

## Gluten-free Foods - US - September 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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“Overall, the gluten-free food market continues to thrive off those who must maintain a gluten-free diet for medical reasons, as well as those who perceive gluten-free foods to be healthier or more natural. The category will continue to grow in the near term, especially as FDA regulations make it easier for consumers to purchase gluten-free products and trust the manufacturers who make them.”

- Amanda Topper, Food Analyst

This report looks at the following areas:

- Will the category continue to grow rapidly?
- What impact will the FDA definition of gluten-free have on the category?
- What are the current perceptions of gluten-free foods?

The gluten-free food category increased from 2012-14. Greater awareness of a gluten-free diet as a result of increasing diagnoses of celiac disease and other gluten sensitivities, and the diet's perceived health benefits, are major market drivers. Gluten-free foods not only appeal to those who must follow a gluten-avoidance diet, they also appeal to a wide audience who view them as beneficial. In response, food manufacturers offering either gluten-free alternatives or existing products with a gluten-free label have increased dramatically over the last several years.

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DID YOU KNOW?

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