

## Gluten-free Foods - US - October 2015

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

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"While some consumers view the gluten-free diet as a fad, gluten-free food consumption continues to trend upward, fueled mostly by its general health halo, and also as a treatment for those with celiac disease or gluten sensitivity. Market competition continues to heat up as manufacturers both large and small enter the gluten-free space, increasing the availability, quality, and variety of gluten-free foods."

- Amanda Topper, Food Analyst

This report looks at the following areas:

- Gluten-free food category continues solid growth
- Gluten-free foods not viewed as nutritious
- Gluten-free foods are only part of consumers' diets

For the purposes of this report, Mintel has used the following definitions:

Gluten-free foods are defined as those that are labeled and/or marketed as gluten-free by the manufacturer. These products may be certified as gluten-free by a third-party source, such as the Gluten-Free Certification Organization, but not all are.

For this report, rather than consider all possible food products carrying a gluten-free claim, Mintel has focused on those categories where consumers are most likely to find both products including gluten and those without. Breads, for example, commonly contain gluten, which gives gluten-free breads particular relevance to consumers. Products such as eggs that never/rarely contain gluten are not covered in this report as it is difficult to determine how much influence (if any) gluten-free labeling has on sales.

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DID YOU KNOW?

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## Table of Contents

### Overview

What you need to know

Definition

### Executive Summary

The issues

Gluten-free food category continues solid growth

Figure 1: Sales\* and fan chart forecast of gluten-free foods, at current prices, rolling 52 weeks June 2013-June 2018

Figure 2: Sales\* of gluten-free foods, by segment, at current prices, rolling 52 weeks June 2013-June 2015

Gluten-free foods not viewed as nutritious

Figure 3: Attitudes toward gluten-free foods – Any agree, by reasons for eating gluten-free foods, July 2015

Gluten-free foods are only part of consumers' diets

Figure 4: Consistency of eating gluten-free foods, July 2015

The opportunities

Focus on key consumer segments driving growth

Figure 5: Reasons for eating gluten-free foods, 2013-15

Quality, taste perceptions positive, but need to boost nutritional profile

Figure 6: Satisfaction with taste of gluten-free foods, July 2015

Offer gluten-free foods with value-added attributes to increase consumption frequency

Figure 7: Behaviors related to gluten-free foods, by reasons for eating gluten-free foods, July 2015

What it means

### The Market – What You Need to Know

Gluten-free food sales reach \$11.6 billion in 2015

Sales grow across food segments

Growth in foodservice a competitive threat

### Market Size and Forecast

Gluten-free sales and total share of gluten-free foods continue to rise

Figure 8: Sales\* of gluten-free foods as a share of total category sales, at current prices, rolling 52 weeks June 2013-June 2015

Figure 9: Sales\* and fan chart forecast of gluten-free foods, at current prices, rolling 52 weeks June 2013-June 2018

Figure 10: Sales\* of gluten-free foods, at current prices, rolling 52 weeks June 2013-June 2018

Figure 11: Sales\* of gluten-free foods, at inflation-adjusted prices, rolling 52 weeks June 2013-June 2018

### Market Breakdown

Strongest growth within meats, desserts, energy bars segments

Figure 12: Sales\* of gluten-free foods, by segment, at current prices, rolling 52 weeks June 2013-June 2015

Figure 13: Sales\* of gluten-free foods as a share of total category sales, by segment, at current prices, rolling 52 weeks June 2013-June 2015

Bread products and cereals

Figure 14: Sales\* of total and gluten-free bread products and cereals, by segment, at current prices, rolling 52 weeks June 2013-June 2015

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## Condiments, seasonings, and spreads

Figure 15: Sales\* of total and gluten-free condiments, seasonings, and spreads, by segment, at current prices, rolling 52 weeks June 2013-June 2015

## Desserts

Figure 16: Sales\* of total and gluten-free desserts, by segment, at current prices, rolling 52 weeks June 2013-June 2015

## Energy bars

Figure 17: Sales\* of total and gluten-free energy bars, by segment, at current prices, rolling 52 weeks June 2013-June 2015

## Meats/meat alternatives

Figure 18: Sales\* of total and gluten-free meats/meat alternatives, by segment, at current prices, rolling 52 weeks June 2013-June 2015

## Pasta, noodles, and rice

Figure 19: Sales\* of total and gluten-free pasta, noodles, and rice, by segment, at current prices, rolling 52 weeks June 2013-June 2015

## Prepared foods

Figure 20: Sales\* of total and gluten-free prepared foods, by segment, at current prices, rolling 52 weeks June 2013-June 2015

## Snacks

Figure 21: Sales\* of total and gluten-free snacks, by segment, at current prices, rolling 52 weeks June 2013-June 2015

## Market Perspective

Foodservice gluten-free options continue to grow, create competition

## Market Factors

Celiac disease and gluten sensitivity incidence

Perceived health benefits a key driver

Use of the gluten-free claim grows

Figure 22: Gluten-free food introductions, by launch type, August 2014-15

Figure 23: Gluten-free food product penetration, 2010-14

## Key Players – What You Need to Know

Gluten-free category highly fragmented

Expanded gluten-free product lines help boost sales

Products with ancient grains, probiotics emerging

## Manufacturer Sales of Gluten-free Foods

Nearly half of category represented by smaller brands

Manufacturer sales of gluten-free foods

Figure 24: Sales\* of gluten-free products at retail, by market share of leading companies, rolling 52 weeks 2015

Figure 25: Sales\* of gluten-free products at retail, by leading companies, rolling 52 weeks 2014 and 2015

## What's Working?

Established brands expanding their product lines

Figure 26: Sales\* of Snyder's of Hanover gluten-free snacks

Figure 27: Sales\* of Amy's Kitchen gluten-free prepared foods

Figure 28: Sales\* of EVOL gluten-free prepared foods

Figure 29: Sales\* of Cheerios gluten-free cereal

Figure 30: Sales\* of CLIF LUNA gluten-free energy bars

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Figure 31: Sales\* of Barilla gluten-free pasta

## Dedicated gluten-free brands

Figure 32: Sales\* of Glutino gluten-free bread products

Figure 33: Sales\* of Glutino gluten-free desserts

Figure 34: Sales\* of Glutino gluten-free prepared meals

## Naturally gluten-free snacks

Figure 35: Sales\* of On The Border gluten-free snacks

Figure 36: Sales\* of Cheetos gluten-free snacks

Figure 37: Sales\* of Smartfood gluten-free snacks

## What's Next?

### Adding value with added nutrition

Figure 38: Sales\* of gluten-free foods with pre-/probiotics, at current prices, rolling 52 weeks June 2013-June 2015

## The Consumer – What You Need to Know

Gluten-free food consumption continues to rise

Increase in those who believe they may be gluten intolerant or sensitive

Satisfaction with gluten-free foods high, yet improvement needed

Consumers don't always eat gluten-free

## Consumption of Gluten-free Foods

### Consumption continues upward trend

Figure 39: Consumption of gluten-free foods, 2013-15

Figure 40: Consumption of gluten-free foods, by gender and age, July 2015

Figure 41: Consumption of gluten-free foods, by race and Hispanic origin, July 2015

Figure 42: Past consumption of gluten-free foods, 2013-15

## Reasons for Eating Gluten-free Foods

Increase in those who believe they may be gluten intolerant or sensitive

Figure 43: Reasons for eating gluten-free foods, 2013-15

Health continues to drive consumption, especially among nonceliacs

Figure 44: Other reasons for eating gluten-free foods, 2013-15

Figure 45: Other reasons for eating gluten-free foods, by celiac disease diagnosis, July 2015

## Satisfaction with Taste of Gluten-free Foods

Generally high satisfaction across food categories

Figure 46: Satisfaction with taste of gluten-free foods, July 2015

Higher satisfaction among those diagnosed with celiac disease

Figure 47: Satisfaction with taste of gluten-free foods, by reasons for eating gluten-free foods, any satisfied, July 2015

## Consistency of Eating Gluten-free Foods

Most consumers also eat gluten-containing foods across categories

Figure 48: Consistency of eating gluten-free foods, July 2015

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## Behaviors Related to Gluten-free Foods

Awareness of gluten-free label rises slightly

Figure 49: Behaviors related to gluten-free foods, 2014-15

Celiacs most likely to follow other free-from diets

Figure 50: Behaviors related to gluten-free foods, by reasons for eating gluten-free foods, July 2015

Celiacs less strict about gluten-free diet away from home

Figure 51: Behaviors related to gluten-free foods, by reasons for eating gluten-free foods, July 2015

Certification, specialty brands more important to gluten intolerant or sensitive

Figure 52: Behaviors related to gluten-free foods, by reasons for eating gluten-free foods, July 2015

## Attitudes toward Gluten-free Foods

The "fad factor" rises

Figure 53: Attitudes toward gluten-free foods – Any agree, 2013-15

Trust of gluten-free product claims declines

Figure 54: Attitudes toward gluten-free foods – Any agree, 2014-15

Hispanics concerned about ingredients, weight gain on a gluten-free diet

Figure 55: Attitudes toward gluten-free foods – Any agree, by Hispanic origin, July 2015

Celiacs agree gluten-free foods are higher quality but room exists to improve nutritional value

Figure 56: Attitudes toward gluten-free foods – Any agree, by reasons for eating gluten-free foods, July 2015

Figure 57: Attitudes toward gluten-free foods – CHAID – Tree output, July 2015

## Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Abbreviations and terms

Abbreviations

## Appendix – CHAID Analysis

Methodology

Attitudes toward gluten-free foods

Figure 58: Attitudes toward gluten-free foods – CHAID – Table output, July 2015

## Appendix – Market

Retail channel sales

Figure 59: Market share of sales\* of gluten-free foods, by retail channel, at current prices, rolling 52 weeks June 2013-June 2015

Gluten-free food sales by select attributes

Organic

Figure 60: Sales\* of organic gluten-free foods, at current prices, rolling 52 weeks June 2013-June 2015

Allergen-free

Figure 61: Sales\* of allergen-free and gluten-free foods, at current prices, rolling 52 weeks June 2013-June 2015

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## Appendix – Key Players

### Bread products and cereals

Figure 62: Sales\* of gluten-free bread products and cereals, by leading companies and brands, rolling 52 weeks June 2014-15

### Condiments, seasonings, spreads

Figure 63: Sales\* of gluten-free condiments, seasonings, and spreads, by leading companies and brands, rolling 52 weeks June 2014-15

### Desserts

Figure 64: Sales\* of gluten-free desserts, by leading companies and brands, rolling 52 weeks June 2014-15

### Energy bars

Figure 65: Sales\* of gluten-free energy bars, by leading companies and brands, rolling 52 weeks June 2014-15

### Meats/meat alternatives

Figure 66: Sales\* of gluten-free meat/meat alternatives, by leading companies and brands, rolling 52 weeks June 2014-15

### Pasta and rice

Figure 67: Sales\* of gluten-free pasta and rice, by leading companies and brands, rolling 52 weeks June 2014-15

### Prepared foods

Figure 68: Sales\* of gluten-free prepared foods, by leading companies and brands, rolling 52 weeks June 2014-15

### Snacks

Figure 69: Sales\* of gluten-free snacks, by leading companies and brands, rolling 52 weeks June 2014-15

## Appendix – Segments and Subsegments

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