

Free-From Food Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

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Report description:

The global free-from-food market was valued at USD 71,381.2 million during the current year and is expected to register a CAGR of 13.25% during the forecast period.

Key Highlights

The free-from-food market is also thriving in the light of medical advancements that have analyzed and provided a solid understanding of different responses from the immune system, enabling consumers to make conscious decisions in purchasing their food products.

With changing lifestyles, the demand for plant-based foods is increasing due to the growing awareness about the benefits of a vegetarian diet. Consumers increasingly perceive vegetarian/vegan food products to help reduce the levels of harmful cholesterol in the blood and improve health and overall well-being.

For instance, according to World Bank Data, in 2020, Brazil held an 8% share of vegetarians worldwide. Most vegetarians include middle or upper-class urban dwellers from the central and southern parts of the country. A vegetarian diet can positively affect the environment, one of the major reasons for boosting the region's per capita spending on meat substitutes.

Consumer awareness regarding labeling allergen-free and dairy-free product claims and other ingredient claims is driving the market for these food products. Moreover, favorable regulations by the food safety authorities are expected to bring more opportunities for the major players in the market to increase output.

Free-from Food Market Trends

Clean Label Product Development and Associated Labeling Compliance

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The free-from, natural, and organic claim products have started to witness soaring demands in countries like the United States, Germany, the United Kingdom, China, India, and others. The increased consumer demand for free-from-food products and the rising clean-label claims on products accelerated the market growth around the globe. Product launches with various label claims, such as "gluten-free," "dairy-free," "meat-free," "non-GMO," and "reduced sugar," have been benefitting customers over the past few years. Moreover, these days, consumers are keeping a constant check on food labels before purchasing any food product. Several organizational surveys on consumers' buying behaviour reveal the rising consumers' interest in probing for superior ingredients on food labels. According to a study published by the International Food Information Council Foundation in 2021, over half (54%) of participants indicated that front-of-package (FOP) labels have an impact on food and beverage purchases, and nearly a quarter (24%) agree that they have a considerable impact. Most survey participants (94%) were familiar with at least one FOP label. Thus, clean label product development, coupled with its associated labeling compliances is expected to drive the growth of the market.

Asia-Pacific is the Largest Region

The increasing consumer preference for healthy and high-quality food products is expected to drive the free-from-product market. According to a study on the Prevalence of Lactase Deficiency in Chinese Children of different ages published by the journal Research Gate, only 38.5% of children aged between 3 and 5 years old were lactose-deficient, and 87% of those in the 7-8 year and 11-13-year-old groups were lactose- and dairy-intolerant. On the other hand, the massive media exposure and government education on lactose intolerance and infant allergies helped boost purchases of free-from lactose-free baby milk formula and dairy products among consumers with related health issues. The ongoing trend of clean-label food products, with non-GMO, lactose-free, allergen-free, and gluten-free being the fastest-growing claims in the region, is yet another major factor augmenting the sales of free-from foods in the market over the forecast period. Thus, manufacturers are also launching innovative products to cater to the potential market. For instance, in October 2022, Licious, a meat startup in India, entered the plant-based meat sector with the launch of the brand UnCrave. According to the company statement, the brand will offer vegetarian chicken and mutton seek kebabs directly to consumers. Thus, growing trend of free-from food in the region, along with the product innovation from manufacturers is increasing the market growth in the Asia-Pacific region in the forecast period.

Free-from Food Market Competitor Analysis

The free-from-food market is highly competitive due to the presence of several domestic and international players in this segment. Some of the key players in the market include Danone SA, Nestle SA, General Mills Inc., Reckitt Benckiser Group Plc, and Beyond Meat, among others. The key strategy used by some of the top players in the segment is product innovation, as this enables companies to meet the consumers changing preferences on a daily basis. Also, using the same strategy, a company can expand its product portfolio and even offer numerous products to consumers, which will help to elevate sales. For instance, in April 2021, General Mills launched a new flavour of breakfast cereal under the brand Chex. The product is now available in Apple Cinnamon flavour and is gluten-free by nature, as claimed by the company.

Additional Benefits:

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

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