

# Free From in China

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## Abstracts

Free from packaged food, which had been recording positive value growth throughout the earlier years of the review period, registered declining sales in 2020. Dairy products do not have such rigid demand as some of the other areas in free from, and consumers became more price-conscious due to the impact of COVID-19, switching to cheaper packaged products or even unpackaged products. However, free from dairy as well as free from packaged food as a whole were back to recording positive growth agai...

Euromonitor International's Free From in China 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 2017-2021, 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 2026 illustrate how the market is set to change.

**Product coverage:** Free From Allergens, Free From Dairy, Free From Gluten, Free From Lactose, Free From Meat.

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

## Why buy this report?

Get a detailed picture of the Free From 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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Free from dairy back on a positive growth track in 2021 after COVID-19 results in declining sales in 2020

Players helping free from meat to continue developing with new products and marketing drives

Free from products for babies still growing but declining birth rate is constraining sales

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