

Free-from Foods - Ireland - August 2017

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“The Irish free-from market has enjoyed growth over recent years, driven by ‘lifestylers’ and wider availability of products in supermarkets. Mintel expects growth to continue, however manufacturers need to adjust sugar content and prices of products where possible as these are key barriers to purchasing and consumption of free-from food in Ireland.”

- **Aisling Kearney, Research Analyst**

This report looks at the following areas:

- **Gluten-free/wheat free**
- **Dairy-free/lactose-free**
- **Allergies and intolerances**

Free-from food has now entered the mainstream, largely as a result of consumers choosing to adopt a free-from diet due to the perception that it is a healthier lifestyle choice. In saying this, sugar is one of the main deterrents to purchasing free-from food. Manufacturers would be wise to make this their priority and reduce the sugar content where possible, otherwise they could run the risk of consumers switching to the next big food trend.

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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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