

Global Gluten-free Pizza Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Gluten-free Pizza market size was valued at US\$ 198 million in 2025 and is forecast to a readjusted size of US\$ 327 million by 2032 with a CAGR of 5.7% during review period.

Global gluten-free pizza sales are expected to reach 35,000 tons in 2025, with an average selling price of \$5,500 per ton.

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.

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.

Key market drivers primarily include the following factors:

Rising Health Consciousness Drives Demand for Staple Food Alternatives

Market growth for gluten-free pizza is primarily driven by consumers' heightened awareness of healthy eating. Beyond individuals suffering from celiac disease, gluten intolerance, or wheat allergies, an increasing number of general consumers now view gluten-free foods as a dietary choice that feels 'lighter' on the body, is easier to digest,

or aligns better with principles of sugar control, low-allergen diets, and 'clean label' consumption. Pizza is a high-frequency choice within both casual dining and home-based convenience food categories; however, traditional pizza bases are predominantly made from wheat flour, which has historically restricted consumption for certain groups with specific dietary requirements. By utilizing alternative ingredients?such as rice flour, corn flour, tapioca flour, cauliflower, and almond flour?gluten-free pizza has broadened its appeal to a wider demographic, thereby expanding its market scope from strictly medical dietary needs to broader, health-conscious consumer scenarios.

Foodservice and Retail Frozen Food Channels Jointly Drive Market Penetration

Gluten-free pizza is well-suited for menu expansion within foodservice establishments, as well as for retail channels covering frozen foods, ready-to-eat meals, and home baking scenarios. The addition of gluten-free options by pizza chains, casual dining restaurants, cafes, and hotels helps cater to diverse dietary needs and expands their overall customer reach. Concurrently, the maturation of distribution channels?including supermarkets, membership-based warehouse clubs, e-commerce platforms, and dedicated frozen food networks?has made it significantly more convenient for consumers to purchase gluten-free pizza for home consumption. Driven by advancements in cold-chain logistics, processed food manufacturing, and packaging preservation technologies, gluten-free pizza products have seen continuous improvements in texture, reheating performance, shelf stability, and purchasing convenience?factors that are propelling their transition from a niche specialty item to a staple of everyday consumption.

Product Innovation and Brand Differentiation Boost Market Acceptance

In its early stages, gluten-free pizza often faced challenges such as a hard crust texture, lack of elasticity, high price points, and limited flavor options?issues that hindered consumer repurchase rates. In recent years, however, manufacturers have enhanced the product experience through strategies such as formula optimization, the use of compound flour systems, plant-based ingredients, high-protein formulations, low-carbohydrate crusts, and 'clean label' ingredient lists. These efforts have brought gluten-free pizza closer to traditional pizza in terms of texture, nutritional profile, and flavor variety. Concurrently, brands are establishing a competitive edge through differentiation by positioning their products around themes such as health, allergen-friendliness, vegan compatibility, natural ingredients, and premium frozen foods. As consumer acceptance of functional, personalized, and high-quality convenience foods continues to rise, the market potential for gluten-free pizza is expanding even further.

This report is a detailed and comprehensive analysis for global Gluten-free Pizza market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Gluten-free Pizza market size and forecasts, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/Ton), 2021-2032

Global Gluten-free Pizza market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/Ton), 2021-2032

Global Gluten-free Pizza market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (Tons), and average selling prices (US\$/Ton), 2021-2032

Global Gluten-free Pizza market shares of main players, shipments in revenue (\$ Million), sales quantity (Tons), and ASP (US\$/Ton), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Gluten-free Pizza

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Gluten-free Pizza market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies

covered as a part of this study include Barilla (IT), Andriani Spa (IT), Dr. Schär (IT), Quinoa Corporation (US), Garofalo (IT), Pasta Lensi (IT), Newlat (IT), Doves Farm Foods (GB), Bionaturae (US), RP's Pasta (US), etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Gluten-free Pizza market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

- Finished Products

- Semi-finished Products

Market segment by Dimensions

- 6-7 Inches

- 9-10 Inches

- 11-12 Inches

- 13-14 Inches

- 15 Inches and above

Market segment by Material

- Rice Flour-based Pizza

- Corn Flour-based Pizza

Potato Starch-based Pizza

Others

Market segment by Application

Retail Shops

Supermarket

Online

Major players covered

Barilla (IT)

Andriani Spa (IT)

Dr. Schär (IT)

Quinoa Corporation (US)

Garofalo (IT)

Pasta Lensi (IT)

Newlat (IT)

Doves Farm Foods (GB)

Bionaturae (US)

RP's Pasta (US)

Hongrun Foods (CN)

ONDEN House (JP)

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Gluten-free Pizza product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Gluten-free Pizza, with price, sales quantity, revenue, and global market share of Gluten-free Pizza from 2021 to 2026.

Chapter 3, the Gluten-free Pizza competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Gluten-free Pizza breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Gluten-free Pizza market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Gluten-free Pizza.

Chapter 14 and 15, to describe Gluten-free Pizza sales channel, distributors, customers, research findings and conclusion.

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