

Gluten-free flour Market is expected to witness higher growth rate from 2023 to 2031 | General Mills, Inc., SunOpta Inc

Manufacturers are innovating and introducing a diverse range of gluten-free products, from baked goods to snacks, to cater to a broader consumer base.

WILMINGTON, DE, UNITED STATES, July 4, 2025 /EINPresswire.com/ -- [Gluten-free flour market size](#) generated \$6,345.5 million in 2022 and is anticipated to generate \$9,437.6 million by 2032, witnessing a CAGR of 4.0% from 2023 to 2032.



The gluten-free flour market is experiencing steady growth, driven by a range of influential factors. Globalization and the rise in international trade play a crucial role in this expansion. As people across the globe become more connected, the demand for gluten-free products is no longer limited by region, with dietary preferences crossing borders and gaining global traction. This international exchange continues to fuel the worldwide growth of the gluten-free flour market.

Key drivers behind this market growth include increasing awareness of gluten-related health conditions, changing consumer dietary habits, the growing popularity of specialized diets, the food industry's responsiveness to these trends, and the global scope of market demand. Together, these elements foster a strong and supportive environment for the ongoing development of the [gluten-free flour industry](#), solidifying its status as a lasting and impactful trend within the broader food sector.

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The gluten-free flour market is mostly driven by the clean label and transparency. The emphasis on clean label and transparency is creating significant opportunities in the gluten-free flour market.

The gluten free flour industry is mostly driven by the clean label and transparency. The emphasis on clean label and transparency is creating significant gluten free flour market opportunities. Consumers increasingly seek products with clear and honest labeling, free from unnecessary additives and artificial ingredients. Gluten free flour industry manufacturers can capitalize on this trend by promoting their products as clean and transparent alternatives. Clearly communicating the sourcing and processing of ingredients, along with any certifications or quality standards, builds trust with consumers who prioritize clean eating. By positioning gluten-free flours as natural, minimally processed, and free from undesirable additives, manufacturers can differentiate their products in a crowded market. Providing detailed information on packaging and marketing materials about the origin of ingredients, production methods, and any third-party certifications fosters transparency. This commitment to clean label practices not only meets consumer expectations for healthier choices but also opens up new market opportunities for gluten-free flour as an essential ingredient in the pursuit of transparent and clean eating habits.

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The gluten free flour market analysis is segmented based on product, source, application, and region. By product, the market is classified into amaranth flour, almond flour, oat flour, corn flour, and others. By source, the market is classified into cereals and legumes. By application, the market is classified into bread and bakery products, soups and sauces, and ready-to-eat products. By region, the market is classified into North America (the U.S., Canada, and 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).

Based on region, Europe held the highest market share in terms of revenue in 2022, accounting for two-fifths of the gluten-free flour market revenue. The demand for gluten-free flour market is on the rise in Europe, driven by various factors and supported by facts and trends. Europe has a higher prevalence of gluten-related disorders, such as celiac disease, compared to other regions. In addition, the LAMEA region is also expected to witness the fastest CAGR of 5.6% from 2023 to 2032 and is projected to dominate the market during the forecast period.

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Leading Market Players: -

Hometown Food Company

Bob's Red Mill Natural Foods, Inc.

Ardent Mills

To Your Health Sprouted Flour Co.

The Scoular Company

Associated British Foods Plc.
General Mills, Inc.
Archer-Daniels-Midland Company
King Arthur Baking Company, Inc.
Shipton Mill Ltd.

The report provides a detailed analysis of these key players in the gluten-free flour industry. These players have adopted different strategies such as new product launches, collaborations, expansion, joint ventures, agreements, and others to increase their market share and maintain dominant shares in different regions. The report is valuable in highlighting business performance, operating segments, product portfolio, and strategic moves of market players to showcase the competitive scenario.

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