



Gluten Free Products Market Analysis 2018 (By Segment, Key Players and Applications) and Forecasts To 2023

Gluten Free Products - Market Demand, Growth, Opportunities and Analysis of Top Key Player Forecast To 2023

PUNE, INDIA, April 11, 2018 /EINPresswire.com/ -- The global gluten-free products market has witnessed a continued demand during the last few years and is projected to reach USD 9.14 billion at a CAGR of 9.51% by 2023 in terms of value. The gluten-free products market has witnessed a substantial innovation in terms of new product launches along with research and development and collaboration by industrial players. The overall increasing disposable income of the consumers and their evolving buying pattern over the past few years have led to a surge in the sales of gluten-free products during the forecast period.

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Increasing health and wellness concern among the population is a major factor for the growing demand for gluten-free food products. The conviction that gluten-free products are generally healthier is one of the key factors responsible for the purchase among consumers. There is also a high perception among consumers that gluten-free food adds to the nutritional content and helps in weight management. The linkage of increased energy and weight loss is another factor for the growing consumption of gluten-free food products.

Manufacturers focus on effective packaging design as it has a noticeable impact on consumers' shopping behavior. Packaging plays a significant role in product marketing for any business that makes or sells products and acts as a selling point for many consumers by delivering a sense of quality and reflect the product's brand image.

Gluten-free products' manufacturers focus on sustainable packaging and clean labeling as consumers prefer products free from any additives and chemical preservatives. Gluten-free products' manufacturers focus on packaging to attract the consumer's eye and make the product stand out next to the competitor's product on the retail shelf.

Segments

The gluten-free products market has been segmented on the basis of product type of bakery and snacks, dairy and frozen desserts, beverages, meat products, prepared meals, and others. On the basis of the distribution channel, the market is segmented into store-based and non-store based.

Key Players

The leading market players in the global gluten-free products market are The Hain Celestial Group, Inc. (U.S.), Boulder Brands, Inc. (U.S.), General Mills, Inc. (U.S.), The Kraft Heinz Company (U.S.), Kellogg Company (U.S.), Mondelez International, Inc. (U.S.), Hero Group AG (Switzerland), and Freedom Foods Group Ltd. (Australia)

Target Audience:

- Food & beverages manufacturers
- Gluten-free products manufacturers
- Raw material suppliers
- End-users (food industry)
- Retailers and wholesalers
- E-commerce companies
- Traders, importers, and exporters

Key Findings:

- Gluten-free bakery and snacks are the most attractive segment among the manufacturers, and the segment is projected to expand at a high pace during the forecast period of 2017 to 2023.
- The U.S. is expected to be valued at 2.06 billion by the end of 2018 and is projected to witness a substantial CAGR of 9.56% during the forecast period.

Regional & Country Analysis of The Gluten-Free Products Market, Development & Demand Forecast to 2023

As per the MRFR analysis, the global gluten-free products market is poised to reach USD 9.14 Billion by 2023, to grow at a CAGR of 9.51% during the forecast period.

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Norah Trent

wiseguyreports

+1 646 845 9349 / +44 208 133 9349

email us here

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