+44 20 8123 2220
info@marketpublishers.com

Gluten-Free Foods in Canada

https://marketpublishers.com/r/G19582F9873EN.html
Date: August 2013
Pages: 118
Price: US$ 3,000.00 (Single User License)
ID: G19582F9873EN

Abstracts

The surge in celebrity endorsements of a gluten-free lifestyle, combined with growing awareness of celiac disease and gluten intolerance, has driven the Canadian gluten-free (GF) market to over $450 million in 2012, with the market managing an impressive compound annual growth rate (CAGR) of 26.6% between 2008 and 2012. The growing market has also spawned a considerable number of new gluten-free products in the market, which has only served to further drive GF product sales in Canada. However, general popularity of gluten-free popularity will start to fade by 2014, resulting in single-digit growth for the Canadian gluten-free market in the latter half of the forecasted period. On the other hand, the core market of those who must maintain a GF diet for medical reasons will continue to grow, driving sales of gluten-free products in Canada to reach $812 million by 2017.

This study contains comprehensive data on the Canadian market for gluten-free foods and beverages, including historical (2008–2012) and forecasted (2013–2017) retail sales data. The report discusses key trends affecting the marketplace, trends driving growth, and consumer demographics. In addition, the report profiles major gluten-free product producers.

Report Methodology

The information in 'Gluten-Free Foods in Canada' is based on primary and secondary research. Primary research entailed in-depth, on-site examinations of retail outlets and interviews with companies, distributors, and retailers to obtain information on new product and packaging trends, marketing programs, distribution methods, and technological breakthroughs. Secondary research entailed data gathering from relevant sources, including consumer and industry publications, newspapers, government reports, company literature, and corporate annual reports. Sales of packaged products are based on available sales data from publicly traded marketers of gluten-free

+44 20 8123 2220
info@marketpublishers.com

products, estimates reported in the trade and consumer press, industry experts, and participating gluten-free manufacturers and retail outlets. Consumer findings are derived from Packaged Facts' proprietary survey conducted in August 2012 expressly for this report, which provides current data on consumers' purchasing habits, preferences, and perspectives.

What You'll Get in This Report

'Gluten-Free Foods in Canada 'makes important predictions and recommendations regarding the future of this market, and pinpoints ways current and prospective players can capitalize on current trends and spearhead new ones. No other market research report provides both the comprehensive analysis and extensive data that Gluten-Free Foods in Canada offers. Plus, you'll benefit from extensive data, presented in easy-to-read and practical charts, tables, and graphs.

How You'll Benefit from This Report If your company is already doing business in the gluten-free and beverage market, or is considering making the leap, you will find this report invaluable, as it provides a comprehensive package of information and insight not offered in any other single source. You will gain a thorough understanding of the current market for gluten-free foods and beverages in Canada, as well as projected markets and trends through 2017.

+44 20 8123 2220
info@marketpublishers.com

Contents

+44 20 8123 2220
info@marketpublishers.com

CHAPTER 2 DEFINING “GLUTEN-FREE”

CHAPTER 3 THE MARKET

+44 20 8123 2220
info@marketpublishers.com

CHAPTER 4 MARKETERS AND MARKETING

+44 20 8123 2220
info@marketpublishers.com

+44 20 8123 2220
info@marketpublishers.com

CHAPTER 7 CONSUMER OPINIONS & BEHAVIOR

+44 20 8123 2220
info@marketpublishers.com

About

U.S. Is the Largest Market of Most Major Canadian GF Companies

An interesting aspect of the North American gluten-free market arises from the much larger consumer base of the U.S., and the fact that the North American Free Trade Agreement(NAFTA) makes it much easier for Canadian companies to also enter the U.S. market. The result of these two factors is that most major Canadian gluten-free manufacturers actually derive the bulk of their revenue from U.S. gluten-free sales. Most notable in this category aretop Specialist gluten-free manufacturers Kinnikinnick, Glutino, and Food Directions, as wellas health food marketer Nature’s Path. In fact, the only major gluten-free manufacturerderiving the majority of its revenue from Canadian-based sales is El Peto who, apart from afew distributor relationships, derives all of its U.S. sales from its online store.

This facet of the Canadian gluten-free market leads to some interesting dynamics, such as companies like Nature’s Path actually introducing new gluten-free products to their U.S.market well before they release those same products into their home market of Canada. It also means even Canadian manufacturers are going to focus on developing new products cateringmore to the American gluten-free market, rather than the Canadian gluten-free market. Inparticular, Packaged Facts’ surveys of gluten-free consumers in the U.S. and Canada showsU.S. gluten-free purchasers are more interested in buying GF foods because they believethem to be low carb or for weight management, while Canadian GF shoppers are more likelyto purchase GF foods for their original purpose—because of celiac disease or glutenintolerance.

Gluten-Free in Drug Stores & Online

There is a wide range in terms of the number of GF products the different drug store chains in Canada have for sale. One of the top chains is BC-based London Drugs. The chain sells over70 different gluten-free products at its stores throughout BC and the Prairie Provinces. Rexall provides far fewer gluten-free products on its shelves, but does have a dedicated web page forgluten-free that makes it very easy to determine what the retailer does sell as well as providing its own private label GF products. At the other end of the spectrum, national chain Shoppers Drug Mart (which was purchased by Loblaws in 2013), does not provide any information on available gluten-free products.

There is also still relatively little available in terms of online shopping for gluten free products, although the number has grown steadily in the last two years. In 2011, there were approximately six different Canadian online sites specializing in gluten-free products, with these sites being a mix of manufacturers selling their own products and online retailers. As of 2013, however, the number has more doubled, mostly from the addition of more online retailers, although more gluten-free product manufacturers are now selling online as well.Well-known online shopping sites include manufacturers Kinnikinnick and El Peto, and retailsites Well.ca, Canadian Alternative Foods, and The Specialty Food Shop operated by the Toronto Sick Kids Hospital.

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: Gluten-Free Foods in Canada

Product link: https://marketpublishers.com/r/G19582F9873EN.html

Price: US$ 3,000.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/G19582F9873EN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:

Last name:

Email:

Company:

Address:

City:

Zip code:

Country:

Tel:

Fax:

Your message:

**All fields are required

Custumer signature _______________________________________

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970