

Chewing Gum - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

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Report description:

Chewing Gum Market Analysis

The chewing gum market was valued at USD 14.35 billion in 2025 and estimated to grow from USD 14.91 billion in 2026 to reach USD 18.06 billion by 2031, at a CAGR of 3.91% during the forecast period (2026-2031). This growth is driven by the rising preference for sugar-free formulations, increasing incorporation of functional ingredients, and the continued trend of impulse purchases at modern retail outlets. Manufacturers are focusing on innovations such as clean-label sweeteners, recyclable packaging, and digitally enabled convenience to maintain shelf presence and support premium pricing strategies. Additionally, growing environmental concerns are prompting producers to explore biodegradable gum bases and provide clearer disposal guidelines to address sustainability challenges. Regional dynamics reveal varied growth patterns. North America leads in per-capita consumption, reflecting a mature market with steady demand. Meanwhile, the Asia-Pacific region is emerging as a key growth driver, fueled by rapid urbanization, effective social media marketing campaigns, and rising disposable incomes, which are attracting a significant number of new consumers annually.

Global Chewing Gum Market Trends and Insights

Rising Demand for Sugar-Free Gums Supports Health-Conscious Consumption.

The chewing gum market is growing significantly, driven by the increasing popularity of sugar-free options. This growth reflects a broader consumer shift toward health and wellness, as people look for products that support healthier lifestyles. Functional gums,

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a fast-expanding segment, are gaining attention due to their additional benefits beyond traditional chewing gum. The sugar-free segment's strong performance is supported by clinical evidence, such as a 2023 study from Nutraceutical Business Review, which reported that 90% of users of functional gums designed to reduce sugar cravings experienced weight loss. To meet this rising demand, major manufacturers are reformulating existing products and launching innovative options with specific health benefits. These efforts not only align with consumer preferences but also position these products as premium offerings, enabling companies to achieve higher profit margins. Although developing natural sweeteners requires increased R&D investments, this strategy highlights the market's focus on addressing changing consumer needs and capitalizing on the growing trend of health consciousness.

Flavor Innovation Attracts Younger and Experimental Consumers.

Flavor innovation has become a pivotal factor in gaining a competitive edge, significantly contributing to the market's growth trajectory while effectively capturing the attention of younger consumers. Leading manufacturers are increasingly moving beyond traditional mint and fruit flavors, venturing into exotic, seasonal, and limited-edition offerings designed to create unique, shareable experiences that resonate strongly on social media platforms. Additionally, companies are exploring functional flavor profiles by incorporating adaptogens, nootropics, and botanical extracts, which not only enhance sensory appeal but also align with the growing consumer demand for health-oriented benefits. The strategic importance of flavor innovation is particularly evident in the Asia-Pacific markets, where consumers exhibit a higher propensity for experimenting with novel taste experiences. This region's diverse and dynamic flavor preferences present significant opportunities for market-specific product development. These locally tailored innovations often serve as a testing ground, with successful products being adapted for broader global distribution, thereby amplifying their impact on the market's overall growth.

Health Concerns Over Synthetic Ingredients Reduce Trust in Traditional Gums.

Increasing consumer scrutiny of synthetic ingredients poses a significant restraint on the market. This concern extends beyond sugar content to include artificial sweeteners, flavors, and, most notably, the petroleum-based polymers used in conventional gum bases. A study conducted by the University of California, Los Angeles (UCLA) in March 2025 brought this issue into sharper focus, revealing that chewing gum can release microplastics into saliva. The research found that a single piece of gum could release up to 3,000 microplastic particles, raising alarm among consumers. This growing awareness is particularly pronounced among health-conscious demographics, who are typically the target audience for premium and functional gum products. In response, manufacturers are increasingly reformulating their products to feature cleaner labels and natural alternatives. However, these efforts come with significant technical challenges and higher production costs, which exert pressure on profit margins. This financial strain limits manufacturers' ability to invest in other areas of innovation, further complicating their efforts to address evolving consumer demands.

Other drivers and restraints analyzed in the detailed report include:

Compact And Convenient Format Drives On-The-Go Snacking. Marketing Focused on Oral Care Benefits Fuels Daily Usage. Growing Preference for Natural Snacks Limits Gum Appeal.

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

Segment Analysis

In 2025, sugar-free chewing gum dominated the market, capturing a notable 59.34% share. With a projected CAGR of 4.43% from 2026 to 2031, it is poised to solidify its position as the fastest-growing segment. This surge in popularity is largely attributed to robust clinical endorsements and backing from prominent health organizations. Notably, the American Dental Association, after

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reviewing clinical evidence, awarded its Seal of Acceptance to several sugar-free gum brands, including Orbit and Trident. Their findings highlighted that chewing sugar-free gum for just 20 minutes post-meal can thwart cavities by boosting saliva flow, curbing plaque acids, and fortifying teeth. Furthermore, clinical research underscores that sugar-free gum can notably diminish *Streptococcus mutans*, the chief bacteria linked to dental caries. Adding to the momentum, the World Health Organization advises keeping free sugar intake below 10% of total energy consumption (around 50 grams for adults), bolstering the case for sugar-free options.

Moreover, its expanding functional benefits and robust clinical support have propelled its growth, enabling a premium position in the market. The American Academy of Pediatric Dentistry highlights xylitol's efficacy, especially in daily doses of 5-10 grams. Studies back this, showcasing caries reduction rates between 30% to 85% with regular use. The Indian Health Service further emphasizes xylitol's benefits, noting its role in curbing the growth of *mutans streptococci* and boosting tooth remineralization. They also point out that when mothers consume xylitol gum, there's a marked decrease in the transfer of decay-causing bacteria to their children, resulting in fewer cavities. On another front, the American Diabetes Association endorses sweeteners like aspartame, saccharin, sucralose, and stevia, commonly found in sugar-free gum. They highlight these sweeteners' dual benefits: they don't elevate blood glucose levels and can assist in diabetes management, opening doors for their use beyond just confectionery items.

The Global Chewing Gum Market Report Segments the Industry by Type (Sugar-Based Chewing Gum and Sugar-Free Chewing Gum), Packaging (Pouches, Bottles, Boxes, and Others), Distribution Channel (Supermarkets/Hypermarkets, Convenience/Grocery Stores, and More), and Geography (North America, Europe, Asia-Pacific, South America, and Middle East and Africa). The Market Forecasts are Provided in Terms of Value (USD).

Geography Analysis

In 2025, North America dominates the global chewing gum market with a 34.05% share, driven by a strong consumer preference for sugar-free and functional gum varieties that align with the region's growing focus on health and wellness. The United States leads regional consumption, particularly excelling in the premium segment, where consumers are willing to pay a premium for innovative flavors and added functional benefits. Canada mirrors U.S. trends with a strong inclination toward health-oriented products, while Mexico exhibits a preference for traditional sugar-based gums and fruit flavors, reflecting its distinct regional taste preferences.

Asia-Pacific is emerging as the fastest-growing region in the chewing gum market, with a projected CAGR of 5.61% from 2026 to 2031. This growth is fueled by rapid urbanization, increasing disposable incomes, and rising health awareness across key markets. Japan stands out with its sophisticated consumer base, which demands innovative flavors and functional benefits, while South Korea shows a growing interest in beauty-enhancing and oral care formulations. Europe continues to hold a significant position in the chewing gum market, driven by strong demand for premium and environmentally sustainable products. Germany emphasizes functional benefits, the UK focuses on sustainability, and France prioritizes sophisticated flavor profiles. Eastern European markets are also showing potential, as rising disposable incomes drive demand for premium products, although price sensitivity remains a key consideration in these developing economies.

South America demonstrates a strong cultural connection to chewing gum, with Brazil leading regional consumption, followed by Argentina and Colombia. The region shows a marked preference for fruit flavors and social consumption occasions, prompting manufacturers to develop products tailored to local tastes and usage contexts. The Middle East and Africa represent emerging opportunities, characterized by uneven market development. South Africa leads the sub-Saharan market with growing urban consumption, while North African countries exhibit preferences influenced by Mediterranean flavor profiles. Across all regions, the trend toward sugar-free formulations is gaining momentum, although the rate of adoption varies depending on local health awareness and economic conditions.

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List of Companies Covered in this Report:

Mars, Incorporated Mondelez International Inc. Perfetti Van Melle Holding B.V. Lotte Corporation Grupo Arcor S.A. The Hershey Company Cloetta AB GlaxoSmithKline plc Kenvue PUR Company Inc. Simply Gum Run Gum LLC Meiji Holdings Co. Ltd. Orion Corporation Haribo GmbH & Co. KG Ferndale Foods Australia Fini Company S.A. Natural Gum Makers Liquid Core Gum Company Suifafood Co., Ltd

Additional Benefits:

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

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