

standards, and higher health expenditures, coupled with extensive promotion of organic food, contribute to the expansion of the free-from food market. Gluten-free products are vital for addressing the symptoms of celiac disease and other gluten-related conditions. They're also favored by individuals seeking health benefits like enhanced well-being, weight management, and boosted energy levels, even if they don't have diagnosed gluten sensitivities.

Drivers of Growth

The increasing demand for free from food products is attributed to consumers seeking better taste, along with a rise in health consciousness. Factors such as disposable income, improved living standards, and a preference for organic and natural foods are driving this trend. Additionally, gluten-free products are in demand not only for medical reasons but also for perceived health benefits such as weight loss and increased energy.

Free from food products have further witnessed higher rate of penetration in North America and Europe. However, low availability has been observed in some major parts of Asia-Pacific and LAMEA, which is attributable to low performing macro-economic factors such as low internet penetration and weak marketing strategies by the manufacturers. Thus, lower penetration of such products limits the growth of the market.

Increase has been witnessed in number of users in various social media sites with rise in internet penetration. Taking this into consideration, most of the key players in the market strategize on promoting their products on these social media platforms. Thus, free from food market analysis through social media marketing strategy, the market sights critical opportunity in gaining traction.

Key Segments

- Dairy-free
- Sugar-free
- Carb-free
- Lactose-free
- Artificial Ingredient-free food
- Others

Key Distribution Channels

- Supermarket & Hypermarket
- Specialty Stores
- Online retail stores

- Others

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Key Findings of the Study

- Depending on type, the sugar-free segment garnered 30.0% of free from food market share in 2018, and is expected to grow at a CAGR of 7.0% from 2019 to 2026.□
- The artificial ingredient-free food segment was valued at \$12.8 billion, and is expected to reach \$20.3 billion by 2026, registering a CAGR of 6.1 %.□
- In 2018, by distribution channel, the dairy & frozen dessert segment accounted for 58.3% share of the market, and is expected to grow at the CAGR of 6.9%.□
- The online retail stores segment accounted was valued at \$7.8billion, and is expected to reach \$18.1 billion by 2026, registering highest CAGR of 11.3%.
- Region wise, North America accounted for a prominent market share in 2018, and is anticipated to grow at a CAGR of 7.2% throughout the free from food market forecast period.

The key players operating in the free from food industry include:

- The Kraft Heinz Company
- The Hain Celestial Group, Inc.
- Cargill Inc.
- Corbion Inc.
- Kerry Group PLC
- Ingredion Incorporated
- Chr. Hansen A/S
- Dupont
- Kellogg Company

- General Mills, Inc.

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