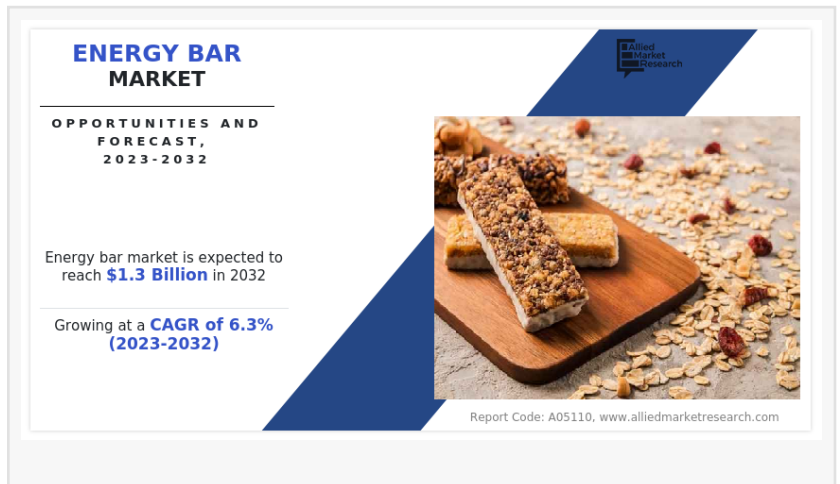


Chewing Gum Market on Track to Achieve \$26.8 Billion Valuation by 2031, Driven by 4.3% Growth

WILMINGTON, DE, UNITED STATES, February 22, 2025 /EINPresswire.com/ -- The [global chewing gum market size](#) was valued at \$16.1 billion in 2021, and is estimated to reach \$26.8 billion by 2031, growing at a CAGR of 4.3% from 2022 to 2031.

The rising wellness trends in the confectionery industry are boosting the demand for organic, sugar-free, and low-calorie chewing gum across the globe. Manufacturers are eliminating high fructose corn syrup and artificial additives in the making of chewing gum and opting for sugar alcohol.



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Chewing gum is a soft, cohesive substance designed to be chewed without being swallowed. Chewing gum is composed of gum base, softeners/plasticizers, flavors, colors, and, typically, a hard or powdered polyol coating. Chewing gum is available in both sugared and sugar-free variants. The sweetener used in sugared chewing is natural cane sugar or fruit-based pulp which contains natural fruit sugar. Sugared chewing gum is high in calories and poses a threat of forming tooth decay. On the other hand, sugar-free chewing gum contains high-intensity sweeteners, sugar alcohols, and alternative sweeteners.

The expansion of sales channels is a significant element contributing to the chewing gum market growth, and one of them is the online retail platform, which is also the fastest-growing category. Many retail companies are currently operating web-based retail shops where shoppers can learn more about businesses and their items. The availability of different product selections and price comparison on internet platforms is also increasing the number of people who purchase online. This is advantageous to major players since it eliminates the need for physical outlets or stores while also allowing customers to read reviews offered by other users and compare various stores, goods, and prices of different sellers for various types of chewing gum.

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Furthermore, according to World Bank data, in the year 2020, North America was the leader with about 88.4% of the populace being internet users, followed by Europe and Central Asia with approximately 83.9% of the inhabitants being internet users. Amazon.com and Flipkart.com are two famous online merchants in the chewing gum sector. Furthermore, in addition to sales channels, product availability is increasing in convenience stores and local shops in small towns, propelling market expansion.

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 Yıldız Holding.

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