

# **United States Gluten-free Bakery Products Market Assessment, By Type [Still Water, Sparkling Water, Functional Water, Others], By Packaging [PET Bottles, Glass Bottles, Biodegradable Packaging, Metal Cans, Others], By End-user [Individual, Commercial], By Distribution Channel [Convenience Stores, Grocery Shops, Internet Retailing, Supermarkets/Hypermarkets, Others], By Region, Opportunities, and Forecast, 2016-2030F**

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## **Abstracts**

The United States gluten-free bakery products market is experiencing a significant and transformative shift, evident in its burgeoning market value, which reached USD 751 million in 2022. This dietary evolution is set to unfold further with a projected CAGR of 4.9% from 2023 to 2030, poised to propel the market to a substantial USD 1101.14 million by the end of the forecast period.

With an increasing prevalence of gluten-related disorders and a heightened awareness of the health impacts of gluten, consumers are actively seeking gluten-free alternatives. Major players in the market, including The Hain Celestial Group, Inc., Mondelez International, Inc., and General Mills, Inc., are capitalizing on this trend by diversifying their product portfolios to include a wide array of gluten-free bakery items.

The dominance of gluten-free bakery products is palpable, with consumers increasingly embracing alternatives that align with health and wellness trends. Biscuits and cookies, occupying a prominent market share, underscore this paradigm shift in snack preferences, emphasizing convenience and flavor within the gluten-free spectrum.

The COVID-19 pandemic has further emphasized the importance of health and wellness, driving consumers to prioritize gluten-free and clean-label products. E-commerce has surged as a preferred purchasing channel, providing consumers convenient access to various gluten-free bakery products.

The market outlook is positive, with sustained growth expected as key players continue to invest in product innovation and meet the rising demand for gluten-free options. The United States Gluten-free Bakery Products Market stands as a dynamic sector, responding to changing consumer preferences and contributing to the broader narrative of health-conscious food choices.

### Growing Incidence of Gluten-Related Disorders

The United States gluten-free bakery products market is significantly influenced by the prevalence of gluten-related disorders, notably celiac disease and gluten sensitivity. Celiac disease affects 1 in 133 individuals in the United States. With approximately 1% of the population affected by celiac disease, and a growing number identifying gluten sensitivity, consumers increasingly seek gluten-free alternatives. This heightened awareness of gluten-related health issues is a primary driver for the surge in demand for gluten-free bakery products. As individuals prioritize their health and well-being, the market responds with a diverse array of gluten-free options, from bread to cookies, meeting the dietary preferences of those with gluten-related disorders and a broader health-conscious consumer base.

New players are entering the market with innovative ideas. In November 2022, The Bakery by Indulge Right Foods was opened in Fresno, California. This bakery was a standard bakery offering gluten-free products. The menu extended beyond cakes to include a variety of options like cinnamon rolls, sourdough bread, ciabatta, muffins, cheesecake, brownies, and cookies. The bakery used a blend of flours, such as rice, tapioca, and potato, in its baking processes.

### Favourable Regulatory Frameworks and Initiatives

A supportive regulatory environment enhances the growth of the United States gluten-free bakery products market. Regulatory frameworks, including labelling standards and gluten-free certifications, offer clarity to consumers, ensuring the authenticity and safety of gluten-free products. Initiatives by the United States Food and Drug Administration to promote gluten-free diets contribute to consumer confidence. The organization

emphasizes that products labelled as 'gluten-free' or using similar terms like 'without gluten,' 'free of gluten,' and 'no gluten' must adhere to specific criteria established by the FDA in August 2013 and August 2020. Among these criteria, the FDA stipulates a threshold of less than 20 ppm (parts per million) for the inevitable presence of gluten in foods bearing the 'gluten-free' label. This regulatory support not only addresses the needs of individuals with gluten-related disorders but also fosters a conducive market environment, encouraging manufacturers to meet stringent quality standards. As a result, consumers can trust and readily embrace a diverse range of gluten-free bakery products.

### Continuous Innovation by Manufacturers Catering to Diverse Consumer Preferences

Innovation in product offerings plays a pivotal role in propelling the United States gluten-free bakery products market. Manufacturers continually introduce novel flavors, textures, and ingredients, enhancing the appeal of gluten-free products. This dynamic approach caters to diverse consumer preferences, expanding the range beyond traditional options. Creative formulations in biscuits, cookies, and other bakery items not only meet the demands of individuals with gluten-related disorders but also attract health-conscious consumers seeking unique and flavourful alternatives.

The commitment to innovation fosters a vibrant gluten-free bakery landscape, driving consumer engagement and sustaining the market's growth trajectory in the United States. For instance, in February 2022, Mary's Gone Crackers, a prominent name in organic, gluten-free, and non-GMO crackers, under the umbrella of Kameda USA, Inc., launched a new range of sweet treats called Mary's Gone Kookies Graham-style Snacks. This expansion offered consumers a selection of health-conscious sweet and salty snacks from their preferred gluten-free and organic brand. The launch commenced in Sprouts stores initially, with other retailers following soon.

### Impact of COVID-19

The United States gluten-free bakery products market experienced distinctive impacts during the COVID-19 pandemic. Initially, supply chain disruptions led to challenges in product availability. However, heightened health consciousness among Americans fuelled an increased demand for gluten-free bakery products perceived as healthier options. The shift to online shopping during lockdowns facilitated accessibility. With more people engaged in home cooking, there was a notable rise in interest in gluten-free baking ingredients. The adaptability of the market, coupled with a growing awareness of gluten-related disorders, positioned it for sustained growth post-

pandemic. In the United States, consumers continue to prioritize health-conscious choices, contributing to the resilience and ongoing evolution of the gluten-free bakery sector.

### Key Players Landscape and Outlook

The United States gluten-free bakery products market features a dynamic landscape with several key players shaping its trajectory. Established companies like The Hain Celestial Group, Inc., Mondelez International, Inc., General Mills, Inc., and Conagra Brands, Inc. continue to be influential contributors. They invest in product innovation, catering to evolving consumer preferences for gluten-free options. This market is characterized by diverse product offerings, including a wide range of biscuits, cookies, bread, and pastries. Ongoing innovation in ingredients and flavours, coupled with increased emphasis on clean labels and health-conscious choices, drives competition and product diversity.

The outlook remains positive, with these key players committed to meeting the surging demand for gluten-free bakery products in the United States, making it a vibrant and competitive marketplace. In February 2023, as a woman-owned family business, AWG Bakery revolutionized the concept of healthy eating through their innovative approach to bread-making involving making loaves from a blend of organic, gluten-free, and grain-free ingredients. This not only catered to dietary restrictions but also delighted the taste buds of consumers.

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\*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work

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