

Gum Confectionery Market to Grow Through 2030 as Mars Revamps Brands, Driving Urbanization-Led Billion-Dollar Expansion

The Business Research Company's Gum Confectionery Global Market Report 2026 - Market Size, Trends, And Global Forecast 2026-2035

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/EINPresswire.com/ -- [The gum confectionery market](#) has been

experiencing steady growth and shows strong potential for continued expansion in the coming years. This sector is driven by a combination of evolving consumer preferences, product innovation, and increasing accessibility through various retail channels. Let's explore the current market size, key drivers, regional outlook, and important trends shaping [the gum confectionery industry](#).



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Current Market Size and Expected Growth of the Gum Confectionery Market

The gum confectionery market has expanded significantly in recent years. It is projected to increase from \$33.72 billion in 2025 to \$35.54 billion by 2026, registering a compound annual growth rate (CAGR) of 5.4%. This growth during the past period has been supported by rising consumption of convenience foods, a growing demand for products that freshen breath, expansion in confectionery

retail networks, heightened consumer interest in chewing gum, and the widespread availability of synthetic gum bases.

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Looking ahead, the market is anticipated to maintain its strong upward trajectory, reaching \$44.93 billion by 2030 with a CAGR of 6.0%. The forecasted expansion is fueled by a growing



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appetite for functional confectionery, increased focus on dental health benefits, broader e-commerce penetration for confectionery items, the rise in plant-based ingredient use, and a trend toward premiumization of products. Key trends during this period include surging demand for sugar-free and health-oriented gums, flavor and texture innovations, diversification of oral health and functional gum varieties, adoption of natural sweeteners, and a stronger emphasis on sustainable packaging solutions.

Understanding Gum Confectionery and Its Common Uses

Gum confectionery typically consists of a sweetened, flavored, and insoluble substance designed primarily for chewing. It often serves the dual purpose of freshening breath and providing dental protection. Consumers commonly use chewing gum as a convenient, enjoyable way to maintain oral hygiene and mask unpleasant odors.

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Urbanization as a Major Growth Catalyst in the Gum Confectionery Market

One of the primary factors anticipated to drive the gum confectionery market is accelerating urbanization worldwide. Urbanization involves the movement and concentration of large populations into cities and metropolitan areas. These densely populated urban centers create a substantial consumer base for confectionery products, including chewing gum, due to their convenience and easy access to retail outlets.

For example, in December 2024, the UK-based non-profit organization Our World In Data reported projections indicating that by 2050, the global population will reach approximately 9.8 billion, with nearly 7 billion residing in urban environments. This ongoing urban growth is expected to significantly boost demand for gum confectionery products as accessibility and consumer density increase.

Asia-Pacific Set to Retain Market Leadership in Gum Confectionery

In 2025, the Asia-Pacific region was the largest market for gum confectionery globally. The comprehensive market study covers various regions, including Asia-Pacific, South East Asia, Western Europe, Eastern Europe, North America, South America, and the Middle East and Africa. Among these, Asia-Pacific is expected to continue holding the dominant share due to its large population base, rapid urbanization, and rising consumer disposable income fueling confectionery consumption.

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