

Italy Gluten-free Products Market Size, Share & Trends Analysis Report By Product (Bakery Products, Dairy/Dairy Alternatives), By Distribution Channel, And Segment Forecasts, Key Companies And Competitive Analysis, 2025 - 2030

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Abstracts

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Italy Gluten-free Products Market Trends

The Italy gluten-free products market size was estimated at USD 480.0 million in 2024 and is expected to grow at a CAGR of 10.5% from 2025 to 2030. The market for gluten-free products in Italy is experiencing significant growth due to a combination of health awareness, rising diagnoses of gluten-related disorders, and shifting consumer preferences. Traditionally known for its wheat-based cuisine, such as pasta, pizza, and bread, Italy has seen a noticeable increase in demand for gluten-free alternatives that allow individuals to enjoy their favorite foods without compromising their health.

Italy has one of the highest diagnosed rates of celiac disease in Europe, driven by effective screening programs and strong public health initiatives. As a result, a significant number of Italians follow a strict gluten-free diet out of medical necessity. In addition, rising awareness about non-celiac gluten sensitivity and a general perception that gluten-free foods are healthier and easier to digest have led many non-celiac consumers to adopt gluten-free eating habits.

Moreover, growing health and wellness awareness among Italians has led many to adopt gluten-free diets as a lifestyle choice, even without a medical diagnosis. Despite mixed scientific evidence, some consumers believe that reducing gluten intake can

improve digestion, reduce inflammation, or support weight management. This broader health-conscious movement is driving demand for a variety of gluten-free foods beyond necessity.

Recognizing the seriousness of celiac disease, the Italian government provides a monthly stipend of up to €140 to affected individuals, facilitating access to gluten-free foods. Moreover, government support, such as subsidies for diagnosed individuals to purchase gluten-free products, has encouraged supply and demand. Italian consumers, known for their strong connection to traditional cuisine, now have access to a wide variety of gluten-free versions of pasta, bread, and baked goods, thanks to advancements in food technology and innovation. This accessibility, coupled with growing interest in wellness, clean eating, and specialty diets, propels the gluten-free market in Italy.

Italian producers have invested in research and development to create gluten-free products that resemble traditional Italian foods taste and texture. This innovation has expanded the variety and appeal of gluten-free options. For instance, in November 2024, Rich Products expanded its Authentically Italian Portfolio with two new offerings: the Gluten Free Cauliflower Pinsa and the Roman Style Pizza Dough Ball. The Cauliflower Pinsa is a plant-based, gluten-free, parbaked crust made with rice, buckwheat flour, and cauliflower, offering a soft interior and crunchy exterior for quick, oven-ready preparation. The Roman-style dough ball, made with high-hydration "00" flour, delivers authentic Italian texture and versatility for various dishes. These launches cater to the rising demand for artisanal, gluten-free foods, especially among Millennials and Gen Z consumers in quick-service restaurants and convenience outlets.

Italy Gluten-free Products Market Report Segmentation

This report forecasts revenue growth at the country level and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the Italy gluten-free products market report based on product, and distribution channel.

Product Outlook (Revenue, USD Million, 2018 - 2030)

Bakery Products

Dairy/dairy Alternatives

Meats/meats Alternatives

Condiments, Seasonings, Spreads

Desserts & Ice-creams

Prepared Food

Pasta and Rice

Others

Distribution Channel Outlook (Revenue, USD Million, 2018 - 2030)

Convenience Stores

Supermarkets & Hypermarket

Specialty Stores

Online

Others

Companies Mentioned

Conagra Brands, Inc.

The Hain Celestial Group

General Mills Inc.

MartinoRossi SpA

The Kraft Heinz Company

Siete Foods

Barilla G. e R. Fratelli S.p.A

Bio c' Bon

Dr. Schär

Nestlé S.A.

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