

# **Middle East & Africa Free-From Food Market, By Type (Gluten-Free, Dairy-Free, Allergen-Free, Other), By End Product (Bakery & Confectionery, Dairy Free Foods, Snacks, Beverages, Other), By Sales Channel (Supermarkets/Hypermarkets, Departmental Stores, Online, Others), By Country, Competition, Forecast & Opportunities, 2020-2030F**

<https://marketpublishers.com/r/MB8F3B63830CEN.html>

Date: April 2025

Pages: 131

Price: US\$ 4,000.00 (Single User License)

ID: MB8F3B63830CEN

## **Abstracts**

### Market Overview

The Middle East & Africa Free-From Food Market was valued at USD 1.77 billion in 2024 and is projected to reach USD 2.95 billion by 2030, growing at a CAGR of 8.95% during the forecast period. This market includes food products that are free from specific allergens and ingredients such as gluten, dairy, and artificial additives. Rising health awareness, an increasing prevalence of food intolerances, and growing demand for cleaner labels are fueling this sector's expansion. Urbanization and the growing influence of global dietary trends are reshaping consumer preferences, while online retail and modern grocery chains are improving product availability across the region. Countries such as the UAE, Saudi Arabia, and South Africa are leading the shift toward health-conscious consumption, with free-from products gaining traction in both foodservice and retail sectors. Global and regional manufacturers are responding with innovative, plant-based, and allergen-friendly options, aligning their offerings with changing consumer needs and the region's diverse dietary requirements.

### Market Drivers

#### Rising Health Awareness and Lifestyle Changes

Health consciousness and changing lifestyles are driving the growing demand for free-from foods across the MEA region. Consumers are becoming more proactive about avoiding ingredients that could negatively impact health, such as gluten, lactose, and synthetic additives. This trend is particularly visible in urban areas, where access to health information and wellness products is more widespread. The growing focus on disease prevention and wellness has led to a surge in plant-based and clean-label diets. Gluten-free and dairy-free options, once niche, are now mainstream among both intolerant individuals and those seeking perceived health benefits. As wellness becomes a lifestyle choice, the demand for natural and allergen-free foods is shaping both retail and foodservice landscapes across the region.

## Key Market Challenges

### High Cost and Limited Affordability

A major hurdle in the MEA free-from food market is the high cost associated with producing and purchasing these products. Due to the need for specialized ingredients, manufacturing techniques, and certifications, free-from foods often carry a premium price tag. In many developing parts of the region, this limits consumer accessibility, particularly among middle- and lower-income groups. The price differential between conventional and free-from products can deter even health-conscious buyers from making regular purchases. This affordability gap restricts market growth beyond urban elites and high-income groups. To broaden market reach, manufacturers must explore cost-effective production, local sourcing strategies, and more inclusive pricing models that accommodate a wider demographic base across the MEA region.

## Key Market Trends

### Rise of Plant-Based and Vegan Alternatives

A key trend shaping the MEA free-from food market is the rising demand for plant-based and vegan alternatives, which inherently align with free-from categories. Consumers across cities like Dubai, Riyadh, and Cape Town are embracing dairy-free milks, meat substitutes, and egg-free baked goods, driven by health, ethical, and environmental motivations. These products often avoid common allergens and animal-derived ingredients, meeting the needs of both vegan and allergy-sensitive consumers. As plant-based eating becomes more mainstream, brands are introducing a growing range of innovative options that mimic the flavor and texture of traditional animal-based

products. This shift is supported by the entrance of international brands and local startups into the MEA market, expanding the availability and appeal of plant-based, allergen-free foods.

### Key Market Players

Danone S.A.

The Hain Celestial Group, Inc.

General Mills, Inc.

DR SCHÖR AG

Orgran SA

Hunter Foods Limited FZCO

Flora Food Group

GRUMA, S.A.B. DE C.V.

Hunter Foods LLC

Probios s.r.l.

### Report Scope:

In this report, the Middle East & Africa Free-From Food Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

#### Middle East & Africa Free-From Food Market, By Type:

Gluten-Free

Dairy-Free

Allergen-Free

Other

Middle East & Africa Free-From Food Market, By End Product:

Bakery & Confectionery

Dairy-Free Foods

Snacks

Beverages

Other

Middle East & Africa Free-From Food Market, By Sales Channel:

Supermarkets/Hypermarkets

Departmental Stores

Online

Others

Middle East & Africa Free-From Food Market, By Country:

South Africa

Saudi Arabia

UAE

Turkey

Kuwait

Egypt

## Rest of MEA

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Middle East & Africa Free-From Food Market.

### Available Customizations

Middle East & Africa Free-From Food Market report with the given market data, TechSci 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).

## Contents

### **1. INTRODUCTION**

- 1.1. Market Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

### **2. RESEARCH METHODOLOGY**

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

### **3. EXECUTIVE SUMMARY**

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Country
- 3.5. Overview of Market Drivers, Challenges, and Trends

### **4. VOICE OF CUSTOMER**

- 4.1. Brand Awareness
- 4.2. Factor Influencing Purchase Decision

### **5. MIDDLE EAST & AFRICA FREE-FROM FOOD MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value

## 5.2. Market Share & Forecast

5.2.1. By Type (Gluten-Free, Dairy-Free, Allergen-Free, Other)

5.2.2. By End Product (Bakery & Confectionery, Dairy Free Foods, Snacks, Beverages, Other)

5.2.3. By Sales Channel (Supermarkets/Hypermarkets, Departmental Stores, Online, Others)

5.2.4. By Country

5.2.5. By Company (2024)

## 5.3. Market Map

# 6. SOUTH AFRICA FREE-FROM FOOD MARKET OUTLOOK

## 6.1. Market Size & Forecast

6.1.1. By Value

## 6.2. Market Share & Forecast

6.2.1. By Type

6.2.2. By End Product

6.2.3. By Sales Channel

# 7. SAUDI ARABIA FREE-FROM FOOD MARKET OUTLOOK

## 7.1. Market Size & Forecast

7.1.1. By Value

## 7.2. Market Share & Forecast

7.2.1. By Type

7.2.2. By End Product

7.2.3. By Sales Channel

# 8. UAE FREE-FROM FOOD MARKET OUTLOOK

## 8.1. Market Size & Forecast

8.1.1. By Value

## 8.2. Market Share & Forecast

8.2.1. By Type

8.2.2. By End Product

8.2.3. By Sales Channel

# 9. TURKEY FREE-FROM FOOD MARKET OUTLOOK

## 9.1. Market Size & Forecast

### 9.1.1. By Value

## 9.2. Market Share & Forecast

### 9.2.1. By Type

### 9.2.2. By End Product

### 9.2.3. By Sales Channel

## 10. KUWAIT FREE-FROM FOOD MARKET OUTLOOK

### 10.1. Market Size & Forecast

#### 10.1.1. By Value

### 10.2. Market Share & Forecast

#### 10.2.1. By Type

#### 10.2.2. By End Product

#### 10.2.3. By Sales Channel

## 11. EGYPT FREE-FROM FOOD MARKET OUTLOOK

### 11.1. Market Size & Forecast

#### 11.1.1. By Value

### 11.2. Market Share & Forecast

#### 11.2.1. By Type

#### 11.2.2. By End Product

#### 11.2.3. By Sales Channel

## 12. MARKET DYNAMICS

### 12.1. Drivers

### 12.2. Challenges

## 13. MARKET TRENDS & DEVELOPMENTS

### 13.1. Merger & Acquisition (If Any)

### 13.2. Product Launches (If Any)

### 13.3. Recent Developments

## 14. PORTERS FIVE FORCES ANALYSIS

### 14.1. Competition in the Industry

- 14.2. Potential of New Entrants
- 14.3. Power of Suppliers
- 14.4. Power of Customers
- 14.5. Threat of Substitute Products

## **15. COMPETITIVE LANDSCAPE**

### 15.1. Company Profiles

- 15.1.1. Danone S.A.
  - 15.1.1.1. Business Overview
  - 15.1.1.2. Company Snapshot
  - 15.1.1.3. Products & Services
  - 15.1.1.4. Financials (As Per Availability)
  - 15.1.1.5. Key Market Focus & Geographical Presence
  - 15.1.1.6. Recent Developments
  - 15.1.1.7. Key Management Personnel
- 15.1.2. The Hain Celestial Group, Inc.
- 15.1.3. General Mills, Inc.
- 15.1.4. DR SCH?R AG
- 15.1.5. Orgran SA
- 15.1.6. Hunter Foods Limited FZCO
- 15.1.7. Flora Food Group
- 15.1.8. GRUMA, S.A.B. DE C.V.
- 15.1.9. Hunter Foods LLC
- 15.1.10. Probios s.r.l.

## **16. STRATEGIC RECOMMENDATIONS**

## **17. ABOUT US & DISCLAIMER**

## I would like to order

Product name: Middle East & Africa Free-From Food Market, By Type (Gluten-Free, Dairy-Free, Allergen-Free, Other), By End Product (Bakery & Confectionery, Dairy Free Foods, Snacks, Beverages, Other), By Sales Channel (Supermarkets/Hypermarkets, Departmental Stores, Online, Others), By Country, Competition, Forecast & Opportunities, 2020-2030F

Product link: <https://marketpublishers.com/r/MB8F3B63830CEN.html>

Price: US\$ 4,000.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/MB8F3B63830CEN.html>