

United States Gluten Free Food Market, Impact of COVID-19, Industry Trends, Growth, Opportunity Company Overview, Financial Insight

<https://marketpublishers.com/r/U602314546E9EN.html>

Date: June 2021

Pages: 105

Price: US\$ 2,490.00 (Single User License)

ID: U602314546E9EN

Abstracts

Gluten is the protein found in grains such as rye, barley, wheat, and triticale. Foods with gluten cause food intolerance for consumers who have celiac disease, an autoimmune and inherited dysfunction in which gluten weakens the small intestine. Experts estimate that Celiac disease affects 1% of healthy people in the United States. That means at least 3 million people in the United States have celiac disease, with 97% of them undiagnosed. In the United States, people consume gluten-free foods to treat people with celiac disease or people without this condition for its supposed health benefits. As per Renub Research report, the United States Gluten Free Food Market will reach USD 11.4 Billion by 2026.

United States Gluten-Free Market by products includes Bakery Products, Dairy/ Dairy Alternatives, Meats/ Meats Alternatives, Condiments, Seasonings, Spreads, Desserts & Ice-Creams, Prepared Food, Pasta and Rice Etc. Among these, bakery and dairy alternatives are most preferred for the gluten-free diet. Due to the rise in celiac disease in U.S.A, Baking industry is focusing on gluten-free products. American eating habits are changing all the time; they have formed negative opinions regarding various ingredients currently in use, resulting in increased demand for gluten-free bakery products and dairy alternatives. Further, it is expected that the United States Gluten Free Industry will grow with a CAGR of 10.10% during 2020-2026.

In U.S, those who are unable to tolerate gluten on a biological level typically consume Gluten-free food. In addition to this, few people prefer to follow a gluten-free diet for more healthful eating. According to taste and consumption, grocery Stores, Mass Merchandiser, Independent Natural or Health Food Store Club Stores, Drug Stores all have large varieties of gluten products. American people largely prefer grocery stores

for purchasing gluten-free products because of ease in locating shops, availability of multiple goods categories, and regular buying destinations. According to Renub Research, United States Gluten Free Product Market Size was valued US\$ 6.4 Billion in 2020.

In the United States, factors like the increased number of celiac disease and the high incidence of autoimmune disorders fuel the gluten-free goods market expansion. Government attempts to promote the consumption of healthy foods and increased marketing activity expected to propel the industry forward. Increase spending on research and development to extend the shelf life of gluten-free probiotics. However, high price and difficulty to adapt gluten-free products because of the difference in their texture, flavour, taste, and many other reasons restrict US gluten-free food market.

COVID-19 pandemic Impact on the United States Gluten-Free Market

Because of the pandemic shutdown, the United States Gluten-Free Market has seen a decline. The COVID-19 pandemic, which occurred in the first days of 2020, has had a significant impact on the Gluten-free food business. Because of the current pandemic situation, restrictions and lockdowns and ban on transportation have affected the growth of this industry in United States. However, we expect a positive recovery post COVID in the year 2021.

Renub Research report titled “United States Gluten Free Food Market, by Products (Bakery products, Dairy/ Dairy Alternatives, Meats/ Meats Alternatives, Condiments, Seasonings, Spreads, Desserts & ice-creams, Prepared Foods, Pasta and Rice and Others), Distribution (Grocery stores, Mass merchandiser, Independent natural or health food store, Club stores, Drug stores, Others) Company (Hain Celestial Group, General Mills, Kellogg's, The Kraft Heinz)” provides a complete analysis of US Gluten-Free Food Products Market.

Segments: Market Breakup from 8 viewpoints

1. Bakery products
2. Dairy/ Dairy alternatives
3. Meats/ Meats alternatives
4. Condiments, Seasonings, Spreads
5. Desserts & Ice-Creams
6. Prepared foods
7. Pasta and Rice

8. Others

Distribution Channels: Market Breakup from 6 viewpoints

1. Grocery stores
2. Mass Merchandiser
3. Independent Natural or Health Food Store
4. Club Stores
5. Drug Stores
6. Others

All companies have been covered from 3 viewpoints

Overviews

Recent Developments

Revenues

Companies Analysis

1. Hain Celestial Group
2. General Mills
3. Kellogg's Company
4. The Kraft Heinz Company

Contents

1. INTRODUCTION

2. RESEARCH & METHODOLOGY

3. EXECUTIVE SUMMARY

4. MARKET DYNAMICS

4.1 Growth Drivers

4.2 Restraints

5. UNITED STATES GLUTEN FREE FOOD MARKET

6. MARKET SHARE – UNITED STATES GLUTEN FREE FOOD

6.1 By Food

6.2 By Distribution

7. FOOD – UNITED STATES GLUTEN FREE FOOD MARKET

7.1 Bakery Products

7.2 Dairy/ Dairy Alternatives

7.3 Meats/ Meats Alternatives

7.4 Condiments, Seasonings, Spreads

7.5 Desserts & Ice-Creams

7.6 Prepared Foods

7.7 Pasta and Rice

7.8 Others

8. DISTRIBUTION – UNITED STATES GLUTEN FREE FOOD MARKET

8.1 Grocery Stores

8.2 Mass Merchandiser

8.3 Independent Natural or Health Food Store

8.4 Club Stores

8.5 Drug Stores

8.6 Others

9. COMPLIANCE WITH THE FDA GUIDELINES

10. COMPANY ANALYSIS

10.1 Hain Celestial Group

10.1.1 Overview

10.1.2 Recent Development

10.1.3 Sales

10.2 General Mills

10.2.1 Overview

10.2.2 Recent Development

10.2.3 Sales

10.3 Kellogg's Company

10.3.1 Overview

10.3.2 Recent Development

10.3.3 Sales

10.4 Kraft Heinz Company

10.4.1 Overview

10.4.2 Recent Development

10.4.3 Sales

List Of Figures:

Figure-01: United States Gluten-Free Food Market (Million US\$), 2016 – 2020

Figure-02: Forecast for – United States Gluten-Free Food Market (Million US\$), 2021 – 2026

Figure-03: Product – Bakery Products Market (Million US\$), 2016 – 2020

Figure-04: Product – Forecast for Bakery Products Market (Million US\$), 2021 – 2026

Figure-05: Product – Dairy/ Dairy Alternatives Market (Million US\$), 2016 – 2020

Figure-06: Product – Forecast for Dairy/ Dairy Alternatives Market (Million US\$), 2021 – 2026

Figure-07: Product – Meats/ Meats Alternatives Market (Million US\$), 2016 – 2020

Figure-08: Product – Forecast for Meats/ Meats Alternatives Market (Million US\$), 2021 – 2026

Figure-09: Product – Condiments, Seasonings, Spreads Market (Million US\$), 2016 – 2020

Figure-10: Product – Forecast for Condiments, Seasonings, Spreads Market (Million US\$), 2021 – 2026

Figure-11: Product – Desserts & Ice-Creams Market (Million US\$), 2016 – 2020

Figure-12: Product – Forecast for Desserts & Ice-Creams Market (Million US\$), 2021 –

2026

Figure-13: Product – Prepared Foods Market (Million US\$), 2016 – 2020

Figure-14: Product – Forecast for Prepared Foods Market (Million US\$), 2021 – 2026

Figure-15: Product – Pasta and Rice Market (Million US\$), 2016 – 2020

Figure-16: Product – Forecast for Pasta and Rice Market (Million US\$), 2021 – 2026

Figure-17: Product – Others Market (Million US\$), 2016 – 2020

Figure-18: Product – Forecast for Others Market (Million US\$), 2021 – 2026

Figure-19: Distribution – Grocery Stores Market (Million US\$), 2016 – 2020

Figure-20: Distribution – Forecast for Grocery Stores Market (Million US\$), 2021 – 2026

Figure-21: Distribution – Mass Merchandiser Market (Million US\$), 2016 – 2020

Figure-22: Distribution – Forecast for Mass Merchandiser Market (Million US\$), 2021 – 2026

Figure-23: Distribution – Independent Natural or Health Food Store Market (Million US\$), 2016 – 2020

Figure-24: Distribution – Forecast for Independent Natural or Health Food Store Market (Million US\$), 2021 – 2026

Figure-25: Distribution – Club Stores Market (Million US\$), 2016 – 2020

Figure-26: Distribution – Forecast for Club Stores Market (Million US\$), 2021 – 2026

Figure-27: Distribution – Drug Stores Market (Million US\$), 2016 – 2020

Figure-28: Distribution – Forecast for Drug Stores Market (Million US\$), 2021 – 2026

Figure-29: Distribution – Others Market (Million US\$), 2016 – 2020

Figure-30: Distribution – Forecast for Others Market (Million US\$), 2021 – 2026

Figure-31: Hain Celestial Group – Global Revenue (Million US\$), 2016 – 2020

Figure-32: Hain Celestial Group – Forecast for Global Revenue (Million US\$), 2021 – 2026

Figure-33: General Mills – Global Revenue (Million US\$), 2016 – 2020

Figure-34: General Mills – Forecast for Global Revenue (Million US\$), 2021 – 2026

Figure-35: Kellogg's – Global Revenue (Million US\$), 2016 – 2020

Figure-36: Kellogg's – Forecast for Global Revenue (Million US\$), 2021 – 2026

Figure-37: Kraft Heinz – Global Revenue (Million US\$), 2016 – 2020

Figure-38: Kraft Heinz – Forecast for Global Revenue (Million US\$), 2021 – 2026

List Of Tables:

Table-01: United States Gluten-Free Food Market Share by Product (Percent), 2016 – 2020

Table-02: Forecast for – United States Gluten-Free Food Market Share by Product (Percent), 2021 – 2026

Table-03: United States Gluten-Free Food Market Share by Distribution (Percent), 2016 – 2020

Table-04: Forecast for – United States Gluten-Free Food Market Share by Distribution

(Percent), 2021 – 2026

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