

Gluten-Free Desserts and Ice Creams Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

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Report description:

The global gluten-free dessert and ice cream market is growing at a CAGR of 6.2% during the forecast period (2022-2027).

COVID-19 is likely to continue its impact on the worldwide food business and its associated industries like the gluten-free ice cream and dessert market. According to experts, the ice cream industry, which was pegged at around USD 21 billion in 2019 by Euromonitor, has lost around 38% of its sales due to the COVID-19 pandemic. The drop in consumption is largely due to adherence to prescribed norms of movement restriction, which has led to the closure of retail channels, vending carts, etc., and hence the drop in consumption.

Wheat, barley, rye, and their derivatives are a few of the ingredients used in the manufacturing of ice cream that contains gluten. An increase in the number of people with gluten intolerance, allergies, and celiac disease is driving the market. Other groups of consumers are wheat allergy, autism, ADHD, multiple sclerosis, irritable bowel syndrome (IBS), and the people following the 'free from' trend who are engaged in the consumption of gluten-free products.

However, one of the major challenges for the growth of the global gluten-free dessert and ice cream market is the high price of gluten-free products compared to regular dessert and ice cream products, which is attributed to the high production cost and the cost of high-quality raw materials used.

Gluten-Free Desserts & Ice Creams Market Trends

Increased Consumption of Gluten-free Products

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Celiac disease, which is an auto-immune disorder affecting the small intestine, caused by a reaction to gluten, proteins found in wheat and other grains, has been found to increase in recent years. A survey was carried out by the Mayo Clinic, which showed the three groups of people opting for a gluten-free diet. The first is the one with diagnosed celiac disease, the second with undiagnosed celiac disease, and the third group consists of the people without celiac disease and who are avoiding gluten. Wheat, barley, rye, and their derivatives are a few of the ingredients used in the manufacturing of ice cream that contains gluten. An increase in the number of people with gluten intolerance, allergies, and celiac disease is driving the market. Other groups of consumers are wheat allergy, autism, ADHD, multiple sclerosis, irritable bowel syndrome (IBS), and the people following the 'free from' trend who are engaged in the consumption of gluten-free products.

Asia-Pacific is the Fastest Growing Region of the Market

Countries in the Asia-Pacific region are the fastest growing region in the market that are accepting gluten-free products such as desserts and ice-creams in recent years as this segment has been one of the vital, healthy alternatives for gluten intolerance and health-conscious people. Also, improved disposable income of the emerging markets region with significant spending of the upper-class population on healthy foods has fueled the market growth. Leading players in the market, such as Haagen Dazs and Ben and Jerry's, have been involved in launching new dairy-free varieties to continue their brand presence among consumers. However, in contrast to sorbets, other dessert products aim to emulate the creamy textures and flavors of the product, which has been a challenge for food scientists.

Gluten-Free Desserts & Ice Creams Market Competitor Analysis

The gluten-free dessert and ice cream market is highly competitive in nature, having a large number of domestic and multinational players competing for market share and with innovation in products being a major strategic approach adopted by leading players. Some of the major players are Unilever, Nestle SA, The Hain Celestial Group Inc., Conagra Brands, Inc., and General Mills Inc. Additionally, Gluten-Free Desserts and Ice Creams industry developments include asset purchases, mergers and acquisitions, joint ventures or collaborations, license agreements, R&D efforts, investments, and new product launches are included.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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