

## **Canada 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 Canadian Gluten Free Foods & Beverage Market is projected to witness a CAGR of 9.1% over the next five years.

The market for gluten-free food and beverages in the country has risen from being a specialty product to mainstream products. The rising number of celiac diseases in the country has created awareness among consumers for switching to gluten-free products in their regular diet. According to information released by the Canadian Celiac Association (CCA) and Allergen Control Group (ACG), the increasing awareness of celiac diseases and other related immune diseases has increased the demand for gluten-free food products. According to Canadian Celiac Association (CCA) data from 2022, 1% of Canadians are diagnosed with Celiac Disease. Bakery products such as bread, cookies, and biscuits dominate Canada's gluten-free foods and beverages market.

Moreover, the increased availability of gluten-free products at mainstream retail outlets, such as Sobeys and Atlantic Superstore, has further facilitated market growth. Due to urbanization and changes in lifestyle, demand for convenience food is increasing in the region. Consumers have become aware of their health and nutrition. Gluten-free food and beverages provide plenty of nutritional benefits like better digestive health, increased energy levels, healthy diet patterns, and many more. Owing to all these benefits, consumers have shifted to a gluten-free diet. Market players are adopting new strategies to market their products. For instance, in August 2021, The Very Good Food Company Inc. announced the launch of its Butcher's Select product range. This range came with two products, Spicy Meatballs, and The Very Good Steak. These products are gluten-free as well as soy-free.

Canada Gluten-Free Foods & Beverages Market Trends

Surge in Demand of Clean Label and Free From Food

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The significant demand for organic, natural, and good-for-health products has increased the demand for gluten-free products in the Canadian market. Consumers are becoming more aware of the adverse health effects of gluten-containing grains, such as wheat and barley. The rising awareness of free-from ingredients in the country has created an upsurge in the trend of gluten-free claims. Consumers are more interested in investing in food and beverages containing free-from ingredients, pushing gluten-free products in the market forward. Alongside this, the rising cases of celiac disease in Canada have also led to the inclination of consumer demand toward gluten-free products. Companies are now focusing on new product development, owing to the changing market demand. For instance, in February 2021, Chickapea, a Canada-based gluten-free, organic pasta company, launched its +Greens product line. These kinds of pasta are available in different shapes, such as penne, spirals, and spaghetti, and are made with chickpeas, kale, spinach, and lentils.

#### Bakery Segment Caters to Larger Portion of the Market

Bread and other bakery products usually contain gluten as they are majorly prepared from wheat and are not accepted by people who want a gluten-free diet. The demand for gluten-free food has increased recently because of the substantial increase in the demand for gluten-free bread and bakery products. Associations like Canadian Digestive Health Foundation are also playing a prominent role in maintaining the diet patterns of the country, which has extended the opportunities for the gluten-free bread and bakery products market in the country. The association also keeps a close watch on the circulation of the gluten-free product in the local market and constantly reviews the regulatory requirements surrounding the gluten-free category keeping a close check on the purity and safety of ingredients being incorporated into the products. The different local and regional players are focused on product innovation to cater to the rising demand of consumers for gluten-free bakery products. For instance, in January 2021, a Canadian gluten-free and plant-based baker, Little Northern Bakehouse, launched new gluten-free bread products, namely Organic Original, Organic Ancient Grain, and Organic Oatmeal. These organic and gluten-free bread are certified organic products.

#### Canada Gluten-Free Foods & Beverages Market Competitor Analysis

The market is highly competitive, with a prominent presence of private-label brands and global brands. The market is fragmented, with many local and regional players competing with international players. Global players like PepsiCo Inc., Nestle S.A., General Mills Inc., and Conagra Brands Inc., among others, are some of the prominent players in the market. Regional players such as Grupo Bimbo and Kinnikinnick Foods Inc. hold a significant share of the market. New product launches, mergers and acquisitions, and expansions are the major strategies adopted by companies in this market. Owing to the rapidly developing nature of the market, new product innovation has become the most commonly used strategy among all, as it helps in understanding the changing needs of the consumers in the market.

#### Additional Benefits:

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

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