

# **North America Gluten-Free Food Market by Application (Gluten-Free Bakery & Confectionery, Gluten-Free Breakfast Cereals, Gluten-Free Snacks, Gluten-Free Baking Mix & Flour, Gluten-Free Meat & Poultry), by Sales Channel - Analysis & Forecast to 2019**

<https://marketpublishers.com/r/N0AD043EFF1EN.html>

Date: May 2015

Pages: 105

Price: US\$ 2,650.00 (Single User License)

ID: N0AD043EFF1EN

## **Abstracts**

The North American gluten-free food market is estimated to record a CAGR of 12.0% from 2014 to 2019. Globally, North America is one of the most technologically advanced regions. The technological growth in the field of food processing is pushing the North American gluten-free food market. These developments have led to the production of better quality gluten-free foods in desirable forms.

In this report, the North American gluten-free food market has been broadly discussed on the basis of its types. The various types of gluten-free food include gluten-free bakery & confectionary, gluten-free break-fast cereals, gluten-free snacks, gluten-free baking mixes & flour, gluten-free meat & poultry products and other gluten-free foods.

U.S. is the largest gluten-free food market among the North American countries with a market share of 95.0% followed by Canada. Mexico, in the estimated period of 2014 to 2019 is projected to grow fastest. In the U.S., conventional sales channel dominated the gluten-free food consumption by accounting for more than half of the market in 2014, whereas gluten-free bakery & confectionery segment contributed to the highest share in the country's gluten-free food market among its types. The trend is expected to maintain status quo during the forecast period of 2014 to 2019, resulting in similar kind of market dominance in 2019.

### Reasons to Buy the Report:

From an insider perspective, this research report has focused on various levels of analysis—industry analysis, market share analysis of top players, company profiles, which together comprise and discuss the basic views on the competitive landscape, emerging and high growth segments of the North American gluten-free food market, high-growth regions and countries and their respective regulatory policies, government initiatives, drivers, restraints, and opportunities.

The report also provides information on established companies as well as new entrants/smaller firms along with the market share. Also, the strategies adopted by the companies such as (market penetration, product development/innovation, market development, market diversification, and competitive assessment) have been covered in the report.

The report provides insights on the following pointers:

**Market Penetration:** Comprehensive information on gluten-free food products offered by the top 10 players of the North American market.

**Product Development/Innovation:** Detailed insights on upcoming technologies, research and development activities, and new product launches in the North American gluten-free food market.

**Market Development:** Comprehensive information about lucrative emerging markets. The report analyzes the markets for various applications of gluten-free food across North America.

**Market Diversification:** Exhaustive information about new products, untapped geographies, recent developments, and investments in the North American gluten-free food market.

**Competitive Assessment:** In-depth assessment of market shares, strategies, products, and manufacturing capabilities of leading players in the North American gluten-free food market.

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