

CHEWING GUM



Chewing gum is a type of confectionery product that is designed to be chewed but not swallowed. It typically consists of a flavored gum base, sweeteners, and softeners.

Available in a wide variety of flavors, including mint, fruit, and spice, and is often marketed for its breath-freshening or stress-reducing properties.

COMMERCIAL PRODUCTION

1. Mixing:

The gum base, sweeteners, softeners, and other ingredients are mixed in large mixing vats.

2. Kneading:

The mixed gum is then kneaded, which involves stretching and folding the gum to develop its texture and elasticity.

3. Flavouring:

Flavourings, such as mint or fruit, are added to the gum mixture.

4. Molding:

The flavored gum is then molded into long sheets, which are fed into a machine that cuts them into small, uniform pieces.

Major players in the Market

1. *Mondelez International Inc.*
2. *The Wrigley Company*
3. *Perfetti Van Melle*
4. *Lotte Confectionery*

