

Chewing Gum Market Overview, Analysis by Top Key Players and Forecast, 2031

Innovation in products and packaging due to rise in health awareness and shifting consumer eating habits and tastes and expansion of sales channels drive growth

WILMINGTON, DE, UNITED STATES, July 10, 2025 /EINPresswire.com/ -- [Chewing gum market size](#) generated \$16.1 billion in 2021, and is estimated to reach \$26.8 billion by 2031, witnessing a CAGR of 4.3% from 2022 to 2031.



Chewing gum is a soft, pliable substance formulated to be chewed but not swallowed. It consists of a gum base, plasticizers or softeners, flavorings, colorants, and often a powdered or hard polyol coating. Chewing gum is typically available in two types: sugared and sugar-free. In sugared gum, natural sweeteners such as cane sugar or fruit-based extracts are used, which contribute to a higher calorie content and an increased risk of tooth decay. In contrast, sugar-free gum incorporates sugar alcohols, high-intensity sweeteners, or other non-sugar alternatives, offering a lower-calorie option that is generally considered more dental-friendly.

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A key factor driving the growth of the chewing gum market is the expansion of distribution channels, especially the rise of online retail platforms. E-commerce is rapidly becoming one of the fastest-growing sales channels, offering consumers convenient access to a wide range of products. Online shopping platforms allow users to compare prices, browse multiple brands, and read customer reviews, which enhances their buying experience. For manufacturers and retailers, online sales reduce the need for physical storefronts while providing greater market reach.

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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The report offers a detailed segmentation of the global chewing gum market based on form, type, distribution channel, and region. The report provides an analysis of each segment and sub-segment with the help of tables and figures. This analysis helps market players, investors, and new entrants in determining the sub-segments to be tapped on to achieve growth in the coming years.

Based on region, the market in Europe was the largest in 2021, accounting for over one-third of the global chewing gum market in 2021 and is likely to maintain its dominance during the forecast period. However, the market in Asia-Pacific is expected to manifest the highest CAGR of 5.9% from 2022 to 2031. The other regions analyzed in the study include North America and LAMEA.

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Leading players of the global chewing gum market analyzed in the research include 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., Yıldız Holding A/S, HARIBO GmbH & Co. KG, Ferndale Confectionery Pty Ltd., Mars, Incorporated, Lotte Corporation, Tootsie Roll Industries, Inc., and Meiji Holdings Co., Ltd.

The report analyzes these key players of the global [chewing gum industry](#). These players have adopted various strategies such as expansion, new product launches, partnerships, and others to increase their market penetration and strengthen their position in the industry. The report is helpful in determining the business performance, operating segments, product portfolio, and developments by every market player.

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