

## **Gluten-Free Bakery Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 120 pages | Mordor Intelligence

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### **Report description:**

The global gluten-free bakery market is projected to witness a CAGR of 9.8% during the forecast period (2022-2027).

Consuming gluten products often leads to an immune reaction of the body termed celiac disease. Although eating gluten products do not directly cause a risk of COVID-19, celiac disease can often cause Type 1 diabetes and thyroid in some patients, due to which the patient might be prone to adverse effects if infected by the coronavirus. Hence, consumers have been cautious regarding the consumption of gluten and have preferred gluten-free products to avoid such symptoms and diseases. This presumably pushed up the demand for gluten-free products.

With the rising prevalence of celiac disease in the global population, the preference for a gluten-free diet is increasing among consumers. With the rising popularity of gluten-free products, bread products, snacks, and cookies are becoming immensely popular, owing to the convenience it offers. Therefore, factors such as these are expected to drive the market studied. Gluten-free bakery products are gaining traction over the forecast period because the consumers in the market remain stringent with enjoying diverse eating experiences and are hardly expected to give up on that.

### **Gluten-Free Bakery Market Trends**

#### **Rising Prevalence of Celiac Disease in Global Population**

According to The Celiac Disease Foundation, the prevalence of the celiac disease worldwide is 1.4% based on blood tests and 0.7 % based on biopsy results. Celiac disease has a very strong genetic component. Almost 30% of the American population has the version of the gene required to develop celiac disease. In European countries, too, there is a rising prevalence of celiac diseases

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among the population. People suffering from celiac disease adhere to a strict gluten-free diet, which supposedly improves the symptoms. This set population is expected to drive the market growth further ahead.

### North America Holds the Largest Market Share

North America is the largest market for gluten-free bakery products, followed by Europe and South America, owing to the increasing incidence of celiac disease and gluten intolerance, majorly in countries all over the globe. Furthermore, the innovative product launches in gluten-free products are influencing the market growth of gluten-free products in North America, and raising awareness about the health benefits of gluten-free eatables is likely to boost the market growth. Favorable regulatory framework and initiatives to promote a gluten-free diet by the U.S. Food and Drug Administration (FDA) and subsidy allocations are anticipated to further boost the gluten-free bakery market over the forecast period.

### Gluten-Free Bakery Market Competitor Analysis

The global gluten-free bakery market is competitive, with many global and regional players operating in the market studied. Some of the major key players in the gluten-free bakery market globally include Amy's Kitchen, Inc., Bob's Red Mill, Kraft Heinz Company, Hain Celestial Group, Inc., etc., among others. Conventional stores were largely preferred as a point of sale for gluten-free products. This is attributed to the factors such as the ease of accessing stores, availability of various product categories, and frequent purchasing destinations.

### Additional Benefits:

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

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