

# Global Gluten-free Pizza Market Research Report 2026(Status and Outlook)

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## Abstracts

The 2025 U.S. tariff policies introduce profound uncertainty into the global economic landscape. This report critically examines the implications of recent tariff adjustments and international strategic countermeasures on Gluten-free Pizza competitive dynamics, regional economic interdependencies, and supply chain reconfigurations. Gluten-free pizza refers to pizza made with ingredients that do not contain gluten (gluten) found in grains such as wheat, barley, and rye. It is primarily suitable for individuals with celiac disease or gluten allergies who adhere to a gluten-free diet. Gluten-free pizzas can be made with alternative flours such as rice flour, corn flour, and tapioca flour, and are baked with gluten-free tomato sauce, cheese, and toppings such as meats and vegetables. Global gluten-free pizza sales are expected to reach 30,000 tons in 2024, with an average selling price of \$5,500 per ton. Upstream: Raw Materials and Equipment Supply The core competitiveness of gluten-free pizza lies in the unique nature of its raw materials. Gluten-containing grains such as wheat, rye, and barley must be completely avoided, with the following alternatives being used instead: Base grains: Rice flour, corn flour, millet flour, buckwheat flour, quinoa flour, sorghum flour, etc. These grains are naturally gluten-free and are the primary ingredients for gluten-free pizza bases. Functional additives: Thickeners and binders: Tapioca starch, potato starch, xanthan gum, etc., are used to improve dough texture and address the brittleness caused by the lack of gluten in gluten-free ingredients. Nutritional enhancers: B vitamins, iron, calcium, etc., to compensate for the nutritional density deficiencies of gluten-free ingredients. Other ingredients: Gluten-free cheeses, vegetables, meats, fruits, and other toppings. Cross-contamination risks must be eliminated within the supply chain. Production equipment: Dedicated ovens, mixers, and forming machines must be adapted to the characteristics of gluten-free dough (such as low elasticity and high viscosity). Some companies customize their equipment to optimize production efficiency. Key Challenges: Raw Material Stability: Gluten-free grains are susceptible to

climate and origin, leading to significant price fluctuations (for example, quinoa prices once surged 300% due to surging demand).

**Cross-contamination Prevention:** Upstream suppliers must establish strict gluten-free production processes to avoid co-processing with gluten-containing crops.

**Midstream: Production and Processing** The production of gluten-free pizzas requires a balance between technological breakthroughs and cost control, and is primarily categorized into two models:

**Central Factory Model: Features:** Reduces unit costs through large-scale production. Products primarily consist of frozen pizzas, facilitating long-distance transportation and long-term storage.

**Technical Barriers:** Developing specialized formulas (such as a high ratio of corn flour and tapioca starch) and processes (such as low-temperature, slow fermentation) is required to simulate the texture and elasticity of traditional pizza.

**Front-Store, Back-Factory Model: Exemplary Companies:** Some high-end pizza restaurants and healthy restaurant chains.

**Features:** Made on-site, freshly served, and customizable flavors (such as vegetarian and low-calorie options), but limited availability.

**Downstream: Sales Channels and End-User Consumption** The increasingly diverse consumption scenarios and channels for gluten-free pizza are driving rapid market growth:

**Sales Channels: Retail:** Supermarkets, convenience stores, and specialty stores (such as gluten-free specialty stores) account for approximately 60% and are the primary sales outlets.

**E-commerce:** Sales on platforms like Tmall and JD.com have grown by over 50% annually, with improved cold chain logistics driving online consumption.

**Food Service:** Pizzerias, Western restaurants, and healthy snack shops offer freshly made gluten-free pizzas to meet immediate consumer needs.

**Consumer Groups: Core Demand:** People with celiac disease (approximately 1% globally) and those with gluten allergies (approximately 6%) strictly avoid gluten.

**Health Trends:** Fitness enthusiasts and those following a low-carb diet view gluten-free pizza as a healthy, low-sugar, high-fiber option.

**Children's Market:** Gluten-free pizza is often marketed as a snack for children to avoid potential allergic reactions to gluten.

The global Gluten-free Pizza market size was estimated at USD 165.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 5.90% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Gluten-free Pizza market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the

industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Gluten-free Pizza market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Gluten-free Pizza market.

### **Global Gluten-free Pizza Market: Market Segmentation Analysis**

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

### **Key Company**

Barilla  
Andriani Spa  
Dr. Schar  
Quinoa Corporation  
Garofalo  
Pasta Lensi  
Newlat  
Doves Farm Foods  
Bionaturae

RP's Pasta  
Hongrun Foods

### **Market Segmentation (by Type)**

Finished Products  
Semi-finished Products

### **Market Segmentation (by Application)**

Retail Shops  
Supermarket  
Online

### **Geographic Segmentation**

North America (USA, Canada, Mexico)  
Europe (Germany, UK, France, Russia, Italy, Rest of Europe)  
Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)  
South America (Brazil, Argentina, Columbia, Rest of South America)  
The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

### **Key Benefits of This Market Research:**

Industry drivers, restraints, and opportunities covered in the study  
Neutral perspective on the market performance  
Recent industry trends and developments  
Competitive landscape & strategies of key players  
Potential & niche segments and regions exhibiting promising growth covered  
Historical, current, and projected market size, in terms of value  
In-depth analysis of the Gluten-free Pizza Market  
Overview of the regional outlook of the Gluten-free Pizza Market:

### **Customization of the Report**

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

## Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Gluten-free Pizza Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Gluten-free Pizza, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

### **Key Reasons to Buy this Report:**

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

### **Customization of the Report**

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## Contents

### **1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE**

- 1.1 Market Definition and Statistical Scope of Gluten-free Pizza
- 1.2 Key Market Segments
  - 1.2.1 Gluten-free Pizza Segment by Type
  - 1.2.2 Gluten-free Pizza Segment by Application
- 1.3 Methodology & Sources of Information
  - 1.3.1 Research Methodology
  - 1.3.2 Research Process
  - 1.3.3 Market Breakdown and Data Triangulation
  - 1.3.4 Base Year
  - 1.3.5 Report Assumptions & Caveats

### **2 GLUTEN-FREE PIZZA MARKET OVERVIEW**

- 2.1 Global Market Overview
  - 2.1.1 Global Gluten-free Pizza Market Size (M USD) Estimates and Forecasts (2020-2035)
  - 2.1.2 Global Gluten-free Pizza Sales Estimates and Forecasts (2020-2035)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

### **3 GLUTEN-FREE PIZZA MARKET COMPETITIVE LANDSCAPE**

- 3.1 Company Assessment Quadrant
- 3.2 Global Gluten-free Pizza Product Life Cycle
- 3.3 Global Gluten-free Pizza Sales by Manufacturers (2020-2025)
- 3.4 Global Gluten-free Pizza Revenue Market Share by Manufacturers (2020-2025)
- 3.5 Gluten-free Pizza Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.6 Global Gluten-free Pizza Average Price by Manufacturers (2020-2025)
- 3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types
- 3.8 Gluten-free Pizza Market Competitive Situation and Trends
  - 3.8.1 Gluten-free Pizza Market Concentration Rate
  - 3.8.2 Global 5 and 10 Largest Gluten-free Pizza Players Market Share by Revenue
  - 3.8.3 Mergers & Acquisitions, Expansion

### **4 GLUTEN-FREE PIZZA INDUSTRY CHAIN ANALYSIS**

- 4.1 Gluten-free Pizza Industry Chain Analysis
- 4.2 Market Overview of Key Raw Materials
- 4.3 Midstream Market Analysis
- 4.4 Downstream Customer Analysis

## **5 THE DEVELOPMENT AND DYNAMICS OF GLUTEN-FREE PIZZA MARKET**

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
  - 5.4.1 New Product Developments
  - 5.4.2 Mergers & Acquisitions
  - 5.4.3 Expansions
  - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
  - 5.5.1 Industry Policies Analysis
  - 5.5.2 Economic Environment Analysis
  - 5.5.3 Social Environment Analysis
  - 5.5.4 Technological Environment Analysis
- 5.6 Global Gluten-free Pizza Market Porter's Five Forces Analysis
  - 5.6.1 Global Trade Frictions
  - 5.6.2 U.S. Tariff Policy ? April 2025
  - 5.6.3 Global Trade Frictions and Their Impacts to Gluten-free Pizza Market
- 5.7 ESG Ratings of Leading Companies

## **6 GLUTEN-FREE PIZZA MARKET SEGMENTATION BY TYPE**

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Gluten-free Pizza Sales Market Share by Type (2020-2025)
- 6.3 Global Gluten-free Pizza Market Size by Type (2020-2025)
- 6.4 Global Gluten-free Pizza Price by Type (2020-2025)

## **7 GLUTEN-FREE PIZZA MARKET SEGMENTATION BY APPLICATION**

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Gluten-free Pizza Market Sales by Application (2020-2025)
- 7.3 Global Gluten-free Pizza Market Size (M USD) by Application (2020-2025)

## 7.4 Global Gluten-free Pizza Sales Growth Rate by Application (2020-2025)

# 8 GLUTEN-FREE PIZZA MARKET SALES BY REGION

## 8.1 Global Gluten-free Pizza Sales by Region

### 8.1.1 Global Gluten-free Pizza Sales by Region

### 8.1.2 Global Gluten-free Pizza Sales Market Share by Region

## 8.2 Global Gluten-free Pizza Market Size by Region

### 8.2.1 Global Gluten-free Pizza Market Size by Region

### 8.2.2 Global Gluten-free Pizza Market Size by Region

## 8.3 North America

### 8.3.1 North America Gluten-free Pizza Sales by Country

### 8.3.2 North America Gluten-free Pizza Market Size by Country

### 8.3.3 U.S. Market Overview

### 8.3.4 Canada Market Overview

### 8.3.5 Mexico Market Overview

## 8.4 Europe

### 8.4.1 Europe Gluten-free Pizza Sales by Country

### 8.4.2 Europe Gluten-free Pizza Market Size by Country

### 8.4.3 Germany Market Overview

### 8.4.4 France Market Overview

### 8.4.5 U.K. Market Overview

### 8.4.6 Italy Market Overview

### 8.4.7 Spain Market Overview

## 8.5 Asia Pacific

### 8.5.1 Asia Pacific Gluten-free Pizza Sales by Region

### 8.5.2 Asia Pacific Gluten-free Pizza Market Size by Region

### 8.5.3 China Market Overview

### 8.5.4 Japan Market Overview

### 8.5.5 South Korea Market Overview

### 8.5.6 India Market Overview

### 8.5.7 Southeast Asia Market Overview

## 8.6 South America

### 8.6.1 South America Gluten-free Pizza Sales by Country

### 8.6.2 South America Gluten-free Pizza Market Size by Country

### 8.6.3 Brazil Market Overview

### 8.6.4 Argentina Market Overview

### 8.6.5 Columbia Market Overview

## 8.7 Middle East and Africa

- 8.7.1 Middle East and Africa Gluten-free Pizza Sales by Region
- 8.7.2 Middle East and Africa Gluten-free Pizza Market Size by Region
- 8.7.3 Saudi Arabia Market Overview
- 8.7.4 UAE Market Overview
- 8.7.5 Egypt Market Overview
- 8.7.6 Nigeria Market Overview
- 8.7.7 South Africa Market Overview

## **9 GLUTEN-FREE PIZZA MARKET PRODUCTION BY REGION**

- 9.1 Global Production of Gluten-free Pizza by Region(2020-2025)
- 9.2 Global Gluten-free Pizza Revenue Market Share by Region (2020-2025)
- 9.3 Global Gluten-free Pizza Production, Revenue, Price and Gross Margin (2020-2025)
- 9.4 North America Gluten-free Pizza Production
  - 9.4.1 North America Gluten-free Pizza Production Growth Rate (2020-2025)
  - 9.4.2 North America Gluten-free Pizza Production, Revenue, Price and Gross Margin (2020-2025)
- 9.5 Europe Gluten-free Pizza Production
  - 9.5.1 Europe Gluten-free Pizza Production Growth Rate (2020-2025)
  - 9.5.2 Europe Gluten-free Pizza Production, Revenue, Price and Gross Margin (2020-2025)
- 9.6 Japan Gluten-free Pizza Production (2020-2025)
  - 9.6.1 Japan Gluten-free Pizza Production Growth Rate (2020-2025)
  - 9.6.2 Japan Gluten-free Pizza Production, Revenue, Price and Gross Margin (2020-2025)
- 9.7 China Gluten-free Pizza Production (2020-2025)
  - 9.7.1 China Gluten-free Pizza Production Growth Rate (2020-2025)
  - 9.7.2 China Gluten-free Pizza Production, Revenue, Price and Gross Margin (2020-2025)

## **10 KEY COMPANIES PROFILE**

- 10.1 Barilla
  - 10.1.1 Barilla Basic Information
  - 10.1.2 Barilla Gluten-free Pizza Product Overview
  - 10.1.3 Barilla Gluten-free Pizza Product Market Performance
  - 10.1.4 Barilla Business Overview
  - 10.1.5 Barilla SWOT Analysis
  - 10.1.6 Barilla Recent Developments

## 10.2 Andriani Spa

10.2.1 Andriani Spa Basic Information

10.2.2 Andriani Spa Gluten-free Pizza Product Overview

10.2.3 Andriani Spa Gluten-free Pizza Product Market Performance

10.2.4 Andriani Spa Business Overview

10.2.5 Andriani Spa SWOT Analysis

10.2.6 Andriani Spa Recent Developments

## 10.3 Dr. Schar

10.3.1 Dr. Schar Basic Information

10.3.2 Dr. Schar Gluten-free Pizza Product Overview

10.3.3 Dr. Schar Gluten-free Pizza Product Market Performance

10.3.4 Dr. Schar Business Overview

10.3.5 Dr. Schar SWOT Analysis

10.3.6 Dr. Schar Recent Developments

## 10.4 Quinoa Corporation

10.4.1 Quinoa Corporation Basic Information

10.4.2 Quinoa Corporation Gluten-free Pizza Product Overview

10.4.3 Quinoa Corporation Gluten-free Pizza Product Market Performance

10.4.4 Quinoa Corporation Business Overview

10.4.5 Quinoa Corporation Recent Developments

## 10.5 Garofalo

10.5.1 Garofalo Basic Information

10.5.2 Garofalo Gluten-free Pizza Product Overview

10.5.3 Garofalo Gluten-free Pizza Product Market Performance

10.5.4 Garofalo Business Overview

10.5.5 Garofalo Recent Developments

## 10.6 Pasta Lensi

10.6.1 Pasta Lensi Basic Information

10.6.2 Pasta Lensi Gluten-free Pizza Product Overview

10.6.3 Pasta Lensi Gluten-free Pizza Product Market Performance

10.6.4 Pasta Lensi Business Overview

10.6.5 Pasta Lensi Recent Developments

## 10.7 Newlat

10.7.1 Newlat Basic Information

10.7.2 Newlat Gluten-free Pizza Product Overview

10.7.3 Newlat Gluten-free Pizza Product Market Performance

10.7.4 Newlat Business Overview

10.7.5 Newlat Recent Developments

## 10.8 Doves Farm Foods

- 10.8.1 Doves Farm Foods Basic Information
- 10.8.2 Doves Farm Foods Gluten-free Pizza Product Overview
- 10.8.3 Doves Farm Foods Gluten-free Pizza Product Market Performance
- 10.8.4 Doves Farm Foods Business Overview
- 10.8.5 Doves Farm Foods Recent Developments
- 10.9 Bionaturae
  - 10.9.1 Bionaturae Basic Information
  - 10.9.2 Bionaturae Gluten-free Pizza Product Overview
  - 10.9.3 Bionaturae Gluten-free Pizza Product Market Performance
  - 10.9.4 Bionaturae Business Overview
  - 10.9.5 Bionaturae Recent Developments
- 10.10 RP's Pasta
  - 10.10.1 RP's Pasta Basic Information
  - 10.10.2 RP's Pasta Gluten-free Pizza Product Overview
  - 10.10.3 RP's Pasta Gluten-free Pizza Product Market Performance
  - 10.10.4 RP's Pasta Business Overview
  - 10.10.5 RP's Pasta Recent Developments
- 10.11 Hongrun Foods
  - 10.11.1 Hongrun Foods Basic Information
  - 10.11.2 Hongrun Foods Gluten-free Pizza Product Overview
  - 10.11.3 Hongrun Foods Gluten-free Pizza Product Market Performance
  - 10.11.4 Hongrun Foods Business Overview
  - 10.11.5 Hongrun Foods Recent Developments

## **11 GLUTEN-FREE PIZZA MARKET FORECAST BY REGION**

- 11.1 Global Gluten-free Pizza Market Size Forecast
- 11.2 Global Gluten-free Pizza Market Forecast by Region
  - 11.2.1 North America Market Size Forecast by Country
  - 11.2.2 Europe Gluten-free Pizza Market Size Forecast by Country
  - 11.2.3 Asia Pacific Gluten-free Pizza Market Size Forecast by Region
  - 11.2.4 South America Gluten-free Pizza Market Size Forecast by Country
  - 11.2.5 Middle East and Africa Forecasted Sales of Gluten-free Pizza by Country

## **12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)**

- 12.1 Global Gluten-free Pizza Market Forecast by Type (2026-2035)
  - 12.1.1 Global Forecasted Sales of Gluten-free Pizza by Type (2026-2035)
  - 12.1.2 Global Gluten-free Pizza Market Size Forecast by Type (2026-2035)

- 12.1.3 Global Forecasted Price of Gluten-free Pizza by Type (2026-2035)
- 12.2 Global Gluten-free Pizza Market Forecast by Application (2026-2035)
  - 12.2.1 Global Gluten-free Pizza Sales (K MT) Forecast by Application
  - 12.2.2 Global Gluten-free Pizza Market Size (M USD) Forecast by Application (2026-2035)

## **13 CONCLUSION AND KEY FINDINGS**

## List Of Tables

### LIST OF TABLES

- Table 1. Introduction of the Type
- Table 2. Introduction of the Application
- Table 3. Global Gluten-free Pizza Market Size by Type (M USD)
- Table 4. Global Gluten-free Pizza Market Size by Application
- Table 5. Gluten-free Pizza Market Size Comparison by Region (M USD)
- Table 6. Global Gluten-free Pizza Sales (K MT) by Manufacturers (2020-2025)
- Table 7. Global Gluten-free Pizza Sales Market Share by Manufacturers (2020-2025)
- Table 8. Global Gluten-free Pizza Revenue (M USD) by Manufacturers (2020-2025)
- Table 9. Global Gluten-free Pizza Revenue Share by Manufacturers (2020-2025)
- Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Gluten-free Pizza as of 2025)
- Table 11. Global Market Gluten-free Pizza Average Price (USD/KG) of Key Manufacturers (2020-2025)
- Table 12. Manufacturers? Manufacturing Sites, Areas Served
- Table 13. Manufacturers? Product Type
- Table 14. Global Gluten-free Pizza Manufacturers Market Concentration Ratio (CR5 and HHI)
- Table 15. Mergers & Acquisitions, Expansion Plans
- Table 16. Market Overview of Key Raw Materials
- Table 17. Midstream Market Analysis
- Table 18. Downstream Customer Analysis
- Table 19. Key Development Trends
- Table 20. Driving Factors
- Table 21. Gluten-free Pizza Market Challenges
- Table 22. Goldman Sachs' forecast real GDP growth rate for 2025-2026
- Table 23. S&P Global ' Forecast Real GDP Growth Rate For 2025-2027
- Table 24. World Bank ' Forecast Real GDP Growth Rate For 2025-2026
- Table 25. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries
- Table 26. Global Gluten-free Pizza Sales by Type (K MT)
- Table 27. Global Gluten-free Pizza Market Size by Type (M USD)
- Table 28. Global Gluten-free Pizza Sales (K MT) by Type (2020-2025)
- Table 29. Global Gluten-free Pizza Sales Market Share by Type (2020-2025)
- Table 30. Global Gluten-free Pizza Market Size (M USD) by Type (2020-2025)
- Table 31. Global Gluten-free Pizza Market Share by Type (2020-2025)

- Table 32. Global Gluten-free Pizza Price (USD/KG) by Type (2020-2025)
- Table 33. Global Gluten-free Pizza Sales (K MT) by Application
- Table 34. Global Gluten-free Pizza Market Size by Application
- Table 35. Global Gluten-free Pizza Sales by Application (2020-2025) & (K MT)
- Table 36. Global Gluten-free Pizza Sales Market Share by Application (2020-2025)
- Table 37. Global Gluten-free Pizza Market Size by Application (2020-2025) & (M USD)
- Table 38. Global Gluten-free Pizza Market Share by Application (2020-2025)
- Table 39. Global Gluten-free Pizza Sales Growth Rate by Application (2020-2025)
- Table 40. Global Gluten-free Pizza Sales by Region (2020-2025) & (K MT)
- Table 41. Global Gluten-free Pizza Sales Market Share by Region (2020-2025)
- Table 42. Global Gluten-free Pizza Market Size by Region (2020-2025) & (M USD)
- Table 43. Global Gluten-free Pizza Market Size by Region (2020-2025)
- Table 44. North America Gluten-free Pizza Sales by Country (2020-2025) & (K MT)
- Table 45. North America Gluten-free Pizza Market Size by Country (2020-2025) & (M USD)
- Table 46. Europe Gluten-free Pizza Sales by Country (2020-2025) & (K MT)
- Table 47. Europe Gluten-free Pizza Market Size by Country (2020-2025) & (M USD)
- Table 48. Asia Pacific Gluten-free Pizza Sales by Region (2020-2025) & (K MT)
- Table 49. Asia Pacific Gluten-free Pizza Market Size by Region (2020-2025) & (M USD)
- Table 50. South America Gluten-free Pizza Sales by Country (2020-2025) & (K MT)
- Table 51. South America Gluten-free Pizza Market Size by Country (2020-2025) & (M USD)
- Table 52. Middle East and Africa Gluten-free Pizza Sales by Region (2020-2025) & (K MT)
- Table 53. Middle East and Africa Gluten-free Pizza Market Size by Region (2020-2025) & (M USD)
- Table 54. Global Gluten-free Pizza Production (K MT) by Region(2020-2025)
- Table 55. Global Gluten-free Pizza Revenue (US\$ Million) by Region (2020-2025)
- Table 56. Global Gluten-free Pizza Revenue Market Share by Region (2020-2025)
- Table 57. Global Gluten-free Pizza Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
- Table 58. North America Gluten-free Pizza Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
- Table 59. Europe Gluten-free Pizza Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
- Table 60. Japan Gluten-free Pizza Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
- Table 61. China Gluten-free Pizza Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)

- Table 62. Barilla Basic Information
- Table 63. Barilla Gluten-free Pizza Product Overview
- Table 64. Barilla Gluten-free Pizza Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 65. Barilla Business Overview
- Table 66. Barilla SWOT Analysis
- Table 67. Barilla Recent Developments
- Table 68. Andriani Spa Basic Information
- Table 69. Andriani Spa Gluten-free Pizza Product Overview
- Table 70. Andriani Spa Gluten-free Pizza Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 71. Andriani Spa Business Overview
- Table 72. Andriani Spa SWOT Analysis
- Table 73. Andriani Spa Recent Developments
- Table 74. Dr. Schar Basic Information
- Table 75. Dr. Schar Gluten-free Pizza Product Overview
- Table 76. Dr. Schar Gluten-free Pizza Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 77. Dr. Schar Business Overview
- Table 78. Dr. Schar SWOT Analysis
- Table 79. Dr. Schar Recent Developments
- Table 80. Quinoa Corporation Basic Information
- Table 81. Quinoa Corporation Gluten-free Pizza Product Overview
- Table 82. Quinoa Corporation Gluten-free Pizza Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 83. Quinoa Corporation Business Overview
- Table 84. Quinoa Corporation Recent Developments
- Table 85. Garofalo Basic Information
- Table 86. Garofalo Gluten-free Pizza Product Overview
- Table 87. Garofalo Gluten-free Pizza Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 88. Garofalo Business Overview
- Table 89. Garofalo Recent Developments
- Table 90. Pasta Lensi Basic Information
- Table 91. Pasta Lensi Gluten-free Pizza Product Overview
- Table 92. Pasta Lensi Gluten-free Pizza Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)
- Table 93. Pasta Lensi Business Overview
- Table 94. Pasta Lensi Recent Developments

Table 95. Newlat Basic Information

Table 96. Newlat Gluten-free Pizza Product Overview

Table 97. Newlat Gluten-free Pizza Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 98. Newlat Business Overview

Table 99. Newlat Recent Developments

Table 100. Doves Farm Foods Basic Information

Table 101. Doves Farm Foods Gluten-free Pizza Product Overview

Table 102. Doves Farm Foods Gluten-free Pizza Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 103. Doves Farm Foods Business Overview

Table 104. Doves Farm Foods Recent Developments

Table 105. Bionaturae Basic Information

Table 106. Bionaturae Gluten-free Pizza Product Overview

Table 107. Bionaturae Gluten-free Pizza Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 108. Bionaturae Business Overview

Table 109. Bionaturae Recent Developments

Table 110. RP's Pasta Basic Information

Table 111. RP's Pasta Gluten-free Pizza Product Overview

Table 112. RP's Pasta Gluten-free Pizza Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 113. RP's Pasta Business Overview

Table 114. RP's Pasta Recent Developments

Table 115. Hongrun Foods Basic Information

Table 116. Hongrun Foods Gluten-free Pizza Product Overview

Table 117. Hongrun Foods Gluten-free Pizza Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 118. Hongrun Foods Business Overview

Table 119. Hongrun Foods Recent Developments

Table 120. Global Gluten-free Pizza Sales Forecast by Region (2026-2035) & (K MT)

Table 121. Global Gluten-free Pizza Market Size Forecast by Region (2026-2035) & (M USD)

Table 122. North America Gluten-free Pizza Sales Forecast by Country (2026-2035) & (K MT)

Table 123. North America Gluten-free Pizza Market Size Forecast by Country (2026-2035) & (M USD)

Table 124. Europe Gluten-free Pizza Sales Forecast by Country (2026-2035) & (K MT)

Table 125. Europe Gluten-free Pizza Market Size Forecast by Country (2026-2035) &

(M USD)

Table 126. Asia Pacific Gluten-free Pizza Sales Forecast by Region (2026-2035) & (K MT)

Table 127. Asia Pacific Gluten-free Pizza Market Size Forecast by Region (2026-2035) & (M USD)

Table 128. South America Gluten-free Pizza Sales Forecast by Country (2026-2035) & (K MT)

Table 129. South America Gluten-free Pizza Market Size Forecast by Country (2026-2035) & (M USD)

Table 130. Middle East and Africa Gluten-free Pizza Sales Forecast by Country (2026-2035) & (Units)

Table 131. Middle East and Africa Gluten-free Pizza Market Size Forecast by Country (2026-2035) & (M USD)

Table 132. Global Gluten-free Pizza Sales Forecast by Type (2026-2035) & (K MT)

Table 133. Global Gluten-free Pizza Market Size Forecast by Type (2026-2035) & (M USD)

Table 134. Global Gluten-free Pizza Price Forecast by Type (2026-2035) & (USD/KG)

Table 135. Global Gluten-free Pizza Sales (K MT) Forecast by Application (2026-2035)

Table 136. Global Gluten-free Pizza Market Size Forecast by Application (2026-2035) & (M USD)

## List Of Figures

### LIST OF FIGURES

- Figure 1. Product Picture of Gluten-free Pizza
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Gluten-free Pizza Market Size (M USD), 2025-2035
- Figure 5. Global Gluten-free Pizza Market Size (M USD) (2020-2035)
- Figure 6. Global Gluten-free Pizza Sales (K MT) & (2020-2035)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Gluten-free Pizza Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Gluten-free Pizza Product Life Cycle
- Figure 13. Gluten-free Pizza Sales Share by Manufacturers in 2025
- Figure 14. Global Gluten-free Pizza Revenue Share by Manufacturers in 2025
- Figure 15. Gluten-free Pizza Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 16. Global Market Gluten-free Pizza Average Price (USD/KG) of Key Manufacturers in 2025
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Gluten-free Pizza Revenue in 2025
- Figure 18. Industry Chain Map of Gluten-free Pizza
- Figure 19. Global Gluten-free Pizza Market PEST Analysis
- Figure 20. Global Gluten-free Pizza Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Gluten-free Pizza Market Share by Type
- Figure 27. Sales Market Share of Gluten-free Pizza by Type (2020-2025)
- Figure 28. Sales Market Share of Gluten-free Pizza by Type in 2025
- Figure 29. Market Share of Gluten-free Pizza by Type (2020-2025)
- Figure 30. Market Share of Gluten-free Pizza by Type in 2025
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Gluten-free Pizza Market Share by Application

- Figure 33. Global Gluten-free Pizza Sales Market Share by Application (2020-2025)
- Figure 34. Global Gluten-free Pizza Sales Market Share by Application in 2025
- Figure 35. Global Gluten-free Pizza Market Share by Application (2020-2025)
- Figure 36. Global Gluten-free Pizza Market Share by Application in 2025
- Figure 37. Global Gluten-free Pizza Sales Growth Rate by Application (2020-2025)
- Figure 38. Global Gluten-free Pizza Sales Market Share by Region (2020-2025)
- Figure 39. Global Gluten-free Pizza Market Size by Region (2020-2025)
- Figure 40. North America Gluten-free Pizza Sales and Growth Rate (2020-2025) & (K MT)
- Figure 41. North America Gluten-free Pizza Sales and Growth Rate (2020-2025) & (K MT)
- Figure 42. North America Gluten-free Pizza Sales Market Share by Country in 2024
- Figure 43. North America Gluten-free Pizza Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 44. North America Gluten-free Pizza Market Size by Country in 2024
- Figure 45. U.S. Gluten-free Pizza Sales and Growth Rate (2020-2025) & (K MT)
- Figure 46. U.S. Gluten-free Pizza Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 47. Canada Gluten-free Pizza Sales (K MT) and Growth Rate (2020-2025)
- Figure 48. Canada Gluten-free Pizza Market Size (M USD) and Growth Rate (2020-2025)
- Figure 49. Mexico Gluten-free Pizza Sales (Units) and Growth Rate (2020-2025)
- Figure 50. Mexico Gluten-free Pizza Market Size (Units) and Growth Rate (2020-2025)
- Figure 51. Europe Gluten-free Pizza Sales and Growth Rate (2020-2025) & (K MT)
- Figure 52. Europe Gluten-free Pizza Sales Market Share by Country in 2024
- Figure 53. Europe Gluten-free Pizza Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 54. Europe Gluten-free Pizza Market Size by Country in 2024
- Figure 55. Germany Gluten-free Pizza Sales and Growth Rate (2020-2025) & (K MT)
- Figure 56. Germany Gluten-free Pizza Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 57. France Gluten-free Pizza Sales and Growth Rate (2020-2025) & (K MT)
- Figure 58. France Gluten-free Pizza Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 59. U.K. Gluten-free Pizza Sales and Growth Rate (2020-2025) & (K MT)
- Figure 60. U.K. Gluten-free Pizza Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 61. Italy Gluten-free Pizza Sales and Growth Rate (2020-2025) & (K MT)
- Figure 62. Italy Gluten-free Pizza Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 63. Spain Gluten-free Pizza Sales and Growth Rate (2020-2025) & (K MT)
- Figure 64. Spain Gluten-free Pizza Market Size and Growth Rate (2020-2025) & (M

USD)

Figure 65. Asia Pacific Gluten-free Pizza Sales and Growth Rate (K MT)

Figure 66. Asia Pacific Gluten-free Pizza Sales Market Share by Region in 2024

Figure 67. Asia Pacific Gluten-free Pizza Market Size by Region in 2024

Figure 68. China Gluten-free Pizza Sales and Growth Rate (2020-2025) & (K MT)

Figure 69. China Gluten-free Pizza Market Size and Growth Rate (2020-2025) & (M USD)

Figure 70. Japan Gluten-free Pizza Sales and Growth Rate (2020-2025) & (K MT)

Figure 71. Japan Gluten-free Pizza Market Size and Growth Rate (2020-2025) & (M USD)

Figure 72. South Korea Gluten-free Pizza Sales and Growth Rate (2020-2025) & (K MT)

Figure 73. South Korea Gluten-free Pizza Market Size and Growth Rate (2020-2025) & (M USD)

Figure 74. India Gluten-free Pizza Sales and Growth Rate (2020-2025) & (K MT)

Figure 75. India Gluten-free Pizza Market Size and Growth Rate (2020-2025) & (M USD)

Figure 76. Southeast Asia Gluten-free Pizza Sales and Growth Rate (2020-2025) & (K MT)

Figure 77. Southeast Asia Gluten-free Pizza Market Size and Growth Rate (2020-2025) & (M USD)

Figure 78. South America Gluten-free Pizza Sales and Growth Rate (K MT)

Figure 79. South America Gluten-free Pizza Sales Market Share by Country in 2024

Figure 80. South America Gluten-free Pizza Market Size and Growth Rate (M USD)

Figure 81. South America Gluten-free Pizza Market Size by Country in 2024

Figure 82. Brazil Gluten-free Pizza Sales and Growth Rate (2020-2025) & (K MT)

Figure 83. Brazil Gluten-free Pizza Market Size and Growth Rate (2020-2025) & (M USD)

Figure 84. Argentina Gluten-free Pizza Sales and Growth Rate (2020-2025) & (K MT)

Figure 85. Argentina Gluten-free Pizza Market Size and Growth Rate (2020-2025) & (M USD)

Figure 86. Columbia Gluten-free Pizza Sales and Growth Rate (2020-2025) & (K MT)

Figure 87. Columbia Gluten-free Pizza Market Size and Growth Rate (2020-2025) & (M USD)

Figure 88. Middle East and Africa Gluten-free Pizza Sales and Growth Rate (K MT)

Figure 89. Middle East and Africa Gluten-free Pizza Sales Market Share by Region in 2024

Figure 90. Middle East and Africa Gluten-free Pizza Market Size and Growth Rate (M USD)

Figure 91. Middle East and Africa Gluten-free Pizza Market Size by Region in 2024

Figure 92. Saudi Arabia Gluten-free Pizza Sales and Growth Rate (2020-2025) & (K MT)

Figure 93. Saudi Arabia Gluten-free Pizza Market Size and Growth Rate (2020-2025) & (M USD)

Figure 94. UAE Gluten-free Pizza Sales and Growth Rate (2020-2025) & (K MT)

Figure 95. UAE Gluten-free Pizza Market Size and Growth Rate (2020-2025) & (M USD)

Figure 96. Egypt Gluten-free Pizza Sales and Growth Rate (2020-2025) & (K MT)

Figure 97. Egypt Gluten-free Pizza Market Size and Growth Rate (2020-2025) & (M USD)

Figure 98. Nigeria Gluten-free Pizza Sales and Growth Rate (2020-2025) & (K MT)

Figure 99. Nigeria Gluten-free Pizza Market Size and Growth Rate (2020-2025) & (M USD)

Figure 100. South Africa Gluten-free Pizza Sales and Growth Rate (2020-2025) & (K MT)

Figure 101. South Africa Gluten-free Pizza Market Size and Growth Rate (2020-2025) & (M USD)

Figure 102. Global Gluten-free Pizza Production Market Share by Region (2020-2025)

Figure 103. North America Gluten-free Pizza Production (K MT) Growth Rate (2020-2025)

Figure 104. Europe Gluten-free Pizza Production (K MT) Growth Rate (2020-2025)

Figure 105. Japan Gluten-free Pizza Production (K MT) Growth Rate (2020-2025)

Figure 106. China Gluten-free Pizza Production (K MT) Growth Rate (2020-2025)

Figure 107. Global Gluten-free Pizza Sales Forecast by Volume (2020-2035) & (K MT)

Figure 108. Global Gluten-free Pizza Market Size Forecast by Value (2020-2035) & (M USD)

Figure 109. Global Gluten-free Pizza Sales Market Share Forecast by Type (2026-2035)

Figure 110. Global Gluten-free Pizza Market Share Forecast by Type (2026-2035)

Figure 111. Global Gluten-free Pizza Sales Forecast by Application (2026-2035)

Figure 112. Global Gluten-free Pizza Market Share Forecast by Application (2026-2035)

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