

# Gluten free snacks market SWOT Analysis, Competitive Landscape and Massive Growth 2031

*Growing awareness about gluten intolerance along with surging awareness about health consciousness among the global population will boost the growth of Market.*

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EINPresswire.com/ -- The global [gluten free snacks industry](#) was estimated at \$843.6 million in 2021, and is set to reach \$1.8 billion by 2031, growing at a CAGR of 8.3% from 2022 to 2031.



Gluten free Snacks Market

Growing awareness about gluten intolerance along with surging awareness about health consciousness among the global population will boost the growth of the global gluten free snacks market. Furthermore, a surge in the number of celiac patients and gluten-related allergies will create huge demand for gluten free snacks. In addition, the surging popularity of convenience diets among the millennial population will create new growth avenues for the global industry. However, huge product costs and easy availability of substitute food products such as functional foods and food supplements can put brakes on the global industry.

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The rising prevalence of celiac disease and other diseases owing to unhealthy lifestyles and rise in demand for healthy snacking products is expected to drive the demand for gluten free snacks. Consumption of healthy food products in order to prevent health disorders, such as heart diseases, diabetes, obesity, chronic pulmonary disease, and metabolic syndrome is expected to drive the growth of gluten free snacks market.

Over time, people have become more aware of the significance of gluten free eating. This is brought on by the sharp increase in chronic health problems. In order to address the health

issue, consumers nowadays have embraced special diet plans and even changed their lifestyles to keep in shape. Use of low-calorie snack products is one of the significant developments associated with this trend. Gluten free snacks have become more popular as they do not include gluten and are less likely to be nutritionally complete as they offer a lot less calories than are required to maintain a healthy weight.

The demand for gluten free snacks has grown in recent years. People's adherence to gluten free diets has increased, in part because of greater awareness of gluten related illnesses, particularly celiac disease, but primarily because of the common notion that a gluten free diet is better. For instance, according to The American College of Gastroenterology, they estimate that in 2020, The prevalence of biopsy-confirmed Celiac disease (CD) is estimated at 0.7%, while diagnosis based on serology is estimated at 1.4% of the population. Thus, growing obesity and related health problems are likely to increase gluten free snacks market demand during forecast period.

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However, there are several barriers to the expansion of gluten free snacks industry, including the high cost of gluten free items, their scarcity, and misunderstandings around gluten free diets. On the other hand, difficulties in the production of gluten free goods present a problem for those who make such goods.

The gluten free snacks market is segmented into product type, distribution channel, generation and region. By product type, it is segmented into nutrition bars, candy bars, salty snacks, nuts and others. By distribution channel, it is segregated into convenience stores, supermarkets & hypermarkets, specialty stores, drugstores & pharmacies, e-commerce and others. By generation, it is further segmented into millennials, generation x and baby boomers. On the basis of region, it is analyzed across North America (the U.S., Canada, and Mexico), Europe (Germany, France, UK, Italy, Spain, Russia and the Rest of Europe), Asia-Pacific (China, India, Japan, Australia, South Korea, Thailand, Indonesia and Rest of Asia-Pacific), and LAMEA (Brazil, Argentina, UAE, Saudi Arabia and Rest of LAMEA).

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By Region, Europe contributed notably toward the global [gluten free snacks market share](#) in 2021, and is projected to continue its dominance during the forecast period. The region accounted for more than two-fifths of the global gluten free snacks market share in 2021. The same region is slated to contribute significantly toward the global market size in 2031. The growth of the regional market over the anticipated timeline is owing to rise in product penetration in countries such as Germany and surging product demand from millennial population in Europe. Furthermore, the North America gluten free snacks industry is anticipated to record the highest CAGR of 10.2% over 2022-2031. The regional market growth over the projected timespan is owing to rise in intake of convenience foods in the region along with high

presence of convenient snacks on shelf of retail stores.

#### Major market players

Freedom Foods Group Limited

General Mills, Inc.

Kellogg Company

Koninklijke Wessanen N.V.

Mondelez International Inc.

ConAgra Foods Inc.

Quinoa Corporation

The Hain Celestial Group, Inc.

The Kraft Heinz Company

Valeo Foods Group Ltd.

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