

Free-from Foods - US - June 2019

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This report looks at the following areas:

- Strong preferences by age limit broad appeal
- Price and trust barriers limit growth of free-from foods
- Some consumers simply apathetic toward ingredients



"The free-from foods market is growing, and with 62% of consumers avoiding at least one ingredient, it is unlikely to slow in the near future. However, the market faces a number of challenges, such as differing priorities for avoiding ingredients, skepticism over the trustworthiness of the claims, and perceptions that products are expensive and overly processed."

- Karen Formanski, Health &

Wellness Analyst

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