The US Chewing Gum and Chewy Candy Industry Outlook to 2018 - Sugar Free Gums Lead the Way

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Tuesday, 03 February 2015
Last Updated Tuesday, 03 February 2015

â€¢Â Â Â The US Chewing Gum Industry is expected to reach USD 3.5 Billion by 2018
â€¢Â Â Â Rise of sugar free gums and on-the-go snacking to lead the way for the industry in the coming years.
â€¢Â Â Â Chewy candy industry in the US is expected to reach USD 1.4 billion by 2018

Ken Research announced its latest publication on â€œThe US Chewing Gum and Chewy Candy Industry Outlook to 2018 - Driven by Sugar Free Gums Segmentâ€• which provides a comprehensive analysis of Chewing Gum and Chewy Candy Industry in the US. The report covers various aspects such as market size of the US chewing gum and chewy candy industry and segmentation on the basis of type of gum (sugary and sugar-free), by flavor of gum and by type of candy (chewy candy and licorice). The report will help industry consultants, potential entrants, chewing gum companies and other stakeholders to align their market centric strategies according to ongoing and expected trends in the future.

The report focuses on the various factors affecting the US chewing gum and chewy candy industry such as the consumer profile, rise of mints and functional capabilities of chewing gums. The US has always been seen as the inventor of the modern chewing gum. Not only the chewing gum was first commercialized here and patented; worldâ€™s biggest chewing gum company is also American which gives weight to the notion that modern chewing gum is an American invention and a part of its legacy. Sugar free gums are the largest segment of chewing gums in the US and will continue to dominate the industry in the coming years.

The US chewing gum industryâ€™s revenue is anticipated to register a CAGR of -0.8% during 2014-2018. Sugar free gums is the biggest segment in the chewing gum industry and given the fact that the top 5 selling chewing gums in the US are sugar free; it is suffice to say that the sugar free gums will stay in the coming years. Hence, innovations in the sugar free segment of the market are expected to be successful given the preference of the consumer for sugar free gums. The Chewy Candy Industry in the US will also increase significantly owing to the increase in the trend of on-the-go snacking and high adult consumption in the country which will lead the industry to grow at a CAGR of 7.2% in the next 5 years.

â€œThe increasing contribution by sugar-free chewing gums, rise of on-the-go snacking and a new target demographic for chewy candies i.e. the working professionals will help bring the chewing gum sales in the US back on track and will also lend a hand to help the chewy candy industry in the US further its growth in the coming years,â€• according to the Research Analyst, Ken Research.
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Key Topics Covered in the Report:
- US Chewing Gum and Chewy Candy Industry
- Market Size by Retail sales value
- Market Size by Units Sold (packs of chewing gum)
- Market Segmentation by
- Sugary and Sugar Free Gum
- Type of Flavor
- Type Of Candy (Regular Chewy Candy and Licorice Candy)
- Trends and Development
- Growth Drivers
- SWOT Analysis
- Mergers & Acquisitions
- Global Nicotine Gum Market Size
- Global Functional Chewing Gum Market Size
- Competitive Landscape and Market Share for leading chewing gum and chewy candy brands
- Future Outlook
- Macro Economic Parameters

Key Products Mentioned in the Report:

- Sugary Chewing Gum
- Sugar-free Chewing Gum

- Functional Chewing Gum
- Energy Gum
- Nicotine Gum
- Chewy Candy
- Licorice
- Gummi Candy
- Medical Chewing Gum
- Sugar-free Chewy Candy
- Gumballs

Companies Covered in the Report:

- Wrigley
- The Hershey Company
- Mondelez International
- Ferrara Candy
- Ford Gum and Machine
- Perfetti Van Melle
- Haribo
- Tootsie Roll Industries