

# **Gluten-free Products Market Size and Forecast (2021-2031), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Product Type [Bakery Products (Cakes and Muffins, Biscuits and Cookies, Pizza, Bread and Rolls, and Other Bakery Products), Confectionery Bars, Pasta and Noodles, Breakfast Cereals, Snacks, RTE and RTC Meals, Flour, and Others], Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online Retail, and Others), and Geography**

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## **Abstracts**

The gluten-free products market size was valued at US\$ 7.67 billion in 2024 and is expected to reach US\$ 13.49 billion by 2031; it is estimated to register a CAGR of 8.4% from 2025 to 2031.

The increasing demand for gluten-free bakery products is a major driver of growth in the overall gluten-free products market. Baked goods such as bread, cookies, cakes, and pastries are dietary staples in many households, and their gluten-free alternatives are now in high demand among consumers with celiac disease, gluten intolerance, or those opting for gluten-free diets as a lifestyle choice. As awareness of gluten-related health conditions grows, so does the need for accessible and appealing gluten-free versions of these everyday foods. Traditionally, gluten has played a key role in the texture and structure of baked goods, making the development of high-quality gluten-free options challenging. However, recent innovations in food technology and the use of alternative flours like almond, rice, coconut, and quinoa have significantly improved the taste,

texture, and nutritional value of gluten-free bakery products. These improvements have helped overcome consumer resistance and made gluten-free bakery items more competitive with their conventional counterparts. Retailers and food manufacturers have responded to this trend by expanding their gluten-free bakery product lines across supermarkets, cafes, and online platforms.

By product type, the market is segmented into bakery products (cakes and muffins, biscuits and cookies, pizza, bread and rolls, and other bakery products), confectionery bars, pasta and noodles, breakfast cereals, snacks, RTE and RTC meals, flour, and others. The bakery products segment held a larger market share in 2024. Bread, cakes, muffins, cookies, and pastries are staple foods in many cultures, making them among the first items consumers seek when transitioning to a gluten-free lifestyle. For individuals with celiac disease or gluten sensitivity, finding gluten-free alternatives to these everyday items is essential, which has significantly boosted demand in this segment. Moreover, bakery products are consumed more frequently than other gluten-free food categories, such as ready meals or snacks, contributing to higher sales volume. Manufacturers have recognized this demand and invested heavily in developing gluten-free bakery products that closely replicate the taste and texture of traditional baked goods. The use of alternative flours like rice, almond, and sorghum has improved product quality, attracting both gluten-sensitive consumers and those pursuing gluten-free diets for perceived health benefits. The wide availability of gluten-free bakery items in supermarkets, health stores, and online platforms has further expanded their reach. With ongoing innovation, improved product offerings, and strong consumer demand, the bakery segment continues to lead the gluten-free products market, accounting for the largest share in terms of both revenue and product variety.

North America dominated the gluten-free products market share in terms of revenue in 2024. North America held the largest share in the gluten-free products market due to a combination of high consumer awareness, advanced healthcare infrastructure, and a strong presence of key market players. The region has seen a significant rise in the diagnosis of celiac disease and gluten sensitivity, supported by improved medical screening and public education. This has led to a driving of the gluten-free products market as more individuals adopt gluten-free diets either out of necessity or as part of a broader health and wellness trend.

Some of the key players operating in the global gluten-free products market include American Garden, Mondelez International Inc., Dr. Schar Spa, Nestle SA, General Mills Inc., Hunter Foods LLC, Blue Diamond Growers, Mister Free'd, YummyEarth Inc., and Galletas Gullon SA. Players operating in the gluten-free products market focus on

providing high-quality products to fulfill customer demand. Also, they are focusing on launching new and high-quality products for their customers.

The overall global gluten-free products market size has been derived using both primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the gluten-free products market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain more analytical insights into the topic. The participants of this process include industry experts such as VPs, business development managers, market intelligence managers, and national sales managers—along with external consultants such as valuation experts, research analysts, and key opinion leaders—specializing in the gluten-free products market.

#### The List of Companies - Gluten-free Products Market

American Garden

Mondelez International Inc

Dr. Schar Spa

Nestle SA

General Mills Inc

Hunter Foods LLC

Blue Diamond Growers

Mister Free'd

YummyEarth Inc

Galletas Gullon SA

Amy's Kitchen

The Kraft Heinz Company

Conagra Brands Inc

Hain Celestial Group

Nummies Bakery

Bob's Red Mill

Kinnikinnick Foods

Sunflour Baking Company

Dawn Food Products

Valeo Foods Ltd

Avena Foods

TH Foods

Maine Crisp Co.

Genius Foods

Unismack

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