

# South & Central America Gluten-free Products Market Size and Forecast (2021 - 2031)

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## Abstracts

The South & Central America Gluten-free Products Market is projected to grow significantly, reaching approximately US\$ 1,447.4 million by 2031, up from US\$ 806.3 million in 2024, with an estimated compound annual growth rate (CAGR) of 8.7% from 2025 to 2031.

## Executive Summary and Market Analysis

The gluten-free products market in South & Central America is influenced by increasing health consciousness among consumers, changing food regulations, and public health initiatives aimed at addressing diet-related health issues. Regulatory organizations, including the Pan American Health Organization (PAHO) and various national health ministries, have been pivotal in improving gluten labeling standards and raising awareness about celiac disease. In 2022, PAHO supported new nutrition labeling guidelines that promote clear allergen disclosures, including gluten, in packaged foods, which aids those managing food intolerances. These standardized regulations have facilitated intra-regional trade of certified gluten-free products. Additionally, national campaigns and health programs in schools have enhanced public knowledge about gluten-related disorders, such as celiac disease and non-celiac gluten sensitivity, further increasing the demand for safe and clearly labeled gluten-free options.

## Strategic Insights

### Market Segmentation Analysis

By Product Type: The market is divided into several categories, including Bakery Products, Confectionery Bars, Pasta and Noodles, Breakfast Cereals, Snacks,

Ready-to-Eat (RTE) and Ready-to-Cook (RTC) Meals, Flour, and Others. The Bakery Products segment is the largest in 2024, further divided into Cakes and Muffins, Biscuits and Cookies, Pizza, Bread and Rolls, and Other Bakery Products.

By Distribution Channel: The market is segmented into Supermarkets and Hypermarkets, Convenience Stores, Online Retail, and Others, with Supermarkets and Hypermarkets holding the largest market share in 2024.

## Market Outlook

Major retail chains like Carrefour, Lulu, Panda, and Danube are expanding their presence globally and increasingly offering gluten-free products to meet rising consumer demand. The growth of social media and e-commerce has enabled gluten-free brands to reach potential customers effectively. Factors such as increased internet penetration, smartphone usage, and enhanced retail supply chains are contributing to the growth of e-commerce, allowing manufacturers to sell gluten-free products through platforms like Walmart, Tesco, Amazon, and Carrefour. According to a 2022 FAO report, over 63% of the global population had internet access as of 2021, which, along with improved retail supply chains, has made specialty foods, including gluten-free options, more accessible, especially in rural areas. The development of retail infrastructure and online shopping is expected to significantly boost the gluten-free products market in the coming years.

## Country Insights

The market is segmented by country into Brazil, Argentina, and the Rest of South & Central America, with Brazil holding the largest market share in 2024. The demand for gluten-free products in Brazil is fueled by rising health awareness and dietary restrictions. For example, in September 2023, Brazilian company Nude collaborated with M?e Terra Produtos Naturais e Org?nicos to launch a sustainable, gluten-free oat-based drink line for children under the Zooreta brand, reflecting a trend towards healthier, allergen-free alternatives.

## Company Profiles

Key players in the market include Nestl? SA, Mondelez International Inc., Blue Diamond Growers, General Mills Inc., American Garden, Hunter Foods LLC, Mister Free'd,

YummyEarth Inc., Galletas Gullon SA, and Dr. Sch?r Spa. These companies are employing strategies such as expansion, product innovation, and mergers and acquisitions to enhance their market presence and offer innovative products.

## Contents

### **1. INTRODUCTION**

- 1.1 Report Guidance
- 1.2 Market Segmentation

### **2. EXECUTIVE SUMMARY**

- 2.1 Key Insights
- 2.2 Market Attractiveness

### **3. RESEARCH METHODOLOGY**

- 3.1 Secondary Research
- 3.2 Primary Research
  - 3.2.1 Hypothesis formulation:
  - 3.2.2 Macroeconomic factor analysis:
  - 3.2.3 Developing base number:
  - 3.2.4 Data Triangulation:
  - 3.2.5 Country-level data:

### **4. GLUTEN-FREE PRODUCTS MARKET LANDSCAPE**

- 4.1 Market Overview
- 4.2 Porter's Five Forces Analysis
  - 4.2.1 Threat of New Entrants:
  - 4.2.2 Threat of Substitutes:
  - 4.2.3 Bargaining Power of Buyers:
  - 4.2.4 Bargaining Power of Suppliers:
  - 4.2.5 Competitive Rivalry:
- 4.3 Ecosystem Analysis
  - 4.3.1 Raw Material Suppliers
  - 4.3.2 Manufacturers
  - 4.3.3 Distributors or Suppliers
  - 4.3.4 End-Use Industry
  - 4.3.5 List of Vendors in the Value Chain

### **5. SOUTH & CENTRAL AMERICA GLUTEN-FREE PRODUCTS MARKET - KEY**

## **MARKET DYNAMICS**

- 5.1 Market Drivers
- 5.2 Market Restraints
- 5.3 Market Opportunities
- 5.4 Future Trends
- 5.5 Impact of Drivers and Restraints:

## **6. GLUTEN-FREE PRODUCTS MARKET - SOUTH & CENTRAL AMERICA MARKET ANALYSIS**

6.1 South & Central America Gluten-free Products Market Revenue (US\$ Million), 2024 - 2031

6.2 South & Central America Gluten-free Products Market Forecast and Analysis

## **7. SOUTH & CENTRAL AMERICA GLUTEN-FREE PRODUCTS MARKET REVENUE ANALYSIS - BY PRODUCT TYPE**

### 7.1 Bakery Products

#### 7.1.1 Overview

7.1.2 Bakery Products: South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

### 7.2 Cakes and Muffins

#### 7.2.1 Overview

7.2.2 Cakes and Muffins: South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

### 7.3 Biscuits and Cookies

#### 7.3.1 Overview

7.3.2 Biscuits and Cookies: South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

### 7.4 Pizza

#### 7.4.1 Overview

7.4.2 Pizza: South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

### 7.5 Bread and Rolls

#### 7.5.1 Overview

7.5.2 Bread and Rolls: South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

### 7.6 Other Bakery

#### 7.6.1 Overview

7.6.2 Other Bakery: South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

### 7.7 Confectionery Bars

#### 7.7.1 Overview

7.7.2 Confectionery Bars: South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

### 7.8 Pasta and Noodles

#### 7.8.1 Overview

7.8.2 Pasta and Noodles: South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

### 7.9 Breakfast Cereals

#### 7.9.1 Overview

7.9.2 Breakfast Cereals: South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

### 7.10 Snacks

#### 7.10.1 Overview

7.10.2 Snacks: South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

### 7.11 RTE and RTC Meals

#### 7.11.1 Overview

7.11.2 RTE and RTC Meals: South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

### 7.12 Flour

#### 7.12.1 Overview

7.12.2 Flour: South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

### 7.13 Others

#### 7.13.1 Overview

7.13.2 Others: South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

## **8. SOUTH & CENTRAL AMERICA GLUTEN-FREE PRODUCTS MARKET REVENUE ANALYSIS - BY DISTRIBUTION CHANNEL**

### 8.1 Supermarkets and Hypermarkets

#### 8.1.1 Overview

8.1.2 Supermarkets and Hypermarkets: South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

## 8.2 Convenience Stores

### 8.2.1 Overview

8.2.2 Convenience Stores: South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

## 8.3 Online Retail

### 8.3.1 Overview

8.3.2 Online Retail: South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

## 8.4 Others

### 8.4.1 Overview

8.4.2 Others: South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

## **9. SOUTH & CENTRAL AMERICA GLUTEN-FREE PRODUCTS MARKET - COUNTRY ANALYSIS**

### 9.1 South & Central America

9.1.1 South & Central America Gluten-free Products Market Revenue and Forecast and Analysis - by Country

9.1.1.1 South & Central America Gluten-free Products Market Revenue and Forecast and Analysis - by Country

9.1.2.2 Brazil: South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

9.1.2.2.1 Brazil: South & Central America Gluten-free Products Market Share - by Product Type

9.1.2.2.2 Brazil: South & Central America Gluten-free Products Market Share - by Distribution Channel

9.2.3.3 Argentina: South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

9.2.3.3.1 Argentina: South & Central America Gluten-free Products Market Share - by Product Type

9.2.3.3.2 Argentina: South & Central America Gluten-free Products Market Share - by Distribution Channel

9.3.4.4 Rest of South & Central America: South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

9.3.4.4.1 Rest of South & Central America: South & Central America Gluten-free Products Market Share - by Product Type

9.3.4.4.2 Rest of South & Central America: South & Central America Gluten-free Products Market Share - by Distribution Channel

## **10 COMPETITIVE LANDSCAPE**

- 10.1 Heat Map Analysis by Key Players
- 10.2 Company Positioning & Concentration

## **11 INDUSTRY LANDSCAPE**

- 11.1 Overview
- 11.2 New Product Development
- 11.3 Merger and Acquisition
- 11.4 Other Strategic Developments

## **12 COMPANY PROFILES**

- 12.1 Nestle SA
  - 12.1.1 Key Facts
  - 12.1.2 Business Description
  - 12.1.3 Products and Services
  - 12.1.4 Financial Overview
  - 12.1.5 SWOT Analysis
  - 12.1.6 Key Developments
- 12.2 Mondelez International Inc
  - 12.2.1 Key Facts
  - 12.2.2 Business Description
  - 12.2.3 Products and Services
  - 12.2.4 Financial Overview
  - 12.2.5 SWOT Analysis
  - 12.2.6 Key Developments
- 12.3 Blue Diamond Growers
  - 12.3.1 Key Facts
  - 12.3.2 Business Description
  - 12.3.3 Products and Services
  - 12.3.4 Financial Overview
  - 12.3.5 SWOT Analysis
  - 12.3.6 Key Developments
- 12.4 General Mills Inc
  - 12.4.1 Key Facts
  - 12.4.2 Business Description

- 12.4.3 Products and Services
- 12.4.4 Financial Overview
- 12.4.5 SWOT Analysis
- 12.4.6 Key Developments
- 12.5 American Garden
  - 12.5.1 Key Facts
  - 12.5.2 Business Description
  - 12.5.3 Products and Services
  - 12.5.4 Financial Overview
  - 12.5.5 SWOT Analysis
  - 12.5.6 Key Developments
- 12.6 Hunter Foods LLC
  - 12.6.1 Key Facts
  - 12.6.2 Business Description
  - 12.6.3 Products and Services
  - 12.6.4 Financial Overview
  - 12.6.5 SWOT Analysis
  - 12.6.6 Key Developments
- 12.7 Mister Free'd
  - 12.7.1 Key Facts
  - 12.7.2 Business Description
  - 12.7.3 Products and Services
  - 12.7.4 Financial Overview
  - 12.7.5 SWOT Analysis
  - 12.7.6 Key Developments
- 12.8 YummyEarth Inc
  - 12.8.1 Key Facts
  - 12.8.2 Business Description
  - 12.8.3 Products and Services
  - 12.8.4 Financial Overview
  - 12.8.5 SWOT Analysis
  - 12.8.6 Key Developments
- 12.9 Galletas Gullon SA
  - 12.9.1 Key Facts
  - 12.9.2 Business Description
  - 12.9.3 Products and Services
  - 12.9.4 Financial Overview
  - 12.9.5 SWOT Analysis
  - 12.9.6 Key Developments

## 12.10 Dr. Sch?r Spa

12.10.1 Key Facts

12.10.2 Business Description

12.10.3 Products and Services

12.10.4 Financial Overview

12.10.5 SWOT Analysis

12.10.6 Key Developments

## **13. APPENDIX**

### 13.1 About The Insight Partners

## List Of Tables

### LIST OF TABLES

Table 1. South & Central America Gluten-free Products Market Segmentation

Table 2. List of Vendors

Table 3. South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Table 4. South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Product Type

Table 5. South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Distribution Channel

Table 6. South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Country

Table 7. Brazil: South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Product Type

Table 8. Brazil: South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Distribution Channel

Table 9. Argentina: South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Product Type

Table 10. Argentina: South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Distribution Channel

Table 11. Rest of South & Central America: South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Product Type

Table 12. Rest of South & Central America: South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million) - by Distribution Channel

Table 13. Heat Map Analysis by Key Players

## List Of Figures

### LIST OF FIGURES

Figure 1. South & Central America Gluten-free Products Market Segmentation - Country

Figure 2. Porter's Analysis

Figure 3. Ecosystem: Gluten-free Products Market

Figure 4. South & Central America Gluten-free Products Market - Key Market Dynamics

Figure 5. Impact Analysis of Drivers and Restraints

Figure 6. South & Central America Gluten-free Products Market Revenue (US\$ Million), 2024 - 2031

Figure 7. South & Central America Gluten-free Products Market Share (%) - by Product Type, 2024 and 2031

Figure 8. Bakery Products: South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 9. Cakes and Muffins: South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 10. Biscuits and Cookies: South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 11. Pizza: South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 12. Bread and Rolls: South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 13. Other Bakery: South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 14. Confectionery Bars: South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 15. Pasta and Noodles: South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 16. Breakfast Cereals: South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 17. Snacks: South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 18. RTE and RTC Meals: South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 19. Flour: South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 20. Others: South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 21. South & Central America Gluten-free Products Market Share (%) - by Distribution Channel, 2024 and 2031

Figure 22. Supermarkets and Hypermarkets: South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 23. Convenience Stores: South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 24. Online Retail: South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 25. Others: South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 26. South & Central America Gluten-free Products Market Breakdown by Key Countries, 2024 and 2031 (%)

Figure 27. Brazil: South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 28. Argentina: South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 29. Rest of South & Central America: South & Central America Gluten-free Products Market - Revenue and Forecast, 2021 - 2031 (US\$ Million)

Figure 30. Company Positioning & Concentration

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