

Free-from Foods - UK - January 2016

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“The ‘health halo’ of free-from foods is a key driver of uptake, opening up a pool of opportunity beyond actual or suspected allergy or intolerance sufferers. However, it also leaves the market exposed to the vagaries of consumer opinion.”

– Kiti Soininen, Head of UK Food, Drink and Foodservice Research

This report looks at the following areas:

- Importance of health credentials
- Price remains a key barrier
- Scope to encourage free-from users to trade up

In 2015 the free-from market continued its remarkable growth, to reach an estimated £470 million. The number of people buying gluten-free foods rose against 2014, suggesting new users are in part fuelling the growth. However, existing users are also spending more, facilitated by the growing availability of products at mainstream supermarkets.

Operators' ongoing investment in the market, the predicted rise in disposable incomes and growth of the child population should support growth going forward. However, the market remains reliant on a 'health halo', leaving it vulnerable to changes in public opinion, and needing to improve the nutritional profiles of products.

Longer term, the scope for volume growth among existing users will be limited. The interest in premium free-from products, however, suggests potential to maintain value growth.

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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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Avoidance of Foods/Ingredients

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