

# 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.

## Contents

Headlines

Trends

Competitive Landscape

Prospects

Category Data

Table 1 Sales of Food Intolerance by Category: Value 2007-2012

Table 2 Sales of Food Intolerance by Category: % Value Growth 2007-2012

Table 3 Lactose-free Dairy Products by Type: % Value Breakdown 2007-2012

Table 4 Food Intolerance NBO Company Shares 2008-2012

Table 5 Food Intolerance NBO Brand Shares 2009-2012

Table 6 Forecast Sales of Food Intolerance by Category: Value 2012-2017

Table 7 Forecast Sales of Food Intolerance by Category: % Value Growth 2012-2017

Hain Celestial Group Inc, the in Health and Wellness (usa)

Strategic Direction

Key Facts

Summary 1 The Hain Celestial Group: Key Facts

Summary 2 The Hain Celestial Group: Operational Indicators

Company Background

Competitive Positioning

Summary 3 The Hain Celestial Group: Competitive Position 2012

Executive Summary

Health and Wellness Grows at Slower Pace in 2012

Food Makers Focus on Gluten-free Products

PepsiCo Is Leader in Health and Wellness

Supermarkets Leading Channel for Health and Wellness Products

Forecast Growth To Be Driven by Baby Boomers and Parents

Key Trends and Developments

Consumers Demand To Know What Is in Their Food

Gluten-free Becomes the Trendiest Health Trend

Fight Over Gmos

Government Attempts To Reduce Child Obesity

Meeting the Needs of the Ageing US Population

Market Data

Table 8 Sales of Health and Wellness by Type: Value 2007-2012

Table 9 Sales of Health and Wellness by Type: % Value Growth 2007-2012

Table 10 Sales of Health and Wellness by Category: Value 2007-2012

Table 11 Sales of Health and Wellness by Category: % Value Growth 2007-2012

Table 12 Sales of Health and Wellness by Prime Positioning: Value 2007-2012

Table 13 Sales of Health and Wellness by Prime Positioning: % Value Growth  
2007-2012

Table 14 Health and Wellness GBO Company Shares 2008-2012

Table 15 Health and Wellness NBO Company Shares 2008-2012

Table 16 Health and Wellness NBO Brand Shares 2009-2012

Table 17 Forecast Sales of Health and Wellness by Type: Value 2012-2017

Table 18 Forecast Sales of Health and Wellness by Type: % Value Growth 2012-2017

Table 19 Forecast Sales of Health and Wellness by Category: Value 2012-2017

Table 20 Forecast Sales of Health and Wellness by Category: % Value Growth  
2012-2017

Table 21 Forecast Sales of Health and Wellness by Prime Positioning: Value  
2012-2017

Table 22 Forecast Sales of Health and Wellness by Prime Positioning: % Value  
Growth 2012-2017

Sources

Summary 4 Research Sources

Appendix

National Legislation

Advertising

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