

## Free-from Food Trends - US - October 2017

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"Consumers are embracing free-from claims on foods, but not all are perceived or accepted equally. The broader trend is guided by those seeking sustained overall wellness. The strong interest in options free of artificial elements and that avoid high-fructose corn syrup and genetic modification, suggests that consumers' true aim is to find options that are "real" and natural. "

**- Billy Roberts, Senior Analyst – Food and Drink**

This report looks at the following areas:

- Avoidance largely tied to lifestyle choice
- Free-from options widely shopped
- Lack of trust in manufactured foods
- Consumers as likely to cook free-from options from scratch

The purpose of this Report is to assess consumer attitudes and behaviors regarding foods bearing a "free-from" claim, meaning a processed food that claims to be free of one or more of the following:

- GMOs
- Allergens
- Sodium
- Nitrates/nitrites
- Hormones
- Lactose

This Report follows up on Free-from Food Trends – US, May 2015, as well as Gluten-free Foods – US, October 2016, which exclusively evaluates the market for foods and beverages without (or with lowered amounts of) wheat and gluten.

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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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