

Food Intolerance in the US

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Abstracts

According to the National Institute of Health (NIH), coeliac disease – an allergic reaction to gluten – affects approximately one in 141 people of the US population. The disease is marked by an inability to process foods containing gluten, causing abdominal pain, discomfort, fatigue and diarrhoea. American consumers, even those without coeliac disease, began to avoid gluten in the hopes of feeling more energetic. This health trend turned gluten-free food into a big business in the US, and it is...

Euromonitor International's Food Intolerance in USA report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2008-2012, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2017 illustrate how the market is set to change.

Product coverage: Diabetic Food, Gluten-free Food, Lactose-free Food, Other HW Special Baby Milk Formula.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Food Intolerance market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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