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Gluten Free Confectionary Market Expected to Reach $6.6 Billion by 2032 | Pamelas Products, Simple Mills, Unreal Brands

Gluten free confectionary market size was valued at $3.2 billion in 2022 & is estimated to reach $6.6 billion by 2032, with at a CAGR of 7.6% from 2023 to 2032.

Gluten Free Confectionary Market

PORTLAND, OREGON, UNITED STATES, October 17, 2023 /EINPresswire.com/ -- The Gluten Free Confectionary Market is mostly driven by the influence of health and wellness trends. Moreover, rise of plant-based and vegan diets has contributed to the growth of the gluten-free confectionery market. Many gluten-free products are naturally plant-based, and manufacturers have developed vegan-friendly options to cater to this expanding consumer segment. The influence of health and wellness Gluten Free Confectionary Market Trends on the gluten-free confectionery market is evident in the growth of the market trajectory. The Gluten Free Confectionary Market Analysis is expected to continue expanding as consumers increasingly prioritize their health, seek out gluten-free options, and opt for gluten-free confectionery products that align with their wellness goals.

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The major players operating in the Gluten Free Confectionary Market Forecastfocus on key market strategies, such as mergers, product launches, acquisitions, collaborations, and partnerships. They have been also focusing on strengthening their market reach to maintain their goodwill in the ever-competitive market. Some of the key players in the gluten-free confectionery market include Bob's Red Mill Natural Foods, Inc., Pamelas Products, Simple Mills, Inc., Unreal Brands Inc., Hail Merry LLC, SmartSweets Inc., King Arthur Baking Company, Inc., MONDELEZ INTERNATIONAL, INC., The GFB: Gluten Free Bar, and Conagra Brands, Inc.

However, Gluten Free Confectionary Market often face challenges in replicating the taste and texture of their gluten-containing counterparts. This may deter some consumers from purchasing gluten-free confectionery due to concerns about flavor and texture quality. The risk of cross-contamination with gluten-containing ingredients during manufacturing processes may concern consumers with severe gluten sensitivity. This may lead to hesitation in purchasing gluten-free confectionery products.

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The Gluten Free Confectionary Industry is segmented on the basis of product type, price point, distribution channel, and region. On the basis of product type, the market is classified into gluten-free cookies, gluten-free cakes, gluten-free chocolates, baking mixes, and others. On the basis of price point, the market is classified into economy, mid-range, and luxury. On the basis of distribution channel, the market is classified into supermarkets/hypermarkets, convenience stores, pharmaceutical and drug stores, online sales channels, and others. On the basis of region, it is analyzed across North America (U.S., Canada, Mexico), Europe (France, Germany, Italy, Spain, UK, Rest of Europe), Asia-Pacific (China, India, Japan, South Korea, Australia, and the Rest of Asia-Pacific), and LAMEA (Brazil, Saudi Arabia, South Africa, Turkey, and Rest of LAMEA).

On the basis of product type, the market is classified into gluten-free cookies, gluten-free cakes, gluten-free chocolates, baking mixes, and others. The gluten-free chocolate segment accounted for a Gluten Free Confectionary Market Share major share in 2022 and is expected to grow at a significant CAGR during the forecast period. Gluten-free chocolates in the gluten-free confectionery market are chocolates specifically produced to be free from gluten, catering to individuals with gluten-related disorders or those following gluten-free diets. There is a rise in demand for gluten-free chocolates due to several factors. The improved availability and variety of gluten-free chocolates in retail outlets and online platforms contribute to their rise in popularity among consumers seeking gluten-free indulgence.

On the basis of price point, the market is classified into economy, mid-range, and luxury. The economy segment accounted for a major share of the Gluten-free confectionery market in 2022 and is expected to grow at a significant CAGR during the forecast period. The economy segment comprises products that are considered affordable by larger masses of growing economies. These gluten-free confectionery products usually lie in the starting range of any product category and are generally available with discounts.

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On the basis of distribution channels, the market is classified into supermarkets/hypermarkets, convenience stores, pharmaceutical and drug stores, online sales channels, and others. The supermarkets/hypermarkets segment accounted for a major share of the Gluten-free confectionery market in 2022 and is expected to grow at a significant CAGR during the forecast period. Supermarkets are characterized by large facilities, low-profit margins, high volume, and operations that serve total needs for food items such as groceries, meats, produce, dairy products, and baked goods of consumers. Moreover, the one-stop solution provided by these retail formats makes it a very popular option for shopping consumers.

On the basis of region, it is analyzed across North America (the U.S., Canada, Mexico), Europe (France, Germany, Italy, Spain, the UK, Rest of Europe), Asia-Pacific (China, India, Japan, South Korea, Australia, and the Rest of Asia-Pacific), and LAMEA (Brazil, Saudi Arabia, South Africa, Turkey, and Rest of LAMEA). The Europe region accounted for a major share of the Gluten-free confectionery market in 2022 and is expected to grow at a significant CAGR during the forecast period. Strict food labeling regulations in Europe ensure clear and reliable labeling of gluten-free products, enhancing consumer trust. In addition, European consumers are more health-conscious and have a higher disposable income, making them more inclined to purchase gluten-free confectionery.

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KEY FINDINGS OF THE STUDY

By type, the gluten-free chocolate segment was the highest revenue contributor to the market in 2022 and is expected to grow at a significant CAGR during the forecast period.
By price point, the economy segment was the highest revenue contributor to the market in 2022 and is expected to grow at a significant CAGR during the forecast period.
By distribution channel, the supermarkets/hypermarkets segment was the highest revenue contributor to the market in 2022 and is expected to grow at a significant CAGR during the forecast period.
By region, the Europe region was the highest revenue contributor to the market in 2022 and is expected to grow at a significant CAGR during the forecast period.

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