

Gum Market 2017: Global Analysis by Key Players – Mars, Mondelez International, Perfetti Van Melle, Lotte

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[Gum Market 2017](#)

Gum is a confectionery product designed to freshen breath. This confectionery product contains a gum base, sweeteners, flavors, colors, and others. Gums are typically classified as chewing gums and bubble gums, and sugared gums and sugar-free gums. Gums are generally breath-freshening items available in varied sizes like pellets, lozenges, and strips in tasty flavors to attract all consumer groups: Children, teenagers, and adults. The sales for gums is largely dependent on consumer impulse. Thus, modern retailers place bubble gums; teeth whitening gums; and chewing gums at cash/billing counters in supermarkets/hypermarkets. Various studies validate that gums constitute one of the largest categories to be purchased at checkout zone, followed by cigarettes and tobacco products. In addition to this, the demand for sugar-free and teeth whitening gums and gums that prevent tooth decay are increasing globally.

The analysts forecast the global gum market to grow at a CAGR of 1.08% during the period 2017-2021.

Covered in this report

The report covers the present scenario and the growth prospects of the global gum market for 2017-2021. To calculate the market size, the report considers the retail selling price as the average selling price of the product.

The market is divided into the following segments based on geography:

- Americas
- APAC
- EMEA



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The report, Global Gum Market 2017-2021, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects over the coming years. The report also includes a discussion of the key vendors operating in this market.

Key vendors

- Mars
- Mondelēz International
- Perfetti Van Melle
- Lotte

Other prominent vendors

- Arcor
- Verve (Glee Gum)
- The PUR Company
- Peppersmith
- Focus Nutrition
- Xlear
- Cloetta
- Colombina
- EZAKI GLICO
- Ferrara Candy Company
- Meiji Holdings
- MORINAGA & CO
- Hershey

Market driver

- New product launches
- For a full, detailed list, view our report

Market challenge

- Decline in smoking rates impacting the consumption of gums
- For a full, detailed list, view our report

Market trend

- Growing demand for functional gums
- For a full, detailed list, view our report

Key questions answered in this report

- What will the market size be in 2021 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?

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 - Mondelēz International
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-Continued

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