), Packaging (Flip-Top Box, Rolls/Tubes, Sachets, and Others), Distribution Channel (Supermarkets, and More), and Geography (North America, Europe, and More). The Market Forecasts are Provided in Terms of Value (USD).

#### Geography Analysis

In 2024, North America commands a 35.16% share of the global mint market, underscoring its consumers' long-standing commitment to oral hygiene and a retail landscape adept at promoting premium products. This regional leadership is bolstered by high disposable incomes, a pronounced health consciousness, and a cultural inclination towards functional foods that offer wellness advantages beyond mere nutrition. While traditional mint consumption persists, there's a notable shift towards organic and natural products, a trend validated by USDA organic certifications ensuring quality and transparency in sourcing. Moreover, the region's intricate regulatory landscape offers clear guidelines for product development and marketing claims, fostering innovation within set boundaries.

Asia-Pacific is on track to be the fastest-growing region, boasting a projected CAGR of 6.98% through 2030. This growth is fueled by a burgeoning middle class, heightened awareness of oral hygiene, and the cultural embedding of mint in daily practices. Urban centers, in particular, are witnessing a surge in demand for convenient oral care products, spurred by an accelerated adoption of Western lifestyles. Companies like Asahi Group Holdings are capitalizing on this trend, with offerings such as MINTIA mint tablets, showcasing their adeptness at merging global mint concepts with local tastes and distribution methods.

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Europe, South America, and the Middle East & Africa stand as notable players in the mint market, albeit with a more tempered growth trajectory. These regions present a dual-edged sword for mint manufacturers: a tapestry of diverse cultural preferences and a maze of regulatory intricacies. European markets, for instance, place a premium on sustainability and organic certifications. The EU's stringent spice market regulations, emphasizing food safety, traceability, and labeling, significantly shape mint product development and marketing approaches. While there's a discernible uptick in the adoption of premium and functional mint products across these regions, growth remains subdued. This is largely attributed to entrenched local preferences and a price sensitivity that curtails the reach of premium products beyond urban locales.

List of Companies Covered in this Report:

Mondelez International Inc. / Mars, Incorporated (Wrigley) / Nestle SA / Perfetti Van Melle Holding B.V. / Ferrero International S.A. / Ricola Ltd / Cloetta AB / Lotte Corporation / Grupo Arcor S.A. / Asahi Group Holdings, Ltd. (Mintia) / The Hershey Company / The Procter and Gamble Company / Ferndale Foods Australia / Annabelle Candy Company / Hint Mint Inc. / Lofthouse of Fleetwood Ltd. / VerMints Inc. / Simply Gum / Midas Care / Herbion Naturals /

Additional Benefits:

<ul> The market estimate (ME) sheet in Excel format /  
3 months of analyst support / </ul>

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