

# **Gluten-free Products Market by Type (Bakery products, Snacks & RTE products, Condiments & dressings, Pizzas & pastas and Other types), Distribution Channel (Conventional stores, specialty stores and Drugstores and Pharmacies), Form (Solid and Liquid) and Geography (North America, Europe, Asia Pacific and RoW) - Forecast to 2028**

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## **Abstracts**

Gluten is a type of protein which is generally found in some cereals. Gluten-free diet is important for the people with allergies with gluten and with celiac disease, a condition which results in inflammation in small intestines and also the gluten leads to gas abdominal bloating diarrhea, vomiting and other illnesses. Several manufacturers are developing new products which are gluten-free prepared from rice, cassava, corn, chia and soy beans. Celiac disease is one of the major impelling factors for the rising demand of gluten-free food products. It is an autoimmune disease, where the small intestine will not be able to process the gluten which is present in few foods such as wheat, barley and rye. In the present situation, the only beneficial treatment is a lifelong gluten-free food. As a result, individuals have only choice to use gluten-free food products. On the other hand, gluten free products have inadequate dietary fibers which may result in constipation and other problems related to digestive system. The Gluten-free Products Market is expected to grow at the rate of 9.5% CAGR by 2028.

Gluten-free Products Market by Type:

Bakery products

Snacks & RTE products

Condiments & dressings

Pizzas & pastas

Other types

#### Gluten-free Products Market by Distribution Channel:

Conventional stores

Grocery stores

Mass merchandizers

Warehouse clubs

Online retailers

Specialty stores

Bakery stores

Confectionery stores

Gourmet stores

Drugstores & pharmacies

#### Gluten-free Products Market by Form:

Solid

Liquid

#### Gluten-free Products Market by Geography:

*Gluten-free Products Market by Type (Bakery products, Snacks & RTE products, Condiments & dressings, Pizzas &...*

North America

Europe

Asia Pacific

Rest of the World

The gluten-free products market is firstly based on type, among the all types the bakery food segment is expected to acquire the maximum share in the market. This is due to increasing demand for gluten-free bakery products since; in North America and Europe countries have food such as buns, bread, cakes, cookies and other baking food which is a staple food for the population in these regions. Increasing awareness about the celiac and other digestive problems is resulting in increasing demand for gluten-free products in the aforementioned regions.

As in the segmentation of distribution channel, the conventional stores are the major distribution channels in the market to acquire a maximum share. This is owing to the fact that it offers easy accessibility to variety of items under one roof. This makes consumers easy to select products from a broad range of availability. The increasing number of seasonally driven displays is gluten-free products, leading to the promotion of new products, thus expanding the segment.

As per the form of the products, the solid form of gluten free products is most commonly available in this market. This is due to the large scale production of solid form of gluten free products by manufacturers and products such as buns, rolls, cookies, crackers, wafers, snack bars and other various baked products which are mostly consumed. Moreover, the large scale production is attributed to the high demand, increased shelf life, convenience in manufacturing and less cost of production for the solid form of products.

North America is witnessing the highest market share in gluten-free market. This is ascribed to the rapidly increasing incidence of celiac diseases, high preference for gluten free products since increase in the awareness about the diseases caused by gluten-contained products which is majority part of meals in this region compared to other regions.

Moreover, the global gluten-free products market witnessed a significant diversification

of offerings. Beyond the traditional gluten-free bread, pasta, and baked goods, manufacturers expanded their portfolios to include a wide range of products such as snacks, cereals, ready-to-eat meals, desserts, and beverages.

The major vendors of the gluten-free products market include Conagra Brands, Inc., The Hain Celestial Group Inc., General Mills Inc., Kellogg Co., The Kraft Heinz Company, Hero AG, Barilla G. e R. Fratelli S.p.A, Seitz glutenfrei, Freedom Foods Group Limited and Ecotone.

Therefore, the gluten-free food is beneficial for many health issues, since change in the lifestyle is giving a wide scope for gluten-free readymade food due to the busy schedule and less time. The gluten-free products are available in the market without any effort which is inclining consumers towards the gluten-free products.

This report includes the aspects which are majorly impacting the market as positively and also restricting the growth of the market.

This report gives the information of the market segments and sub segments and the major contribution of the segments in the market growth.

This report provides with the quantitative analysis of the market which helps the users to understand the market penetration across the world.

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