

Free-from Foods - UK - February 2020

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This report looks at the following areas:

- Strong demand for more free-from products for special occasions
- Half of parents want more free-from choice for kids
- Free-from products need other reasons to buy to win over non-users



“With the free-from trend now a firmly established phenomenon, growth is expected to slow. The spotlight on sustainability should, however, support the demand for dairy alternatives. Products catering for special occasions and those for children hold potential for growing sales among established users.”

– Angharad Goode, Research Analyst

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- Arla focuses on 'what feels good'
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- Half of adults report food/ingredient avoidances in their household
- One in three adults have bought free-from food/drink
- Half of parents want more free-from choice for kids
- Co-location with standard variants welcomed widely
- Interest in free-from foods with digestive health benefits
- 67% of non-users say they don't need free-from products

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