Free-from Foods - UK - December 2017

Report Price: £1995.00 | $2648.76 | €2273.70

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"The free-from category's strong sales growth in recent years now stands vulnerable to the squeeze on household incomes, as 47% of free-from buyers spend less on these products when money is tight. However, opportunities remain for premium and 'shortcut' products to do well as people cut down on going out."
– Alice Baker, Research Analyst

This report looks at the following areas:

- **Need for companies to demonstrate good health credentials**
- **Premium products can succeed even as incomes come under pressure**
- **Brands must find ways to appeal beyond their free-from status**

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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