

Free-from Food Trends - US - May 2015

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

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"Foods bearing a free-from claim appear increasingly relevant to consumers, even as those claims begin to cite relatively obscure ingredients. These foods, in consumers' eyes, are closely tied to health – whether their own, their family's, or the planet's."

This report looks at the following areas:

- GMOs receive regulatory approval but consumer scorn
- Cost impacts interest in free-from foods
- Consumers expect controversial ingredients in snacks, frozen meals

More than three quarters of free-from purchasers seek free-from claims out of a desire for more natural/less-processed foods, and this interest is contributing to the surge in items free of GMOs (genetically modified organisms), high-fructose corn syrup, preservatives, and growth hormones. Relatively few consumers regard foods bearing a free-from claim as worth an extra cost, however, suggesting the prevailing opinion is that foods should be inherently natural and "real".

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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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