

Europe Gluten-Free Foods and Beverages Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 100 pages | Mordor Intelligence

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Report description:

The European gluten-free foods and beverages market is estimated to register a CAGR of 11.1% during the forecast period (2022-2027).

The COVID-19 crisis has significantly affected the gluten-free foods and beverages market. Consumers are shifting toward these products due to rising health awareness. The gluten-free diet has helped consumers reduce excess inflammation and maintain strong health. General Mills Inc., one of the top key players in the gluten-free food and beverage industry, witnessed an organic growth sales of 3% in 2021.

The growing demand for gluten-free bakery products is one of the most crucial factors driving the gluten-free food market. Germany's gluten-free bakery products segment is witnessing substantial product launches, including gluten-free bagels, muffins, cookies and wafers, pretzels, and croissants. Germany is one of the leading markets in the region, followed by the United Kingdom and Italy.

Europe Gluten Free Foods & Beverages Market Trends

Increasing Prevalence of Celiac Disease

There is a rising prevalence of celiac disease in Europe. Celiac disease can often cause Type 1 diabetes, damage intestine lining, and can cause thyroid in some patients. Hence, consumers have been cautious regarding gluten consumption. They are preferring gluten-free products to avoid such symptoms and diseases. The European Union adopted universal labeling laws for gluten-free food. According to the National Library of Medicine, in 2020, Italy witnessed a growth of 0.6% in the number of patients with celiac

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disease. Therefore, consumers are tremendously elevating toward the gluten-free diet, as gluten-free foods and beverages can reduce the effect of celiac disease by promoting intestinal healing. Thus, such factors are driving the growth of the gluten-free foods and beverages market.

Increasing Demand for Gluten-Free Food Products

With emerging awareness among consumers about a healthy lifestyle, there is a high preference for healthy foods. Consumers are following a strict gluten-free diet, such as a gluten-free breakfast. Thus, seeking the demand for gluten-free food in the market, the companies are innovating several new healthy products that can be consumed at any time. Initially, gluten-free bakery products were consumed only by those with some allergies or intolerances. However, a larger population is preferring gluten-free bakery products due to the rising health consciousness among consumers. According to Euromonitor, Germany witnessed a 0.7% sales increase of gluten-free bread in 2020. Thus, the rising demand for gluten-free bakery products is a major factor in the market's growth.

Europe Gluten Free Foods & Beverages Market Competitor Analysis

Gluten-free food and beverages do not contain gluten. They are a group of proteins usually found in certain cereal grains. The market is highly competitive due to the presence of large international players and small local players. Key players include Kraft Heinz Company, Amy's Kitchen, Bob's Red Mill, Conagra Brands Inc., and Dr. Schar. The most common strategy adopted by these players is product innovation to meet consumer demand. Some of the other players in the industry also prefer mergers and acquisitions to acquire the top position in the industry and maintain dominance over other players in terms of business expansion.

Additional Benefits:

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

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