

## **United Kingdom Gluten Free Foods & Beverages Market - Growth, Trends, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 95 pages | Mordor Intelligence

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### **Report description:**

The UK gluten-free foods and beverages market is anticipated to witness a CAGR of 8.7% during the forecast period.

During the COVID-19 pandemic, the gluten-free market in the United Kingdom did not observe significant losses. However, after the pandemic, demand for gluten-free goods surged. According to Amy's Kitchen's annual report, e-commerce sales increased by 10%, accounting for 10% of the total sales. The trend of free-from has strongly influenced the population of the country, who can afford to buy gluten-free products more often due to the high disposable incomes. A current trend toward gluten-free product consumption has given further impetus to the gluten-free food and beverage segment. The easy availability of products in almost all grocery stores is expected to significantly impact the market's growth. Higher disposable incomes and the shifting trend toward processed foods are also aiding market growth.

The increasing health awareness among consumers in the country is the major factor driving the market for gluten-free foods and beverages in the United Kingdom. People prefer gluten-free products in the United Kingdom due to the prevalence of coeliac disease in the region. Coeliac disease is an auto-immune disorder that results in individuals developing intolerance to gluten. The United Kingdom's population is highly affected by this condition, which is, in turn, boosting the demand for gluten-free food and beverages. Gluten-free diets are also suitable for people suffering from inflammatory diseases and autoimmune disorders.

### **UK Gluten Free Foods & Beverages Market Trends**

#### **Increasing Demand for Dietary Food**

Dietary habits across the Western world are evolving, with an increasing number of health-conscious consumers. This trend is

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visible in the United Kingdom, where one of the leading reasons for the popularity of dietary food is consumers' desire to lead a healthier lifestyle. Coeliac disease is an autoimmune disorder that results in an individual developing intolerance to gluten. The immune system mistakes substances found inside gluten as a threat to the body and attacks them, damaging the intestines. According to the Coeliac Organization United Kingdom, 1 in 100 people has coeliac disease in the United Kingdom, which is boosting the demand for gluten-free food. Doctors are also recommending a gluten-free diet in case of allergies, which is also boosting the popularity of gluten-free food and beverages among consumers in the country. Thus, due to the growing awareness through diverse methods, gluten-free foods and beverages are gaining popularity in the country, which is driving the market to a significant extent. Consumers are consuming gluten-free products to prevent adverse symptoms, such as gastrointestinal (bloating, wind, abdominal cramps, and fatigue/tiredness) and to maintain better health. The growing diseases and rising health consciousness are promoting the consumption of gluten-free products in the country.

#### Flourishing Bakery Sector Likely to Offer Opportunities for Gluten-free Products

The bakery sector in the United Kingdom is advanced and has the potential to evolve. The UK bakery industry is readily adapting to the new concepts and trends in food processing, emerging in response to consumer needs in the country, the region, and across the world. The locals are fond of bakery products. Therefore, a major portion of processed food sales comes from the bakery segment. However, more people discovering their intolerance to gluten has led to the popularization of gluten-free products, which is anticipated to boost the market for gluten-free foods and beverages in the country. In the United Kingdom, different rules for gluten-free products are also improving the market landscape. According to a European regulation, only products with less than 20 parts of gluten in a million are allowed to be labeled as 'gluten-free' on their packaging. Due to this regulation, consumers are becoming more aware of the content of products, which is driving the market further.

#### UK Gluten Free Foods & Beverages Market Competitor Analysis

The UK gluten-free foods and beverages market is highly competitive, with the presence of several global and local players due to the high demand for gluten-free foods among the local population. The global giants are adopting geographical expansion as a major strategy to conquer the market. On the other hand, local players are emphasizing product innovations to attract the millennial population group who are willing to try new products and are very brand-conscious. This trend across the various food industries is creating opportunities for many manufacturers to expand across categories.

#### Additional Benefits:

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

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