Free-from Foods - UK - December 2016

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"The free-from market continues to see impressive growth. NPD has been a key part of recent growth, enabling the market to gain share of users' spend through unlocking new occasions and encouraging trading up. High interest in products delivering on health, naturalness and portability highlight areas of innovation going forward."
– **Anita Winther, Research Analyst**

This report looks at the following areas:

- **High expectations of "clean label" in free-from**
- **Sparking interest in non-users is crucial challenge**
- **Free-from foods face competition from scratch cooking**

The free-from market enjoyed accelerating growth over 2011-15, slowing to a still impressive 16% in 2016, to reach an estimated £627 million. NPD (New Product Development) has been a key part of recent growth, growing free-from's share of users' food spend through new occasions and trading up. Marketing focused on awareness of intolerances and touting the wider health and taste credentials of products has looked to attract a wider audience. Growing availability has also supported growth as the leading grocers have devoted more shelf space to free-from items.

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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