

Gluten-free Foods - US - October 2015

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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?

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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