

Gluten-Free Products Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

Market Overview:

The global gluten-free products market size reached US\$ 19.1 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 30.5 Billion by 2028, exhibiting a growth rate (CAGR) of 7.9% during 2023-2028.

Gluten is a protein that is usually found in wheat products such as bread, baked goods, cereals and pasta. It is also present in barley-based products, including malt, malt vinegar, beer and various food colorings. Gluten provides elasticity and moisture to food products and aids in retaining the product shape while cooking. Although this protein is safe for consumption, it should be avoided by individuals with celiac disease, gluten sensitivity, gluten ataxia and wheat allergy. They can choose from a wide range of gluten-free products such as olive oil, eggs, fish, vegetables, fruits and various herbs that assist in boosting energy levels, curing digestive ailments and reducing cholesterol and fat in the body.

The rising prevalence of gluten intolerance, Irritable Bowel Syndrome (IBS) and celiac disease across the globe is one of the key factors driving the growth of the market. There is growing consumer awareness of the preventive measures that can be taken to manage such ailments, which is catalyzing the demand for easy-to-digest, gluten-free products. Furthermore, owing to the busy schedules and hectic lifestyles, consumers are increasingly opting for gluten-free, ready to eat meals, pasta and baby food products. There is also a growing demand for weight management programs and diet plans that include grain-free food alternatives. Moreover, owing to the thriving e-commerce industry, vendors are adopting online retail systems to provide a broad

product range to the consumers. They are also manufacturing attractive and sustainable packaging with clean labeling to gain consumer attention, which is expected to impact the market positively.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global gluten-free products market report, along with forecasts at the global and regional level from 2023-2028. Our report has categorized the market based on product type, source and distribution channel.

Breakup by Product Type:

Bakery Products

Breads, Rolls, Buns, and Cakes

Cookies, Crackers, Wafers, and Biscuits

Baking Mixes & Flours

Snacks & RTE Products

Pizzas & Pastas

Condiments & Dressings

Others

Based on the product type, the market has been classified into bakery products, snacks and RTE products, pizzas and pasta, condiments and dressings, and others. Amongst these, bakery products represent the most preferred product category.

Breakup by Source:

Animal Source

Dairy

Meat

Plant Source

Rice and Corn

Oilseeds and Pulses

Others

On the basis of the source, the market has been bifurcated into animal and plant sources.

Breakup by Distribution Channel:

Conventional Stores
Grocery Stores
Mass Merchandisers
Warehouse Clubs
Online Retailers
Specialty Stores
Bakery Stores
Confectionery Stores
Gourmet Stores
Drugstores & Pharmacies

The market has been segregated on the basis of the distribution channel into conventional stores (grocery stores, mass merchandisers, warehouse clubs and online retailers), specialty stores (bakery stores, confectionery stores and gourmet stores), and drugstores and pharmacies. Conventional stores currently exhibit a clear dominance in the market.

Breakup by Region:

North America
Europe
Asia Pacific
Middle East and Africa
Latin America

On the geographical front, North America represents the largest market share for gluten-free products across the globe. Other major markets include Asia Pacific, Europe, Latin America, and Middle East and Africa.

Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being Kraft Heinz Company, Hain Celestial Group, Boulder Brands, General Mills, Pinnacle Foods, Kellogg's, Hero Group, Freedom Nutritional Products, Warburtons, Barilla Group, Glutamel, Raisio Group, Dr. Schär Company, Domino's Pizza Enterprises, Alara Wholefoods Ltd, Genius Foods, Enjoy Life Foods, Silly Yak Foods, etc.

Key Questions Answered in This Report

1. What was the size of the global gluten-free products market in 2022?
2. What is the expected growth rate of the global gluten-free products market during 2023-2028?
3. What are the key factors driving the global gluten-free products market?
4. What has been the impact of COVID-19 on the global gluten-free products market?
5. What is the breakup of the global gluten-free products market based on the product type?
6. What is the breakup of the global gluten-free products market based on the distribution channel?
7. What are the key regions in the global gluten-free products market?
8. Who are the key players/companies in the global gluten-free products market?

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