

Gluten-Free Products Market by Type (Gluten-free Baby Food, Gluten-free Pasta, Gluten-free Bakery Products, and Gluten-free Ready Meals) and Distribution Channel (Convenience Stores, Specialty Stores, Drugstore & Pharmacy, and Others): Global Opportunity Analysis and Industry Forecast, 2020–2027

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Abstracts

The gluten-free products market size was valued at \$4.3 billion in 2019, and is estimated to reach \$7.5 billion by 2027, registering a CAGR of 7.2% from 2020 to 2027. Gluten-free food products excludes protein “gluten”, which is found in grains such as wheat, barley, and rye. Gluten-free diet is essential for people with gluten allergies and celiac disease, a condition that causes inflammation in small intestines. Gluten-free food products help in increasing energy levels and improving cholesterol levels and digestive systems. Most of the gluten-free food products available are healthy and also help in losing weight.

The global gluten-free products market is expected to witness substantial growth in the near future, attributed to factors such as promoting health and wellness, increasing demand from millennial, improving marketing activities, and rising awareness about celiac disease and other gluten allergies. However, price sensitivity is a factor expected to restrain the growth of the market.

Retail expansion is supported by the rapidly expanding economy, coupled with surge in consumption rates, urbanization of population, and increase in middle-class population, particularly in the emerging economies.

The gluten-free products market is segmented into type, distribution channel, and region. On the basis of type, the market is categorized into gluten-free bakery products, gluten-free baby food, gluten-free pasta, and gluten-free ready meals. On the basis of distribution channel, the market is divided into convenience stores, specialty stores, drugstore & pharmacies, and others. By region, it is studied across North America, Europe, Asia-Pacific, and LAMEA.

The key players profiled in this report include ConAgra food Inc., Hain Celestial Group, Inc., General Mills, Inc., Kellogg Company, The Kraft Heinz Company, Freedom Foods Group Limited, Mondelez International Inc., Koninklijke Wessanen N.V., Quinoa Corporation, and Valeo Foods Group Limited.

KEY BENEFITS FOR STAKEHOLDERS

The report provides a quantitative analysis of the current gluten-free products market trends, estimations, and dynamics of the market size from 2019 to 2027 to identify the prevailing opportunities.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders to make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis and the market size and segmentation assists in determining the prevailing gluten-free products market opportunities.

The major countries in each region are mapped according to their revenue contribution to the market.

The market player positioning segment facilitates benchmarking and provides a clear understanding of the present position of the market players in the gluten-free products industry.

Value chain analysis in the report provides a clear understanding of the roles of stakeholders involved in the value chain.

Competitive intelligence highlights the business practices followed by the leading market players across various regions.

KEY MARKET SEGMENTS

By Type

Gluten-free Baby Food

Gluten-free Pasta

Gluten-free Bakery Products

Gluten-free Ready Meals

By Distribution Channel

Convenience Stores

Specialty Stores

Drugstore & Pharmacy

Others

By Region

North America

U.S.

Canada

Mexico

Europe

Germany

France

UK

Spain

Italy

Rest of Europe

Asia-Pacific

China

Japan

Australia

South Korea

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

Contents

CHAPTER 1:INTRODUCTION

- 1.1.Key benefits for stakeholders
- 1.2.Key market segments
- 1.3.Research methodology
 - 1.3.1.Secondary research
 - 1.3.2.Primary research
 - 1.3.3.Analyst tools and models

CHAPTER 2:EXECUTIVE SUMMARY

- 2.1.Key findings of the study
- 2.2.CXO perspective

CHAPTER 3:MARKET OVERVIEW

- 3.1.Market definition and scope
- 3.2.Parent Market Overview: Free from Food Market (2019)
- 3.3.Key findings
 - 3.3.1.Top Investment Pockets
 - 3.3.1.Top Impacting Factors
- 3.4.Value chain analysis
- 3.5.Porter's five forces analysis
 - 3.5.1.High Bargaining Power of Suppliers
 - 3.5.2.High Bargaining Power of Buyers
 - 3.5.3.Moderate Threat of Substitution
 - 3.5.4.High Threat of New Entrants
 - 3.5.5.Moderate Intensity of Competitive Rivalry
- 3.6.Market dynamics
 - 3.6.1.Drivers
 - 3.6.1.1.Increase in incidences of celiac disease and gluten intolerance
 - 3.6.1.2.Increase in demand from millennial
 - 3.6.1.3.Increase in marketing activities and improvement in distribution channels
 - 3.6.1.4.Rise in number of health conscious as well as beauty conscious consumers
 - 3.6.2.Restraints
 - 3.6.2.1.Misconception about gluten-free diet
 - 3.6.2.2.High pricing of gluten-free products

3.6.3.Challenges

3.6.3.1.Price sensitivity

3.6.3.1.1.Formulation challenges associated with removing proteins

3.6.4.Opportunities

3.6.4.1.Increase in investments by small and mid-sized food product manufacturing companies

3.6.4.2.Private labelling of gluten-free products

3.7.Application of Gluten-Free Products

3.8.Pricing Analysis of Gluten-Free Products by Region (2019-2027) (USD/Kg)

3.8.1.North America

3.8.2.Europe

3.8.3.Asia-Pacific

3.8.4.LAMEA

CHAPTER 4: GLUTEN-FREE PRODUCTS MARKET, BY TYPE

4.1.Overview

4.1.1.Market size and forecast

4.1.2.Market Volume and forecast

4.2.Gluten-free baby food

4.2.1.Key market trends, growth factors and opportunities

4.2.2.Market size and forecast

4.3.Gluten-free pasta

4.3.1.Key market trends, growth factors and opportunities

4.3.2.Market size and forecast

4.4.Gluten-free bakery products

4.4.1.Key market trends, growth factors and opportunities

4.4.2.Market size and forecast

4.5.Gluten-free ready meals

4.5.1.Key market trends, growth factors and opportunities

4.5.2.Market size and forecast

CHAPTER 5: GLUTEN-FREE PRODUCTS MARKET, BY DISTRIBUTION CHANNEL

5.1.Overview

5.1.1.Market size and forecast

5.2.Convenience Stores

5.2.1.Key market trends, growth factors and opportunities

5.2.2.Market size and forecast

5.3.Specialty Store

5.3.1.Key market trends, growth factors and opportunities

5.3.2.Market size and forecast

5.4.Drugstores & Pharmacies

5.4.1.Key market trends, growth factors and opportunities

5.4.2.Market size and forecast

5.5.Others

5.5.1.Key market trends, growth factors and opportunities

5.5.2.Market size and forecast

CHAPTER 6: GLUTEN-FREE PRODUCTS MARKET BY REGION

6.1.Overview

6.1.1.Market size and forecast, by region

6.2.North America

6.2.1.Key market trends, growth factors and opportunities

6.2.2.Market size and forecast, by Type

6.2.3.Market size and forecast, by distribution channel

6.2.4.Market size and forecast, by country

6.2.5.Market volume and forecast, by country

6.2.5.1.U.S.

6.2.5.1.1.Market size and forecast by Type

6.2.5.1.2.Market volume and forecast by Type

6.2.5.1.3.Market size and forecast by Distribution channel

6.2.5.2.Canada

6.2.5.2.1.Market size and forecast by Type

6.2.5.2.2.Market volume and forecast by Type

6.2.5.2.3.Market size and forecast by Distribution channel

6.2.5.3.Mexico

6.2.5.3.1.Market size and forecast by Type

6.2.5.3.2.Market volume and forecast by Type

6.2.5.3.3.Market size and forecast by Distribution channel

6.3.Europe

6.3.1.Key market trends, growth factors and opportunities

6.3.2.Market size and forecast, by Type

6.3.3.Market size and forecast, by distribution channel

6.3.4.Market size and forecast, by country

6.3.5.Market volume and forecast, by country

6.3.5.1.Germany

- 6.3.5.1.1. Market size and forecast by Type
- 6.3.5.1.2. Market volume and forecast by Type
- 6.3.5.1.3. Market size and forecast by Distribution channel
- 6.3.5.2. France
 - 6.3.5.2.1. Market size and forecast by Type
 - 6.3.5.2.2. Market volume and forecast by Type
 - 6.3.5.2.3. Market size and forecast by Distribution channel
- 6.3.5.3. UK
 - 6.3.5.3.1. Market size and forecast by Type
 - 6.3.5.3.2. Market volume and forecast by Type
 - 6.3.5.3.3. Market size and forecast by Distribution channel
- 6.3.5.4. Italy
 - 6.3.5.4.1. Market size and forecast by Type
 - 6.3.5.4.2. Market volume and forecast by Type
 - 6.3.5.4.3. Market size and forecast by Distribution channel
- 6.3.5.5. Spain
 - 6.3.5.5.1. Market size and forecast by Type
 - 6.3.5.5.2. Market volume and forecast by Type
 - 6.3.5.5.3. Market size and forecast by Distribution channel
- 6.3.5.6. Rest of Europe
 - 6.3.5.6.1. Market size and forecast by Type
 - 6.3.5.6.2. Market volume and forecast by Type
 - 6.3.5.6.3. Market size and forecast by Distribution channel
- 6.4. Asia-Pacific
 - 6.4.1. Key market trends, growth factors and opportunities
 - 6.4.2. Market size and forecast, by Type
 - 6.4.3. Market size and forecast, by distribution channel
 - 6.4.4. Market size and forecast, by country
 - 6.4.1. Market volume and forecast, by country
 - 6.4.1.1. China
 - 6.4.1.1.1. Market size and forecast by Type
 - 6.4.1.1.2. Market volume and forecast by Type
 - 6.4.1.1.3. Market size and forecast by Distribution channel
 - 6.4.1.2. Japan
 - 6.4.1.2.1. Market size and forecast by Type
 - 6.4.1.2.2. Market volume and forecast by Type
 - 6.4.1.2.3. Market size and forecast by Distribution channel
 - 6.4.1.3. India
 - 6.4.1.3.1. Market size and forecast by Type

- 6.4.1.3.2. Market volume and forecast by Type
- 6.4.1.3.3. Market size and forecast by Distribution channel
- 6.4.1.4. Australia
 - 6.4.1.4.1. Market size and forecast by Type
 - 6.4.1.4.2. Market volume and forecast by Type
 - 6.4.1.4.3. Market size and forecast by Distribution channel
- 6.4.1.5. Rest of Asia-Pacific
 - 6.4.1.5.1. Market size and forecast by Type
 - 6.4.1.5.2. Market volume and forecast by Type
 - 6.4.1.5.3. Market size and forecast by Distribution channel

6.5. LAMEA

- 6.5.1. Key market trends, growth factors and opportunities
- 6.5.2. Market size and forecast, by Type
- 6.5.3. Market size and forecast, by distribution channel
- 6.5.4. Market size and forecast, by country
- 6.5.5. Market volume and forecast, by country
 - 6.5.5.1. Latin America
 - 6.5.5.1.1. Market size and forecast by Type
 - 6.5.5.1.2. Market volume and forecast by Type
 - 6.5.5.1.3. Market size and forecast by Distribution channel
 - 6.5.5.2. Middle East
 - 6.5.5.2.1. Market size and forecast by Type
 - 6.5.5.2.2. Market volume and forecast by Type
 - 6.5.5.2.3. Market size and forecast by Distribution channel
 - 6.5.5.3. Africa
 - 6.5.5.3.1. Market size and forecast by Type
 - 6.5.5.3.2. Market volume and forecast by Type
 - 6.5.5.3.3. Market size and forecast by Distribution channel

CHAPTER 7: COMPETITIVE LANDSCAPE

- 7.1. Top winning strategies
- 7.2. Top Player Positioning
- 7.3. Competitive heatmap
- 7.4. Competitive dashboard
- 7.5. Key Developments
 - 7.5.1. Product Launch
 - 7.5.2. Acquisition
 - 7.5.3. Business Expansion

7.5.4.Product Development

CHAPTER 8:COMPANY PROFILES

8.1.Freedom Foods Group Limited.

- 8.1.1.Company overview
- 8.1.2.Key Executives
- 8.1.3.Company snapshot
- 8.1.4.Operating business segments
- 8.1.5.Product portfolio
- 8.1.6.Business performance

8.2.General Mills, Inc.

- 8.2.1.Company overview
- 8.2.2.Key Executives
- 8.2.3.Company snapshot
- 8.2.4.Operating business segments
- 8.2.5.Product portfolio
- 8.2.6.R&D Expenditure
- 8.2.7.Business performance
- 8.2.8.Key strategic moves and developments

8.3.Kellogg Company

- 8.3.1.Company overview
- 8.3.2.Key Executives
- 8.3.3.Company snapshot
- 8.3.4.Operating business segments
- 8.3.5.Product portfolio
- 8.3.6.R&D Expenditure
- 8.3.7.Business performance
- 8.3.8.Key strategic moves and developments

8.4.Koninklijke Wessanen N.V

- 8.4.1.Company Overview
- 8.4.2.Key Executives
- 8.4.3.Company snapshot
- 8.4.4.Product portfolio
- 8.4.5.Business performance
- 8.4.6.Key strategic moves and developments

8.5.MONDELEZ INTERNATIONAL INC

- 8.5.1.Company overview
- 8.5.2.Key Executives

- 8.5.3. Company snapshot
- 8.5.4. Operating business segments
- 8.5.5. Product portfolio
- 8.5.6. R&D Expenditure
- 8.5.7. Business performance
- 8.5.8. Key strategic moves and developments
- 8.6. ConAgra Brands, Inc.
 - 8.6.1. Company overview
 - 8.6.2. Key Executives
 - 8.6.3. Company snapshot
 - 8.6.4. Operating business segments
 - 8.6.5. Product portfolio
 - 8.6.6. R&D Expenditure
 - 8.6.7. Business performance
 - 8.6.8. Key strategic moves and developments
- 8.7. Quinoa Corporation
 - 8.7.1. Company overview
 - 8.7.2. Key Executive
 - 8.7.3. Company snapshot
 - 8.7.4. Product portfolio
- 8.8. THE HAIN CELESTIAL GROUP, INC
 - 8.8.1. Company overview
 - 8.8.2. Key Executives
 - 8.8.3. Company snapshot
 - 8.8.4. Operating business segments
 - 8.8.5. Product portfolio
 - 8.8.6. Business performance
 - 8.8.7. Key strategic moves and developments
- 8.9. THE KRAFT HEINZ COMPANY
 - 8.9.1. Company overview
 - 8.9.2. Key Executives
 - 8.9.3. Company snapshot
 - 8.9.4. Product portfolio
 - 8.9.5. R&D Expenditure
 - 8.9.6. Business performance
 - 8.9.7. Key strategic moves and developments
- 8.10. VALEO FOODS GROUP LTD
 - 8.10.1. Company overview
 - 8.10.2. Key Executives

8.10.3. Company snapshot

8.10.4. Operating business segments

8.10.5. Product portfolio

DISCLAIMER

List Of Tables

LIST OF TABLES

TABLE 01. GLUTEN-FREE TYPE PRICING ANALYSIS, BY REGION, 2019–2027
(USD/ KG)

TABLE 02. GLUTEN-FREE TYPE PRICING ANALYSIS, BY REGION, 2019–2027
(USD/KG)

TABLE 03. GLUTEN-FREE TYPE PRICING ANALYSIS, BY REGION, 2019–2027
(USD/KG)

TABLE 04. GLUTEN-FREE TYPE PRICING ANALYSIS, BY REGION, 2019–2027
(USD/KG)

TABLE 05. GLOBAL GLUTEN-FREE PRODUCTS MARKET REVENUE, BY TYPE,
2019–2027 (\$MILLION)

TABLE 06. GLOBAL GLUTEN-FREE PRODUCTS MARKET VOLUME, BY TYPE,
2019–2027 (KILOTONS)

TABLE 07. GLUTEN-FREE BABY FOOD MARKET REVENUE, BY REGION,
2019–2027 (\$MILLION)

TABLE 08. GLUTEN-FREE PASTA MARKET REVENUE, BY REGION, 2019–2027
(\$MILLION)

TABLE 09. GLUTEN-FREE BAKERY PRODUCTS MARKET REVENUE, BY REGION,
2019–2027 (\$MILLION)

TABLE 10. GLUTEN-FREE READY MEALS MARKET REVENUE, BY REGION,
2019–2027 (\$MILLION)

TABLE 11. GLOBAL GLUTEN-FREE PRODUCTS MARKET REVENUE, BY
DISTRIBUTION CHANNEL 2019–2027 (\$MILLION)

TABLE 12. GLUTEN-FREE PRODUCTS MARKET REVENUE FOR CONVENIENCE
STORES, BY REGION, 2019–2027 (\$MILLION)

TABLE 13. GLUTEN-FREE PRODUCTS MARKET REVENUE FOR SPECIALTY
STORE, BY REGION, 2019–2027 (\$MILLION)

TABLE 14. GLUTEN-FREE PRODUCTS MARKET REVENUE FOR DRUGSTORES &
PHARMACIES, BY REGION, 2019–2027 (\$MILLION)

TABLE 15. GLUTEN-FREE PRODUCTS MARKET REVENUE FOR OTHER
DISTRIBUTION CHANNEL, BY REGION, 2019–2027 (\$MILLION)

TABLE 16. GLUTEN-FREE PRODUCTS MARKET REVENUE, BY REGION, 2019–2027
(\$MILLION)

TABLE 17. NORTH AMERICA GLUTEN-FREE PRODUCTS MARKET REVENUE, BY
TYPE, 2019–2027 (\$MILLION)

TABLE 18. NORTH AMERICA GLUTEN-FREE PRODUCTS MARKET REVENUE, BY

DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 19.NORTH AMERICA GLUTEN-FREE PRODUCTS MARKET REVENUE, BY COUNTRY, 2019–2027 (\$MILLION)

TABLE 20.NORTH AMERICA GLUTEN-FREE PRODUCTS MARKET VOLUME, BY COUNTRY, 2019–2027 (KILOTONS)

TABLE 21.U.S. GLUTEN-FREE PRODUCTS MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 22.U.S. GLUTEN-FREE PRODUCTS MARKET VOLUME, BY TYPE, 2019–2027 (KILOTONS)

TABLE 23.U.S. GLUTEN-FREE PRODUCTS MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 24.CANADA GLUTEN-FREE PRODUCTS MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 25.CANADA GLUTEN-FREE PRODUCTS MARKET VOLUME, BY TYPE, 2019–2027 (KILOTONS)

TABLE 26.CANADA GLUTEN-FREE PRODUCTS MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 27.MEXICO GLUTEN-FREE PRODUCTS MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 28.MEXICO GLUTEN-FREE PRODUCTS MARKET VOLUME, BY TYPE, 2019–2027 (KILOTONS)

TABLE 29.MEXICO GLUTEN-FREE PRODUCTS MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 30.EUROPE GLUTEN-FREE PRODUCTS MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 31.EUROPE GLUTEN-FREE PRODUCTS MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 32.EUROPE GLUTEN-FREE PRODUCTS MARKET REVENUE, BY COUNTRY, 2019–2027 (\$MILLION)

TABLE 33.EUROPE GLUTEN-FREE PRODUCTS MARKET VOLUME, BY COUNTRY, 2019–2027 (KILOTONS)

TABLE 34.GERMANY GLUTEN-FREE PRODUCTS MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 35.GERMANY GLUTEN-FREE PRODUCTS MARKET VOLUME, BY TYPE, 2019–2027 (KILOTONS)

TABLE 36.GERMANY GLUTEN-FREE PRODUCTS MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 37.FRANCE GLUTEN-FREE PRODUCTS MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 38.FRANCE GLUTEN-FREE PRODUCTS MARKET VOLUME, BY TYPE, 2019–2027 (KILOTONS)

TABLE 39.FRANCE GLUTEN-FREE PRODUCTS MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 40.UK GLUTEN-FREE PRODUCTS MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 41.UK GLUTEN-FREE PRODUCTS MARKET VOLUME, BY TYPE, 2019–2027 (KILOTONS)

TABLE 42.UK GLUTEN-FREE PRODUCTS MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 43.ITALY GLUTEN-FREE PRODUCTS MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 44.ITALY GLUTEN-FREE PRODUCTS MARKET VOLUME, BY TYPE, 2019–2027 (KILOTONS)

TABLE 45.ITALY GLUTEN-FREE PRODUCTS MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 46.SPAIN GLUTEN-FREE PRODUCTS MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 47.SPAIN GLUTEN-FREE PRODUCTS MARKET VOLUME, BY TYPE, 2019–2027 (KILOTONS)

TABLE 48.SPAIN GLUTEN-FREE PRODUCTS MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 49.REST OF EUROPE GLUTEN-FREE PRODUCTS MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 50.REST OF EUROPE GLUTEN-FREE PRODUCTS MARKET VOLUME, BY TYPE, 2019–2027 (KILOTONS)

TABLE 51.REST OF EUROPE GLUTEN-FREE PRODUCTS MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 52.ASIA-PACIFIC GLUTEN-FREE PRODUCTS MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 53.ASIA-PACIFIC GLUTEN-FREE PRODUCTS MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 54.ASIA-PACIFIC GLUTEN-FREE PRODUCTS MARKET REVENUE, BY COUNTRY, 2019–2027 (\$MILLION)

TABLE 55.ASIA-PACIFIC GLUTEN-FREE PRODUCTS MARKET VOLUME, BY COUNTRY, 2019–2027 (KILOTONS)

TABLE 56.CHINA GLUTEN-FREE PRODUCTS MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 57.CHINA GLUTEN-FREE PRODUCTS MARKET VOLUME, BY TYPE,

2019–2027 (KILOTONS)

TABLE 58.CHINA GLUTEN-FREE PRODUCTS MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 59.JAPAN GLUTEN-FREE PRODUCTS MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 60.JAPAN GLUTEN-FREE PRODUCTS MARKET VOLUME, BY TYPE, 2019–2027 (KILOTONS)

TABLE 61.JAPAN GLUTEN-FREE PRODUCTS MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 62.INDIA GLUTEN-FREE PRODUCTS MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 63.INDIA GLUTEN-FREE PRODUCTS MARKET VOLUME, BY TYPE, 2019–2027 (KILOTONS)

TABLE 64.INDIA GLUTEN-FREE PRODUCTS MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 65.AUSTRALIA GLUTEN-FREE PRODUCTS MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 66.AUSTRALIA GLUTEN-FREE PRODUCTS MARKET VOLUME, BY TYPE, 2019–2027 (KILOTONS)

TABLE 67.AUSTRALIA GLUTEN-FREE PRODUCTS MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 68.REST OF ASIA-PACIFIC GLUTEN-FREE PRODUCTS MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 69.REST OF ASIA-PACIFIC GLUTEN-FREE PRODUCTS MARKET VOLUME, BY TYPE, 2019–2027 (KILOTONS)

TABLE 70.REST OF ASIA-PACIFIC GLUTEN-FREE PRODUCTS MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 71.LAMEA GLUTEN-FREE PRODUCTS MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 72.LAMEA GLUTEN-FREE PRODUCTS MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 73.LAMEA GLUTEN-FREE PRODUCTS MARKET REVENUE, BY COUNTRY, 2019–2027 (\$MILLION)

TABLE 74.LAMEA GLUTEN-FREE PRODUCTS MARKET VOLUME, BY COUNTRY, 2019–2027 (KILOTONS)

TABLE 75.LATIN AMERICA GLUTEN-FREE PRODUCTS MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 76.LATIN AMERICA GLUTEN-FREE PRODUCTS MARKET VOLUME, BY TYPE, 2019–2027 (KILOTONS)

TABLE 77.LATIN AMERICA GLUTEN-FREE PRODUCTS MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 78.MIDDLE EAST GLUTEN-FREE PRODUCTS MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 79.MIDDLE EAST GLUTEN-FREE PRODUCTS MARKET VOLUME, BY TYPE, 2019–2027 (KILOTONS)

TABLE 80.MIDDLE EAST GLUTEN-FREE PRODUCTS MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 81.AFRICA GLUTEN-FREE PRODUCTS MARKET REVENUE, BY TYPE, 2019–2027 (\$MILLION)

TABLE 82.AFRICA GLUTEN-FREE PRODUCTS MARKET VOLUME, BY TYPE, 2019–2027 (KILOTONS)

TABLE 83.AFRICA GLUTEN-FREE PRODUCTS MARKET REVENUE, BY DISTRIBUTION CHANNEL, 2019–2027 (\$MILLION)

TABLE 84.FREEDOM FOODS GROUP LIMITED: KEY EXECUTIVES

TABLE 85.FREEDOM FOODS GROUP LIMITED: COMPANY SNAPSHOT

TABLE 86.FREEDOM FOODS GROUP LIMITED: OPERATING SEGMENTS

TABLE 87.FREEDOM FOODS GROUP LIMITED: PRODUCT PORTFOLIO

TABLE 88.FREEDOM FOODS GROUP LIMITED: NET SALES, 2017–2019 (\$MILLION)

TABLE 89.GENERAL MILLS: KEY EXECUTIVES

TABLE 90.GENERAL MILLS: COMPANY SNAPSHOT

TABLE 91.GENERAL MILLS: OPERATING SEGMENTS

TABLE 92.GENERAL MILLS: PRODUCT PORTFOLIO

TABLE 93.GENERAL MILLS: R&D EXPENDITURE, 2017–2019 (\$MILLION)

TABLE 94.GENERAL MILLS: NET SALES, 2017–2019 (\$MILLION)

TABLE 95.KELLOGG: KEY EXECUTIVES

TABLE 96.KELLOGG: COMPANY SNAPSHOT

TABLE 97.KELLOGG: OPERATING SEGMENTS

TABLE 98.KELLOGG: PRODUCT PORTFOLIO

TABLE 99.KELLOGG: R&D EXPENDITURE, 2016–2018 (\$MILLION)

TABLE 100.KELLOGG: NET SALES, 2016–2018 (\$MILLION)

TABLE 101.WESSANEN: KEY EXECUTIVES

TABLE 102.WESSANEN: COMPANY SNAPSHOT

TABLE 103.WESSANEN: PRODUCT PORTFOLIO

TABLE 104.WESSANEN: NET SALES, 2016–2018 (\$MILLION)

TABLE 105.MONDELEZ: KEY EXECUTIVES

TABLE 106.MONDELEZ: COMPANY SNAPSHOT

TABLE 107.MONDELEZ: OPERATING SEGMENTS

TABLE 108.MONDELEZ: PRODUCT PORTFOLIO

TABLE 109.MONDELEZ: R&D EXPENDITURE, 2016–2018 (\$MILLION)

TABLE 110.MONDELEZ: NET SALES, 2016–2018 (\$MILLION)

TABLE 111.CONAGRA BRANDS, INC: KEY EXECUTIVES

TABLE 112.CONAGRA BRANDS, INC: COMPANY SNAPSHOT

TABLE 113.CONAGRA BRANDS, INC: OPERATING SEGMENTS

TABLE 114.CONAGRA BRANDS, INC: PRODUCT PORTFOLIO

TABLE 115.CONAGRA BRANDS, INC: R&D EXPENDITURE, 2016–2018 (\$MILLION)

TABLE 116.CONAGRA BRANDS, INC: NET SALES, 2016–2018 (\$MILLION)

TABLE 117.QUINOA CORPORATION.: KEY EXECUTIVE

TABLE 118.QUINOA CORPORATION.: COMPANY SNAPSHOT

TABLE 119.QUINOA CORPORATION.: PRODUCT PORTFOLIO

TABLE 120.HAIN CELESTIAL: KEY EXECUTIVES

TABLE 121.HAIN CELESTIAL: COMPANY SNAPSHOT

TABLE 122.HAIN CELESTIAL: OPERATING SEGMENTS

TABLE 123.HAIN CELESTIAL: PRODUCT PORTFOLIO

TABLE 124.HAIN CELESTIAL: NET SALES, 2017–2019 (\$MILLION)

TABLE 125.THE KRAFT HEINZ COMPANY: KEY EXECUTIVES

TABLE 126.THE KRAFT HEINZ COMPANY: COMPANY SNAPSHOT

TABLE 127.KRAFT HEINZ: PRODUCT PORTFOLIO

TABLE 128.THE KRAFT HEINZ COMPANY: R&D EXPENDITURE, 2016–2018 (\$MILLION)

TABLE 129.THE KRAFT HEINZ COMPANY: NET SALES, 2016–2018 (\$MILLION)

TABLE 130.VALEO FOODS: KEY EXECUTIVES

TABLE 131.VALEO FOODS: COMPANY SNAPSHOT

TABLE 132.VALEO FOODS: OPERATING SEGMENTS

TABLE 133.VALEO FOODS: PRODUCT PORTFOLIO

List Of Figures

LIST OF FIGURES

- FIGURE 01. GLUTEN-FREE PRODUCTS MARKET SNAPSHOT
- FIGURE 02. GLUTEN-FREE PRODUCTS MARKET: SEGMENTATION
- FIGURE 03. PARENT MARKET OVERVIEW: FREE FROM FOOD MARKET (2019)
- FIGURE 04. TOP INVESTMENT POCKETS
- FIGURE 05. VALUE CHAIN ANALYSIS
- FIGURE 06. GLUTEN-FREE PRODUCTS MARKET: DRIVERS, RESTRAINTS, CHALLENGES AND OPPORTUNITIES
- FIGURE 07. GLUTEN-FREE PRODUCTS APPLICATION, BY MILLENNIALS AND NON-MILLENNIALS (%)
- FIGURE 08. GLUTEN-FREE PRODUCTS MARKET, BY TYPE, 2019 (%)
- FIGURE 09. GLUTEN-FREE BABY FOOD MARKET, COMPARATIVE COUNTRY MARKET SHARE ANALYSIS, 2019 AND 2027 (%)
- FIGURE 10. GLUTEN-FREE PASTA MARKET, COMPARATIVE REGIONAL MARKET SHARE ANALYSIS, 2019 AND 2027 (%)
- FIGURE 11. GLUTEN-FREE BAKERY PRODUCTS MARKET, COMPARATIVE REGIONAL MARKET SHARE ANALYSIS, 2019 AND 2027 (%)
- FIGURE 12. GLUTEN-FREE READY MEALS MARKET, COMPARATIVE REGIONAL MARKET SHARE ANALYSIS, 2019 AND 2027 (%)
- FIGURE 13. GLOBAL GLUTEN-FREE PRODUCTS MARKET, BY DISTRIBUTION CHANNEL, 2019 (%)
- FIGURE 14. GLUTEN-FREE PRODUCTS MARKET FOR CONVENIENCE STORES, COMPARATIVE COUNTRY MARKET SHARE ANALYSIS, 2019 AND 2027 (%)
- FIGURE 15. GLUTEN-FREE PRODUCTS MARKET FOR SPECIALTY STORE, COMPARATIVE REGIONAL MARKET SHARE ANALYSIS, 2019 AND 2027 (%)
- FIGURE 16. GLUTEN-FREE PRODUCTS MARKET FOR DRUGSTORES & PHARMACIES, COMPARATIVE REGIONAL MARKET SHARE ANALYSIS, 2019 AND 2027 (%)
- FIGURE 17. GLUTEN-FREE PRODUCTS MARKET FOR OTHER DISTRIBUTION CHANNEL, COMPARATIVE REGIONAL MARKET SHARE ANALYSIS, 2019 AND 2027 (%)
- FIGURE 18. GLUTEN-FREE PRODUCTS MARKET, BY REGION, 2019 (%)
- FIGURE 19. U.S. GLUTEN-FREE PRODUCTS MARKET REVENUE, 2019–2027 (\$MILLION)
- FIGURE 20. CANADA GLUTEN-FREE PRODUCTS MARKET REVENUE, 2019–2027 (\$MILLION)

FIGURE 21.MEXICO GLUTEN-FREE PRODUCTS MARKET REVENUE, 2019–2027
(\$MILLION)

FIGURE 22.GERMANY GLUTEN-FREE PRODUCTS MARKET REVENUE, 2019–2027
(\$MILLION)

FIGURE 23.FRANCE GLUTEN-FREE PRODUCTS MARKET REVENUE, 2019–2027
(\$MILLION)

FIGURE 24.UK GLUTEN-FREE PRODUCTS MARKET REVENUE, 2019–2027
(\$MILLION)

FIGURE 25.ITALY GLUTEN-FREE PRODUCTS MARKET REVENUE, 2019–2027
(\$MILLION)

FIGURE 26.SPAIN GLUTEN-FREE PRODUCTS MARKET REVENUE, 2019–2027
(\$MILLION)

FIGURE 27.REST OF EUROPE GLUTEN-FREE PRODUCTS MARKET REVENUE,
2019–2027 (\$MILLION)

FIGURE 28.CHINA GLUTEN-FREE PRODUCTS MARKET REVENUE, 2019–2027
(\$MILLION)

FIGURE 29.JAPAN GLUTEN-FREE PRODUCTS MARKET REVENUE, 2019–2027
(\$MILLION)

FIGURE 30.INDIA GLUTEN-FREE PRODUCTS MARKET REVENUE, 2019–2027
(\$MILLION)

FIGURE 31.AUSTRALIA GLUTEN-FREE PRODUCTS MARKET REVENUE,
2019–2027 (\$MILLION)

FIGURE 32.REST OF ASIA-PACIFIC GLUTEN-FREE PRODUCTS MARKET
REVENUE, 2019–2027 (\$MILLION)

FIGURE 33.LATIN AMERICA GLUTEN-FREE PRODUCTS MARKET REVENUE,
2019–2027 (\$MILLION)

FIGURE 34.MIDDLE EAST GLUTEN-FREE PRODUCTS MARKET REVENUE,
2019–2027 (\$MILLION)

FIGURE 35.AFRICA GLUTEN-FREE PRODUCTS MARKET REVENUE, 2019–2027
(\$MILLION)

FIGURE 36.TOP WINNING STRATEGIES, BY YEAR, 2016–2019

FIGURE 37.TOP WINNING STRATEGIES, BY DEVELOPMENT, 2016–2019 (%)

FIGURE 38.TOP PLAYER POSITIONING OF TOP 10 KEY PLAYERS

FIGURE 39.COMPETITIVE HEATMAP OF TOP 10 KEY PLAYERS

FIGURE 40.COMPETITIVE DASHBOARD OF TOP 10 KEY PLAYERS

FIGURE 41.FREEDOM FOODS GROUP LIMITED: NET SALES, 2017–2019
(\$MILLION)

FIGURE 42.FREEDOM FOODS GROUP LIMITED: REVENUE SHARE BY SEGMENT,
2019 (%)

FIGURE 43.GENERAL MILLS: R&D EXPENDITURE, 2017–2019 (\$MILLION)

FIGURE 44.GENERAL MILLS: NET SALES, 2017–2019 (\$MILLION)

FIGURE 45.GENERAL MILLS: REVENUE SHARE BY OPERATING SEGMENT, 2019 (%)

FIGURE 46.KELLOGG: R&D EXPENDITURE, 2016–2018 (\$MILLION)

FIGURE 47.KELLOGG: NET SALES, 2016–2018 (\$MILLION)

FIGURE 48.KELLOGG: REVENUE SHARE BY SEGMENT, 2018 (%)

FIGURE 49.WESSANEN: NET SALES, 2016–2018 (\$MILLION)

FIGURE 50.WESSANEN: REVENUE SHARE BY PRODUCT CATEGORY, 2018 (%)

FIGURE 51.WESSANEN: REVENUE SHARE BY REGION, 2018 (%)

FIGURE 52.MONDELEZ: R&D EXPENDITURE, 2016–2018 (\$MILLION)

FIGURE 53.MONDELEZ: NET SALES, 2016–2018 (\$MILLION)

FIGURE 54.MONDELEZ: REVENUE SHARE BY PRODUCT CATEGORY, 2018 (%)

FIGURE 55.MONDELEZ: REVENUE SHARE BY OPERATING SEGMENT, 2018 (%)

FIGURE 56.CONAGRA BRANDS, INC: R&D EXPENDITURE, 2016–2018 (\$MILLION)

FIGURE 57.CONAGRA BRANDS, INC: NET SALES, 2016–2018 (\$MILLION)

FIGURE 58.CONAGRA BRANDS, INC: REVENUE SHARE BY SEGMENT, 2018 (%)

FIGURE 59.HAIN CELESTIAL: NET SALES, 2017–2019 (\$MILLION)

FIGURE 60.HAIN CELESTIAL: REVENUE SHARE BY PRODUCT CATEGORY, 2019 (%)

FIGURE 61.HAIN CELESTIAL: REVENUE SHARE BY REGION, 2019 (%)

FIGURE 62.THE KRAFT HEINZ COMPANY: R&D EXPENDITURE, 2016–2018 (\$MILLION)

FIGURE 63.THE KRAFT HEINZ COMPANY: NET SALES, 2016–2018 (\$MILLION)

FIGURE 64.THE KRAFT HEINZ COMPANY: REVENUE SHARE BY PRODUCT CATEGORY, 2018 (%)

FIGURE 65.THE KRAFT HEINZ COMPANY: REVENUE SHARE BY REGION, 2018 (%)

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