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 growing demand for nicotine gum is one of the important trends driving the growth of the global gum market over the predicted period. Nicotine gum is a type of chewing gum that delivers nicotine to the body and helps in coping with the withdrawal symptoms of smoking. According to the US FDA, tobacco products are responsible for an average of 440,000 deaths in the US every year. Therefore, to combat this health hazard, the FDA approves safe and effective therapies that consumers can use to stop smoking, including nicotine gums, lozenges, and patches. Moreover, several governments and organizations have extended support to people who want to quit smoking by providing NRT (nicotine replacement therapy). The desire to quit smoking tobacco and the increasing awareness regarding its harmful effects will contribute to the growth of this market over the next four years.

Europe led the global gum market during 2015 and is expected to account for more than 34% of the market share by 2020. The gum market in Europe is expected to decline during the forecast period due to a huge decline in the per capita consumption of gum products. Moreover, ongoing the health and wellness trend in Europe has limited the overall consumption of gum products. However, the growing demand for sugar-free gum and the increasing use of chewing gum as a breath freshener will aid in the growth of this market in Europe during the forecast period.

The global Gum market is valued at xx million US$ in 2018 and will reach xx million US$ by the end of 2025, growing at a CAGR of xx% during 2019-2025. The objectives of this study are to define, segment, and project the size of the Gum market based on company, product type, and end user. This report studies the global Gum market status, competition landscape, market share, growth rate, future trends, market drivers, opportunities and challenges, sales channels and distributors. The following manufacturers are covered in this report, with sales, revenue, market share for each company:

- Lotte
- Meiji Holdings
- Mondelez International
- Perfetti Van Melle
- Wrigley
- Market size by Product
- Chewing Gum
- Bubble Gum
- Market size by End User
- Hypermarkets
- Supermarkets
- Convenience Stores
- Departmental Stores
- Specialty Stores
- Online Purchases
- Market size by Region
- North America
- United States
- Canada
- Mexico
- Asia-Pacific
- China
- India
- Japan
- South Korea
- Australia
- Indonesia
- Singapore
- Malaysia
- Philippines
- Thailand
- Vietnam
- Europe
- Germany
- France
- UK
- Italy
- Spain
- Russia
Central & South America
Brazil
Rest of Central & South America
Middle East & Africa
GCC Countries
Turkey
Egypt
South Africa

The study objectives of this report are:
- To study and analyze the global Gum market size (value & volume) by company, key regions, products and end user, breakdown data from 2014 to 2018, and forecast to 2025.
- To understand the structure of Gum market by identifying its various subsegments.
- To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).
- Focuses on the key global Gum companies, to define, describe and analyze the sales volume, value, market share, market competition landscape and recent development.
- To project the value and sales volume of Gum submarkets, with respect to key regions.
- To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

In this study, the years considered to estimate the market size of Gum are as follows:
- History Year: 2014-2018
- Base Year: 2018
- Estimated Year: 2019
- Forecast Year 2019 to 2025

This report includes the estimation of market size for value (million US$) and volume (K MT). Both top-down and bottom-up approaches have been used to estimate and validate the market size of Gum market, to estimate the size of various other dependent submarkets in the overall market. Key players in the market have been identified through secondary research, and their market shares have been determined through primary and secondary research. All percentage shares, splits, and breakdowns have been determined using secondary sources and verified primary sources.

For the data information by region, company, type and application, 2018 is considered as the base year. Whenever data information was unavailable for the base year, the prior year has been considered.

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