

Gluten-Free Beer Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Ingredient Type (Corn, Sorghum, Millet, Others), By Type (Ale Beer, Lager Beer, Others), By Packaging Type (Bottles, Cans), By Region & Competition, 2020-2030F

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Abstracts

Market Overview

Global Gluten-Free Beer Market was valued at USD 195.33 million in 2024 and is expected to grow to USD 380.43 million by 2030 with a CAGR of 11.80% during the forecast period. The global gluten-free beer market is witnessing steady growth, driven by increasing consumer awareness of gluten intolerance, celiac disease, and health-conscious lifestyles. As more individuals adopt gluten-free diets for medical or personal reasons, demand for gluten-free alternatives to traditional alcoholic beverages is rising. Breweries are innovating with gluten-free grains such as sorghum, millet, rice, and buckwheat to create beers that meet dietary needs without compromising on flavor. Additionally, growing availability through online and retail channels and the rising popularity of craft and specialty beers are supporting market expansion. This trend is especially prominent in North America and Europe.

Key Market Drivers

Rising Prevalence of Celiac Disease and Gluten Sensitivity

One of the primary drivers of the gluten-free beer market is the increasing number of individuals diagnosed with celiac disease and non-celiac gluten sensitivity. Celiac disease is an autoimmune disorder where the ingestion of gluten leads to damage in the small intestine, requiring affected individuals to avoid all gluten-containing foods and

beverages, including conventional beer. According to the Celiac Disease Foundation, celiac disease affects approximately 1% of the global population, and up to 6% may experience non-celiac gluten sensitivity.

In addition to those with diagnosed conditions, a growing number of people are opting for gluten-free diets due to perceived health benefits, digestive comfort, or as part of broader wellness trends. According to a 2024 HealthFocus International report, nearly 22% of global consumers now report choosing gluten-free products at least occasionally, even without medical necessity. This expanding consumer base has fueled the demand for gluten-free beer options. As consumers become more informed about gluten-related disorders, they are actively seeking safe, enjoyable alcoholic alternatives driving brewers to develop and promote gluten-free beer lines.

Key Market Challenges

High Production Costs and Pricing Challenges

One of the primary challenges in the gluten-free beer market is the high cost of production compared to conventional beer. Traditional beer is made using cost-effective ingredients such as barley and wheat, which are readily available and benefit from well-established supply chains. In contrast, gluten-free beer relies on alternative grains like sorghum, millet, rice, buckwheat, or corn, which are often more expensive and may require specialized sourcing.

Additionally, brewing gluten-free beer often demands changes in equipment, facilities, or processing techniques to avoid cross-contamination with gluten-containing ingredients. In some cases, breweries need to invest in dedicated gluten-free production lines, which significantly increases operational costs. Alternatively, some use gluten-reduction methods such as enzyme treatments, which require precise control and testing to ensure safety for gluten-sensitive consumers—again adding to the cost.

Key Market Trends

Surging Demand for Craft and Artisanal Gluten-Free Beers

A significant trend reshaping the gluten-free beer market is the increasing consumer preference for craft and artisanal beverages. The craft beer movement has gained immense popularity across the globe, with consumers showing strong interest in small-batch production, unique flavors, and authenticity. According to the Brewers Association

(2024), craft beer sales grew by over 7% in the U.S. in 2023, with a noticeable rise in demand for gluten-free varieties. This trend has now extended to the gluten-free segment, encouraging breweries particularly independent and microbreweries to develop gluten-free options that are not only safe for consumption but also exciting and innovative in taste.

Craft brewers are experimenting with a variety of gluten-free grains like millet, buckwheat, quinoa, sorghum, and rice, alongside natural flavor infusions like citrus, herbs, spices, and even tropical fruits. This experimentation enhances flavor complexity, challenging the outdated notion that gluten-free beer lacks depth and character. A 2024 survey by the Brewers Association revealed that 45% of craft beer drinkers are increasingly seeking gluten-free options due to their artisanal and flavorful profiles. These craft varieties often appeal to a broader audience, including those who do not require gluten-free products for medical reasons but are drawn to their flavor profiles and artisanal appeal.

Key Market Players

Anheuser-Busch Companies, LLC

Bard's Brewing, LLC

Brasseurs Sans Gluten

Holidaily Brewing Company

Ghostfish Brewing Company

Darling Brewery (Pty) Ltd

Lakefront Brewery, Inc.

ALT Brew

Armored Cow Brewing Co.

Green's Gluten-Free Beer

Report Scope:

In this report, the Global Gluten-Free Beer Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Gluten-Free Beer Market, By Ingredient Type:

Corn

Sorghum

Millet

Others

Gluten-Free Beer Market, By Type:

Ale Beer

Lager Beer

Others

Gluten-Free Beer Market, By Packaging Type:

Bottles

Cans

Gluten-Free Beer Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

Japan

India

South Korea

Indonesia

South America

Argentina

Colombia

Brazil

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Gluten-Free Beer Market.

Available Customizations:

Global Gluten-Free Beer Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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