

U.S. Gluten-free Products Market Size, Share & Trends Analysis Report By Product (Bakery Products, Dairy/Dairy Alternatives, Meats/Meats Alternatives, Condiments, Seasonings, Spreads), By Distribution Channel, And Segment Forecasts, 2025 - 2030

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Abstracts

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U.S. Gluten-free Products Market Trends

The U.S. gluten-free products market size was estimated at USD 2.27 billion in 2024 and is projected to grow at a CAGR of 9.7% from 2025 to 2030. The popularity of gluten-free products derives from a combination of health awareness and specific dietary needs. The increased availability and improved taste of gluten-free products have also contributed significantly, making it easier and more appealing for people to choose these alternatives. Moreover, endorsements from health influencers and celebrities have helped normalize and popularize gluten-free diets, influencing consumer behavior and driving demand for gluten-free bread and bakery items across the country.

Approximately 1% of Americans have celiac disease, requiring a strict gluten-free diet to avoid severe intestinal damage. Additionally, 10-12% of the population experiences non-celiac gluten sensitivity, which also drives gluten-free product adoption. Additionally, advances in diagnostic tools and increased awareness have led to more people being diagnosed with gluten-related conditions, further fueling demand for gluten-free products. Beyond those with medical conditions, a significant portion of the population believes that a gluten-free diet contributes to overall health and wellness. This perception has been amplified by social media influencers and health trends promoting gluten-free living as a healthier lifestyle choice.

Another trend driving the market is the growing popularity of plant-based and organic gluten-free products. Many consumers are now seeking products that align with multiple health trends, such as veganism, vegetarianism, or organic diets. According to Awesome Health, LLC's May 2024 report states that nearly 88 million people worldwide and 9.7 million people in the U.S. identify as vegans or vegetarians. This has led to a surge in gluten-free products that also cater to these needs, including plant-based proteins and organic ingredients.

The trend is further amplified by the influence of wellness-focused social media influencers and health-conscious celebrities who promote gluten-free living. This has popularized the diet among millennials and Gen Z consumers in particular. Additionally, major food brands and retailers have expanded their gluten-free offerings, improving accessibility and variety in mainstream grocery stores. From gluten-free breads and snacks to ready-to-eat meals and baking mixes, the market now caters to convenience as well as dietary needs. The clean-label movement and demand for transparent, natural ingredients have also fueled the shift, as many gluten-free products are marketed as free from additives and preservatives. For instance, Walmart launched the Bettergoods premium food line, offering a variety of products, including gluten-free options, to attract a broader customer base.

U.S. Gluten-free Products Market Report Segmentation

This report forecasts revenue growth at the regional, and country levels 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 U.S. 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.

Kellogg Co.

The Kraft Heinz Company

Siete Foods

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

Seitz glutenfree

Dr. Schär

Ecotone

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