

Free From Foods and Allergies - Ireland - September 2014

Report Price: £1495 | \$1995 | €1800

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This report looks at the following areas:

- What percent of Irish consumers are intolerant, allergic or suffer from coeliac disease?
- What are the most prevalent types of allergies/intolerances among Irish consumers?
- In what sectors are the majority of new product launches of free-from food occurring?
- How do non-sufferers view free-from foods?
- How important is brand to free-from food purchasers?

In 2014, there is an increasing focus on free-from diets and foods. Despite the relatively low level of consumers who suffer from food allergies or intolerances, sales of free-from food continue to grow, as consumers embrace these foodstuffs as being healthier or being useful in treating suspected intolerances.

This report examines the impact that allergies and intolerances have on the modern Irish consumers; looking at how this guides their food choices and how many consumers choose to eat free-from foods despite not suffering from a condition.



“While only a small number of Irish consumers officially suffer from allergies or intolerances in 2014, the level of sales of free-from food is undoubtedly improving, with a greater level of media attention on the likes of free-from diets and a greater availability of products helping to drive usage among consumers who do not suffer from such afflictions.”

- Brian O'Connor, Production Manager?

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Table of Contents

INTRODUCTION

- Key themes in the report
- Consumer data
- Definition
- Wheat-free, gluten-free (WF/GF)
- Dairy-free/lactose-free
- Allergies and intolerances
- Abbreviations

EXECUTIVE SUMMARY

- **The market**
Figure 1: Free-from food and drink sales vs all-grocery sales, Iol, 2009-14
- **Forecast**
Figure 2: Indexed market value of free-from foods, NI and RoI, 2009-19
- **Market factors**
- **Improvements in the Irish economy**
- **One in 10 NI and 3% of RoI consumers suffer from allergies**
- **Ireland has low allergy rate compared to the rest of Europe**
Figure 3: Top 10 European countries, by percentage of population that suffers from an allergy (including those who have suffered in the past), 2011
- **Coeliac affects one in 100 in Ireland**
- **Increasing urbanisation could lead to increased incidence of allergies**
- **Maturing population could shift dynamic in free-from food market**
- **Innovations**
Figure 4: Indexed level of products launched claiming to be gluten-free and low/no/reduced allergen, UK and Ireland, 2007-14
Figure 5: Gluten-free and low/no allergen products launched to UK and Irish market, by product category, 2014*
- **The consumer**
- **Wheat, gluten, dairy and lactose most commonly avoided foods/ingredients**
Figure 6: Types of food/ingredients avoided due to allergy, intolerance or coeliac disease and those who avoid as part of a healthy lifestyle, RoI, August 2014

What's included

Executive Summary

Full Report PDF

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Powerpoint Presentation

Interactive Databook

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Figure 7: Types of food/ingredients avoided due to allergy, intolerance or coeliac disease and those who avoid as part of a healthy lifestyle, NI, August 2014

- **Most allergy sufferers have had condition confirmed by doctor - intolerance sufferers likely to self-diagnose**

Figure 8: If a consumer's allergy is confirmed by a doctor/dietician, suspected or self-diagnosed, NI and RoI, August 2014

Figure 9: If a consumer's intolerance is confirmed by a doctor/dietician, suspected or self-diagnosed, NI and RoI, August 2014

Figure 10: If a consumer's coeliac disease is confirmed by a doctor/dietician, suspected or self-diagnosed, NI and RoI, August 2014

- **Gluten-free food the most bought and eaten type of free-from food**

Figure 11: Types of free-from products that consumers have bought or eaten in the past six months, NI and RoI, August 2014

- **Consumers want more variety and ranges for free-from food**

Figure 12: Agreement with statements relating to free-from products, NI and RoI, August 2014

- **Many non-users would be willing to switch if they suspected an allergy or intolerance**

Figure 13: Agreement with statements relating to free-from products by non-users, NI and RoI, August 2014

- **Friend/family recommendation can help motivate free-from usage**

Figure 14: Agreement with the statements relating to free-from food, NI and RoI, August 2014

- **What we think**

ISSUES AND INSIGHTS

- **What percent of Irish consumers are intolerant, allergic or suffer from coeliac disease?**
- **The facts**
- **The implications**
- **What are the most prevalent types of allergies/intolerances among Irish consumers?**
- **The facts**
- **The implications**
- **In what sectors are the majority of new product launches of free-from food occurring?**

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Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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- The facts
- The implications
- How do non-sufferers view free-from foods?
- The facts
- The implications
- How important is brand to free-from food purchasers?
- The facts
- The implications

TREND APPLICATIONS

- Guiding Choice
- Totophobia
- The Real Thing

MARKET OVERVIEW

- Key points
- NI and RoI economies on the road to recovery

Figure 15: Economic growth performance (% growth) and forecast, NI and RoI, 2009-16

Figure 16: Consumer confidence, RoI, August 2009-July 2014

Figure 17: Consumer confidence, NI, June 2009-March 2014
- Confidence increasing, despite the increased costs of living

Figure 18: Percentage change in consumer price index, by category, UK and RoI, 2009/10-13/14
- A quarter of RoI and a fifth of NI consumers have tight finances

Figure 19: How consumers rate their current financial situation, NI and RoI, November 2013-July 2014
- Low level of consumers suffer from allergies, but evidence points to increase
- Ireland has one of the lowest rates of allergy sufferers in Europe

Figure 20: Top 10 European countries, by percentage of population that suffers from an allergy (including those who have suffered in the past), 2011

Figure 21: Percentage of EU population suffering from food allergies, by type, June 2014
- Approximately 64,000 coeliac sufferers in Ireland
- Non coeliac/gluten intolerance sufferers think they might benefit from a non-gluten lifestyle

Figure 22: Agreement with selected statements relating to free-from foods, NI and RoI, August 2014

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Full Report PDF

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Powerpoint Presentation

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Figure 23: Healthier and less healthy traits of selected gluten-free products compared to standard variants, June 2014

- **Call to end gluten-free prescriptions in UK**

Figure 24: Recommend level of prescribed gluten-free foods per month, by age group and gender, 2011

- **Larger urban populations could lead to more allergies/intolerances**

Figure 25: RoI population, by location, 2011 and 2031

Figure 26: NI population, by location, 2001 and 2013

- **Global shift to urbanisation could help boost global demand for free-from foods**

Figure 27: Global urban vs rural population, 1950–2050

- **Aging population trend could lead to less needing allergy-safe food**

Figure 28: Forecasted changes in populations, by age group, NI and RoI, 2014 and 2031

MARKET SIZE AND FORECAST

- **Key points**

- **Strong growth in sales value of free-from food**

Figure 29: Estimated market value of free-from foods, NI and RoI, 2009–19

- **Non-sufferers driving market growth**

- **Free-from food accounts for less than 1% of total grocery sales**

Figure 30: Free-from food and drink sales vs all-grocery sales, RoI, 2009–14

- **Market growth expected to taper-off somewhat**

Figure 31: Indexed market value of free-from foods, NI and RoI, 2009–19

WHO'S INNOVATING?

- **Key points**

- **Three-fold increase in the level of free-from foods launched to market**

Figure 32: Indexed level of products launched claiming to be gluten-free and low/no/reduced allergen, UK and Ireland, 2007–14

- **Snack and bakery categories account for largest level of free-from product launches**

Figure 33: Gluten-free and low/no allergen products launched to UK and Irish market, by product category, 2007–14

What's included

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Full Report PDF

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Powerpoint Presentation

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- **Bakery innovations include gluten-free bake mixes**

Figure 34: Frequency of baking from scratch, RoI 2011 and 2013

- **Snacking category sees strong level of gluten-free cereal bar launches**

Figure 35: Snack products claiming to be gluten/allergen free, by sub-category, UK and Ireland, 2013

- **Processed fish, meat and eggs offer meat-free and wheat free options**

- **Marks & Spencer leading the charge on free-from foods in 2013/14**

Figure 36: Products launched claiming to be gluten-free and low/no/reduced allergen, by top 10 companies, UK and Ireland, 2007-14

Figure 37: Products launched claiming to be gluten-free and low/no/reduced allergen, by private label and branded status, UK and Ireland, 2009-14

- **Milk and gluten most common allergy labels**

Figure 38: Indexed level of products launched with an allergen warning, UK and Ireland, 2009-13

Figure 39: Products launched with an allergen warning, UK and Ireland, 2013

THE CONSUMER – TYPES OF ALLERGIES/INTOLERANCES SUFFERED FROM

- **Key points**
- **RoI consumers avoid wheat and gluten most – NI dairy and lactose**

Figure 40: Types of food/ingredients avoided due to allergy, intolerance or coeliac disease, NI and RoI, August 2014

- **Soya and red meat most avoided for general health/other reasons**

Figure 41: Types of food/ingredients avoided as part of a generally healthy lifestyle/other reason, NI and RoI, August 2014

- **Majority of consumers do not avoid foodstuffs**

Figure 42: Types of food/ingredients do not avoid, NI and RoI, August 2014

THE CONSUMER – IF ALLERGIES, INTOLERANCES OR COELIAC IS CONFIRMED, SUSPECTED OR SELF-DIAGNOSED

- **Key points**
- **A third of those who avoid food due to an allergy are confirmed by a doctor**

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Figure 43: If a consumer's allergy, intolerance or coeliac disease is confirmed by a doctor/dietician, suspected or self-diagnosed, NI and RoI, August 2014

Figure 44: Consumers who have had allergy confirmed by a doctor/dietician, by gender, RoI, August 2014

- **One third of RoI and a quarter of NI consumers have a self-diagnosed food intolerance**

Figure 45: If a consumer's intolerance is confirmed by a doctor/dietician, suspected or self-diagnosed, NI and RoI, August 2014

THE CONSUMER – TYPES OF FREE-FROM PRODUCTS BOUGHT AND EATEN

- **Key points**
- **Strong level of usage of gluten-free foods**
Figure 46: Types of free-from products that consumers have bought or eaten in the past six months, NI and RoI, August 2014
- **25-34-year-olds most likely to have eaten gluten-free food**
Figure 47: Consumers who have eaten gluten-free foods in the past six months, by age, NI and RoI, August 2014
- **Affluent consumers most likely to eat gluten-free and wheat-free foods**
Figure 48: Consumers who have eaten gluten-free or wheat-free foods in the past six months, by social class, NI and RoI, August 2014
- **Dairy substitutes see greater use in NI compared to RoI**
Figure 49: Consumers have eaten Dairy-substitutes (eg soya milk, soya cheese, oat milk) foods in the past six months, by gender, NI and RoI, August 2014
Figure 50: Types of milk used or served in the last three months, NI and RoI, March 2014
- **Younger consumers and men more likely to have eaten nut-free products**
Figure 51: Consumers who have eaten nut-free foods in the past six months, by age, NI and RoI, August 2014

THE CONSUMER – BEHAVIOURS OF FREE-FROM FOOD USERS

- **Key points**
- **Great demand of free-from everyday essentials and snacks**
Figure 52: Agreement with statements relating to free-from products, NI and RoI, August 2014
- **Strong demand for more 'everyday' free-from foods**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 53: Agreement with the statement 'I would like to see a wider range of everyday essentials (eg bread) in free-from foods', by gender, NI and RoI, August 2014

Figure 54: Agreement with statements relating to varieties of free-from bread, by gender, NI and RoI, August 2014

- **Free-from users want items located in the same area in supermarkets**

Figure 55: Agreement with the statement 'Free-from foods should be stocked together in the supermarket, not among regular products', by work status, NI and RoI, August 2014

- **RoI consumers see greater need for own-brand free-from products**

Figure 56: Agreement with the statement 'I/we would like more own-brand free-from products', by gender and age, NI and RoI, August 2014

- **A third note 'other' family members eat free-from food**

Figure 57: Agreement with the statement 'In my house, the free-from food is sometimes eaten by other members of my family (who do not have food allergy/intolerance)', by social-class, NI and RoI, August 2014

- **A segment of consumers prefers preparing their own free-from foods**

Figure 58: Agreement with the statement 'I/we prefer to prepare our food from scratch rather than buy free-from products', by age, NI and RoI, August 2014

Figure 59: Frequency of preparing/cooking meals from scratch, RoI, 2007-13

Figure 60: Indexed new product launches to the baking ingredients and mixes category claiming to be free-from, UK and Ireland, 2009-14

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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THE CONSUMER – ATTITUDES OF NON-USERS TOWARDS FREE-FROM FOOD

- **Key points**
- **Strong level of consumers would switch if they suspected an allergy/intolerance**

Figure 61: Agreement with statements relating to free-from products by non-users, NI and RoI, August 2014

- **Women and mature consumers most likely to switch if they suspected an intolerance**

Figure 62: Agreement with the statement 'I would be willing to switch to free-from food if I suspected an intolerance/sensitivity', by gender and age, NI and RoI, August 2014

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- **Some consumers would only make the switch if advised by a health professional**

Figure 63: Agreement with the statement 'I would be willing to switch to free-from food if I suspected an intolerance/sensitivity', by gender, NI and RoI, August 2014

- **Many would eat free-from if the taste was similar to 'normal' food**

Figure 64: Agreement with the statement 'I would not mind eating a free-from product instead of a 'normal' one if it tasted just as good', by gender and social class, NI and RoI, August 2014

- **A third of non-users feel a free-from diet would see them miss out on nutrients**

Figure 65: Agreement with the statement 'By cutting out foods (eg dairy, wheat) from your diet you may miss out on essential nutrients', by age, NI and RoI, August 2014

THE CONSUMER – ATTITUDES TOWARDS FREE-FROM FOODS

- **Key points**
- **A recommendation by a family member carries much weight**

Figure 66: Agreement with the statements relating to free-from food, NI and RoI, August 2014

- **Recommendations more likely to motivate parents**

Figure 67: Agreement with the statement 'I would try a free-from product if it was recommended to me by friends/family', by Presence of own children, NI and RoI, August 2014

- **Half of Irish consumers expect free-from food to be more expensive**

- **Greater demand for certification in RoI**

Figure 68: Agreement with the statement 'I would appreciate a certification for free-from foods similar to fair-trade', by gender, NI and RoI, August 2014

- **Third of consumers think free-from food may not taste as good as 'normal' food**

Figure 69: Agreement with the statement 'Free-from foods do not taste as good as regular foods', by age, NI and RoI, August 2014

Figure 70: Consumers who eat junk food at least once a day, by age, NI and RoI, July 2013

APPENDIX

- **NI Toluna tables**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

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Figure 71: If consumers avoid dairy due to an allergy/intolerance/coeliac disease or as part of a generally healthy lifestyle, by demographics, NI, August 2014

Figure 72: If consumers avoid Lactose due to an allergy/intolerance/coeliac disease or as part of a generally healthy lifestyle, by demographics, NI, August 2014

Figure 73: If consumers avoid wheat due to an allergy/intolerance/coeliac disease or as part of a generally healthy lifestyle, by demographics, NI, August 2014

Figure 74: If consumers avoid gluten due to an allergy/intolerance/coeliac disease or as part of a generally healthy lifestyle, by demographics, NI, August 2014

Figure 75: If consumers avoid nuts due to an allergy/intolerance/coeliac disease or as part of a generally healthy lifestyle, by demographics, NI, August 2014

Figure 76: If consumers avoid fish and shellfish due to an allergy/intolerance/coeliac disease or as part of a generally healthy lifestyle, by demographics, NI, August 2014

Figure 77: If consumers avoid soya due to an allergy/intolerance/coeliac disease or as part of a generally healthy lifestyle, by demographics, NI, August 2014

Figure 78: If consumers avoid celery due to an allergy/intolerance/coeliac disease or as part of a generally healthy lifestyle, by demographics, NI, August 2014

Figure 79: If consumers avoid eggs due to an allergy/intolerance/coeliac disease or as part of a generally healthy lifestyle, by demographics, NI, August 2014

Figure 80: If consumers avoid red meat due to an allergy/intolerance/coeliac disease or as part of a generally healthy lifestyle, by demographics, NI, August 2014

Figure 81: If consumers avoid poultry due to an allergy/intolerance/coeliac disease or as part of a generally healthy lifestyle, by demographics, NI, August 2014

Figure 82: If consumers avoid other foods/ingredients due to an allergy/intolerance/coeliac disease or as part of a generally healthy lifestyle, by demographics, NI, August 2014

Figure 83: If consumers who avoid certain ingredients/foods have a confirmed or suspected allergy, by demographics, NI, August 2014

Figure 84: If consumers who avoid certain ingredients/foods have a confirmed or suspected intolerance, by demographics, NI, August 2014

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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APAC +61 (0) 2 8284 8100

Figure 85: If consumers who avoid certain ingredients/foods have a confirmed or suspected coeliac disease, by demographics, NI, August 2014

Figure 86: Types of free-from products that consumers have bought in the past six months, by demographics, NI, August 2014

Figure 87: Types of free-from products that consumers have bought in the past six months, by demographics, NI, August 2014 (continued)

Figure 88: Types of free-from products that consumers have eaten in the past six months, by demographics, NI, August 2014

Figure 89: Types of free-from products that consumers have eaten in the past six months, by demographics, NI, August 2014 (continued)

Figure 90: Types of free-from products that consumers have not bought or eaten in the past six months, by demographics, NI, August 2014

Figure 91: Types of free-from products that consumers have not bought or eaten in the past six months, by demographics, NI, August 2014 (continued)

Figure 92: Agreement with statements relating to free-from products, by demographics, NI, August 2014

Figure 93: Agreement with statements relating to free-from products, by demographics, NI, August 2014 (continued)

Figure 94: Agreement with statements relating to free-from products, by demographics, NI, August 2014 (continued)

Figure 95: Agreement with statements relating to free-from products by non-users, by demographics, NI, August 2014

Figure 96: Agreement with statements relating to free-from products by non-users, by demographics, NI, August 2014 (continued)

Figure 97: Agreement with statements relating to free-from products by non-users, by demographics, NI, August 2014 (continued)

Figure 98: Agreement with the statement 'Free-from foods are highly processed', by demographics, NI, August 2014

Figure 99: Agreement with the statement 'Free-from foods have more additives than regular foods', by demographics, NI, August 2014

Figure 100: Agreement with the statement 'Free-from foods are often higher in fat/sugar than regular foods', by demographics, NI, August 2014

What's included

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Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 101: Agreement with the statement 'Free-from foods are generally healthier than regular foods', by demographics, NI, August 2014

Figure 102: Agreement with the statement 'Free-from foods do not taste as good as regular foods', by demographics, NI, August 2014

Figure 103: Agreement with the statement 'Free-from foods that offer other benefits (eg almond milk being a source of vitamin E) appeal to me', by demographics, NI, August 2014

Figure 104: Agreement with the statement 'I would use free-from products instead of regular products to incorporate variety into my diet (eg coconut milk, almond milk), by demographics, NI, August 2014

Figure 105: Agreement with the statement 'I would try a free-from product if it was recommended to me by friends/family', by demographics, NI, August 2014

Figure 106: Agreement with the statement 'I would appreciate a certification for free-from foods similar to fair-trade', by demographics, NI, August 2014

Figure 107: Agreement with the statement 'I trust free-from food brands for information on food intolerance/sensitivity', by demographics, NI, August 2014

Figure 108: Agreement with the statement 'I would expect free-from products to be more expensive than regular products', by demographics, NI, August 2014

Figure 109: Agreement with the statement 'There are not enough lower calorie free-from products available', by demographics, NI, August 2014

- **Rol Toluna tables**

Figure 110: If consumers avoid dairy due to an allergy/intolerance/coeliac disease or as part of a generally healthy lifestyle, by demographics, Rol, August 2014

Figure 111: If consumers avoid lactose due to an allergy/intolerance/coeliac disease or as part of a generally healthy lifestyle, by demographics, Rol, August 2014

Figure 112: If consumers avoid wheat due to an allergy/intolerance/coeliac disease or as part of a generally healthy lifestyle, by demographics, Rol, August 2014

Figure 113: If consumers avoid gluten due to an allergy/intolerance/coeliac disease or as part of a generally healthy lifestyle, by demographics, Rol, August 2014

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 114: If consumers avoid nuts due to an allergy/intolerance/coeliac disease or as part of a generally healthy lifestyle, by demographics, RoI, August 2014

Figure 115: If consumers avoid fish and shellfish due to an allergy/intolerance/coeliac disease or as part of a generally healthy lifestyle, by demographics, RoI, August 2014

Figure 116: If consumers avoid soya due to an allergy/intolerance/coeliac disease or as part of a generally healthy lifestyle, by demographics, RoI, August 2014

Figure 117: If consumers avoid celery due to an allergy/intolerance/coeliac disease or as part of a generally healthy lifestyle, by demographics, RoI, August 2014

Figure 118: If consumers avoid eggs due to an allergy/intolerance/coeliac disease or as part of a generally healthy lifestyle, by demographics, RoI, August 2014

Figure 119: If consumers avoid red meat due to an allergy/intolerance/coeliac disease or as part of a generally healthy lifestyle, by demographics, RoI, August 2014

Figure 120: If consumers avoid poultry due to an allergy/intolerance/coeliac disease or as part of a generally healthy lifestyle, by demographics, RoI, August 2014

Figure 121: If consumers avoid other foods/ingredients due to an allergy/intolerance/coeliac disease or as part of a generally healthy lifestyle, by demographics, RoI, August 2014

Figure 122: If consumers who avoid certain ingredients/foods have a confirmed or suspected allergy, by demographics, RoI, August 2014

Figure 123: If consumers who avoid certain ingredients/foods have a confirmed or suspected intolerance, by demographics, RoI, August 2014

Figure 124: If consumers who avoid certain ingredients/foods have a confirmed or suspected coeliac disease, by demographics, RoI, August 2014

Figure 125: Types of free-from products that consumers have bought in the past six months, by demographics, RoI, August 2014

Figure 126: Types of free-from products that consumers have bought in the past six months, by demographics, RoI, August 2014 (continued)

Figure 127: Types of free-from products that consumers have eaten in the past six months, by demographics, RoI, August 2014

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

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Figure 128: Types of free-from products that consumers have eaten in the past six months, by demographics, Rol, August 2014 (continued)

Figure 129: Types of free-from products that consumers have not bought or eaten in the past six months, by demographics, Rol, August 2014

Figure 130: Types of free-from products that consumers have not bought or eaten in the past six months, by demographics, Rol, August 2014 (continued)

Figure 131: Agreement with statements relating to free-from products, by demographics, Rol, August 2014

Figure 132: Agreement with statements relating to free-from products, by demographics, Rol, August 2014 (continued)

Figure 133: Agreement with statements relating to free-from products, by demographics, Rol, August 2014 (continued)

Figure 134: Agreement with statements relating to free-from products by non-users, by demographics, Rol, August 2014

Figure 135: Agreement with statements relating to free-from products by non-users, by demographics, Rol, August 2014 (continued)

Figure 136: Agreement with statements relating to free-from products by non-users, by demographics, Rol, August 2014 (continued)

Figure 137: Agreement with the statement 'Free-from foods are highly processed', by demographics, Rol, August 2014

Figure 138: Agreement with the statement 'Free-from foods have more additives than regular foods', by demographics, Rol, August 2014

Figure 139: Agreement with the statement 'Free-from foods are often higher in fat/sugar than regular foods', by demographics, Rol, August 2014

Figure 140: Agreement with the statement 'Free-from foods are generally healthier than regular foods', by demographics, Rol, August 2014

Figure 141: Agreement with the statement 'Free-from foods do not taste as good as regular foods', by demographics, Rol, August 2014

Figure 142: Agreement with the statement 'Free-from foods that offer other benefits (eg almond milk being a source of vitamin E) appeal to me', by demographics, Rol, August 2014

Figure 143: Agreement with the statement 'I would use free-from products instead of regular products to incorporate

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variety into my diet (eg coconut milk, almond milk), by demographics, Rol, August 2014

Figure 144: Agreement with the statement 'I would try a free-from product if it was recommended to me by friends/family', by demographics, Rol, August 2014

Figure 145: Agreement with the statement 'I would appreciate a certification for free-from foods similar to fair-trade', by demographics, Rol, August 2014

Figure 146: Agreement with the statement 'I trust free-from food brands for information on food intolerance/sensitivity', by demographics, Rol, August 2014

Figure 147: Agreement with the statement 'I would expect free-from products to be more expensive than regular products', by demographics, Rol, August 2014

Figure 148: Agreement with the statement 'There are not enough lower calorie free-from products available', by demographics, Rol, August 2014

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