

# “Free From” Food Movement: Driving Growth in Health and Wellness Space

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## Abstracts

The consumption of free from dairy and gluten foods has moved beyond nutritional needs related to intolerances or allergies. Many consumers identify these products as healthier for them than the regular offerings, consolidating free from foods as one of the key growth drivers in the health and wellness space. This report gives an overview of the global “free from” food industry, exploring main trends, key growth areas and challenges in the free from dairy and free from gluten spaces.

Euromonitor International's “Free From” Food Movement: Driving Growth in Health and Wellness Space global briefing offers an insight into to the size and shape of the health and wellness marketplace, highlights buzz topics, emerging trends, categories and geographies as well as pressing industry issues and white spaces. It identifies the leading companies and brands, offers strategic analysis of key factors influencing wellbeing market - be they new product developments, packaging and ingredients innovations, introduction of new regulatory schemes, economic/lifestyle influences, distribution or retail pricing issues. Forecasts illustrate how the market is set to change and criteria for success.

**Product coverage:** Focus Categories by Key Functional Ingredients, Health and Wellness by Category, Health and Wellness by Prime Positioning and Focus Categories by Key Functional Ingredients, Health and Wellness by Type, Health Wellness by Prime Positioning.

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

## Why buy this report?

Get a detailed picture of the Health and Wellness 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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