

# Gluten-Free Beer Market 2017 Global Trends, Market Share, Industry Size, Growth, Opportunities, and Forecast to 2022

*Gluten-Free Beer Global Market Segmentation and Major Players Analysis and Forecast to 2022*

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Gluten-free beer is produced using gluten-free raw materials such as millet, rice, corn and buckwheat. The global gluten-free beer market is expected to grow at a CAGR of more than 13.5% over the period 2017 to 2022. Known to have the ability to lower the cholesterol levels, ease digestive issues, and lower the fat content, gluten-free beer is seeing an increased demand amongst the health conscious consumers. Companies like Doehler, DSM, New Planet Beer Company are the major shareholders in the market place.

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## Market Dynamics

The rise in obesity, diabetes, celiac disease, and other diagnosed food intolerances, and growing consumer awareness have increased the demand for gluten-free beer. The market is well developed in the U.S. and Europe due to significant awareness about the need to limit gluten-intake and control the risks with the occurrence of celiac disease. The market for gluten-free products has grown to about 40 million consumers – up to four million of who suffer from celiac disease, a medical condition that requires them to avoid consuming gluten. The gluten-free beer market is luring a large pool of the weight-conscious population. New technologies are being developed by large players such as Doehler and DSM; the brewers can now manufacture gluten-free beers with conventional raw materials such as barley and wheat. Doehler has patented the technology that helps the manufacture of gluten-free beer that tastes like traditional beer. New product launches and innovations by leading companies and aggressive marketing by retailers about gluten-free products are promoting the gluten-free beer. The major restraints of the gluten-free beer market are the high price of this beer and apprehension about its taste. An increase in the number of craft beer enthusiasts and the rising beer demand in developing countries are great growth opportunities for the gluten-free beer producers.



## Market Segmentation

The gluten-free beer market can be segmented into four major segments, by the ingredient type, type, distribution channel and geography. The global gluten-free beer market is segmented by ingredient type into corn, rice, millet, sorghum, buckwheat, and others. By type, the gluten-free beer is segmented into craft, ale and lager. The craft beer is expected to be the largest product segment mainly due to greater demand in developed regions. By distribution channel, the market is segmented into bars and restaurants, liquor stores, supermarkets, mini markets and online stores.

## Regional Analysis

North America is the largest consumer of gluten-free beer, followed by Europe; while, Latin America is expected to grow at the highest CAGR, followed by Asia-Pacific over the forecast period.

## Competitive Environment

The market is highly fragmented due to the presence of numerous small and large vendors. Most of the companies engage in aggressive promotion of the gluten-free beer to improve the product positioning and visibility. The competition in the global gluten-free beer market is reported to be high mostly in the developed countries, such as North America and Europe; these markets are at a saturation level with a slow growth rate and steady demand. Multiple product launches, innovative product packaging, huge marketing and promotional activities have been strong business strategies for the market growth in the region.

Some of the major players in the market include-

Doehler

DSM

New Planet Beer Company

## Key Deliverables in the Study

Market analysis for the global gluten-free beer market, with region-specific assessments and competition analysis on a global and regional scale.

Market definition along with the identification of key drivers and restraints.

Identification of factors instrumental in changing the market scenario, rising prospective opportunities, and identification of key companies that can influence this market on a global and regional scale.

Extensively researched competitive landscape section with profiles of major companies, along with their market share.

Identification and analysis of the macro and micro factors that affect the Global Gluten Free Beer market on both global and a regional scale.

A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information.

A wide-ranging knowledge and insight about the major players in this industry and the key strategies

adopted by them to sustain and grow in the studied market.

Insights on the major countries/regions where this industry is growing and identify the regions that are still untapped.

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