

Bubble Gum Market Forecast To Hit \$4.47Billion By 2030 Amid Strong Industry Growth

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

LONDON, GREATER LONDON, UNITED KINGDOM, September 16, 2026 /EINPresswire.com/ -- The [bubble gum market](#) has experienced notable expansion over recent years, reflecting a growing consumer interest and evolving product innovations. This sector continues to show promising potential, driven by trends in confectionery preferences and shifting demands for healthier, premium options. Let's explore the current market status, growth drivers, key players, and regional dynamics shaping the bubble gum industry.

Steady Growth Trajectory and Market Size for the Bubble Gum Market

The bubble gum market has expanded

significantly, with its size projected to increase from \$3.26 billion in 2025 to \$3.49 billion in 2026, marking a compound annual growth rate (CAGR) of 6.9%. This positive momentum over the past years stems from rising confectionery consumption, particularly among children and teenagers, wider retail distribution channels, growing popularity of flavored gums, and ongoing innovations in gum formulations.

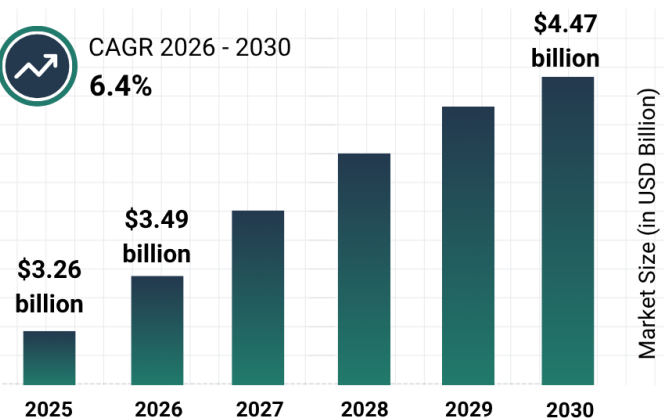
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Bubble Gum Market Report 2026



CAGR 2026 - 2030
6.4%



Bubble Gum Market Size

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Forecasting further ahead, the market is expected to reach \$4.47 billion by 2030, growing at a CAGR of 6.4%. This anticipated growth is fueled by increasing consumer interest in health-conscious chewing products, the incorporation of functional ingredients in gums, a heightened demand for premium confectionery items, the expansion of online sales platforms, and a growing emphasis on clean-label, natural ingredient recipes. Key trends for the coming years include a surge in sugar-free gum products, adventurous and unique flavor blends, greater preference for gums promoting oral health, expansion of premium and customizable options, and the pursuit of longer-lasting flavors and textures.

Defining Bubble Gum and Its Unique Characteristics

Bubble gum is a type of chewing gum designed for prolonged chewing and characterized by a stretchy, elastic texture that allows it to be blown into bubbles. Its composition includes a gum base mixed with sweeteners, flavor enhancers, and softening agents, all intended to deliver an extended and enjoyable chewing experience. Often consumed for its flavor and sensory stimulation, bubble gum holds a unique place within the broader confectionery category.

View the full bubble gum market report:

https://www.thebusinessresearchcompany.com/report/bubble-gum-market-report?utm_source=EINPresswire&utm_medium=paid&utm_campaign=Sep_PR

Growing Demand for Confectionery Fuels Bubble Gum Market Expansion

One of the main forces propelling the bubble gum market's growth is the increasing demand for confectionery products in general. These sweet treats, usually made from sugar or substitutes combined with flavorings, are sought after for their taste appeal and quick refreshment value. Busy lifestyles have led consumers to favor convenient and affordable indulgences like chocolates, candies, and chewing gums as quick snacks. Bubble gum complements this demand by providing a low-cost, impulse purchase option that keeps consumers engaged, even when overall snacking habits fluctuate.

Supporting data from the National Confectioners Association (NCA) in March 2025 highlights this trend: in 2024, confectionery sales were dominated by chocolate at \$28.1 billion, followed by non-chocolate candy at \$21.7 billion, and gum at \$4.4 billion. Notably, non-chocolate candy experienced the highest year-over-year growth of 4.9%, outpacing gum and mints (1.9%) as well as chocolate (0.4%). This pattern clearly underscores how surging confectionery demand is bolstering the bubble gum segment.

Regional Market Distribution and Growth Outlook

In terms of regional market size, North America held the largest share of the bubble gum market in 2025. Looking forward, the Asia-Pacific region is forecasted to be the fastest-growing market during the upcoming years. The comprehensive market analysis also includes key regions such as South East Asia, Western Europe, Eastern Europe, South America, the Middle East, and Africa,

providing a global perspective on market dynamics and opportunities.

New strategic additions in our 2026 market reports include market attractiveness scoring and analysis, total addressable market (TAM) analysis, company scoring matrix graphics and tables, Excel-based forecasting dashboards, market hotspots infographics, key technologies and future trend analysis, along with updated graphics and tables.

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