

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

Market Report | 2023-01-23 | 82 pages | Mordor Intelligence

### **AVAILABLE LICENSES:**

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

### **Report description:**

The Australian gluten-free foods and beverages market is projected to register a CAGR of 7.8% during the forecast period (2022-2027).

The key factors that affected the gluten-free food and beverage industry within and after the COVID-19 pandemic include the impact on each of its value chains, including workforce at the industrial level, raw material supply, trade and logistics, and uncertain consumer demand at food service outlets, production, distribution.

The market for gluten-free foods and beverages in the country has gone through a radical change, from specialty niche products to mainstream products. The current trend toward gluten-free product consumption has given further impetus to the market studied. The bakery industry holds a significant share of the market studied. The upsurge in the consumption of gluten-free biscuits is aiding the market growth.

Moreover, the rising obesity and gluten intolerance level in the country supports the growth of the market studied.

Australia Gluten-Free Foods & Beverages Market Trends

Rising Coeliac Disease & Gluten Intolerance

The rising population with celiac disease in Australia has led to a surge in the consumption of gluten-free foods and beverages in the country. According to Celiac Australia Limited, a nationally registered charity offering company, approximately 1 out of 70 Australians are affected by coeliac disease, and thus, there is a higher demand for gluten-free foods and beverages. Therefore,

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

the rising number of cases of celiac disease in the country widely drives the Australian gluten-free foods and beverages market. Moreover, with the rise in clean labeling and an increase in the supply of high-quality gluten-free products, the manufacturers are taking advantage of the huge potential of the market and catering to the coeliac-affected populace.

### Bakery Segment Holds the Largest Share

The bakery sector has remained at the forefront of gluten-free food in the country. The national marketplace has witnessed an increasing demand for gluten-free crackers, bread, and biscuits in the past few years. Additionally, the consumers of the country in the current scenario are adopting gluten-free bakery products as a source of healthy food, together, with rising consumption by growing awareness of allergies and intolerance. Helga's, Burgen, and Zehnder are some of the most popular local brands of gluten-free bread in the country. Moreover, these companies are gaining market share with the continuous growth in the market studied.

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

The Australian gluten-free foods and beverages market is fragmented. The domestic players of the market hold a significant share of the market studied. However, the market is led by global players, such as The Sanitarium Health and Wellbeing Company, Freedom Nutritional Products Limited, Quest Nutrition, Bob's Red Mill Natural Foods, Good Food Partners (GFP), Genius Foods Ltd, Unilever, TWINBAYS, General Mills and Kellogg's. The major strategies adopted by the players include new product launches, expansions, and acquisitions. The key players are embarking on mergers and acquisitions as one of their key strategies to achieve consolidation and optimize their offerings. Moreover, these players are merging with the local players to gain dominance in the market studied.

### Additional Benefits:

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

### Table of Contents:

#### 1 INTRODUCTION

##### 1.1 Study Assumptions and Market Definition

##### 1.2 Scope of the Study

#### 2 RESEARCH METHODOLOGY

#### 3 EXECUTIVE SUMMARY

#### 4 MARKET DYNAMICS

##### 4.1 Market Drivers

##### 4.2 Market Restraints

##### 4.3 Porter's Five Forces Analysis

###### 4.3.1 Threat of New Entrants

###### 4.3.2 Bargaining Power of Buyers/Consumers

###### 4.3.3 Bargaining Power of Suppliers

###### 4.3.4 Threat of Substitute Products

###### 4.3.5 Intensity of Competitive Rivalry

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## 5 MARKET SEGMENTATION

### 5.1 By Product Type

#### 5.1.1 Bakery Products

#### 5.1.2 Pizzas and Pastas

#### 5.1.3 Cereals and Snack Foods

#### 5.1.4 Meat and Meat Products

#### 5.1.5 Beverages

#### 5.1.6 Other Product Types

### 5.2 By Distribution Channel

#### 5.2.1 Supermarkets/Hypermarkets

#### 5.2.2 Convenience Stores

#### 5.2.3 Specialist Retail Stores

#### 5.2.4 Online Retail Stores

#### 5.2.5 Other Channels

## 6 COMPETITIVE LANDSCAPE

### 6.1 Most Adopted Strategies

### 6.2 Market Share Analysis

### 6.3 Company Profiles

#### 6.3.1 The Sanitarium Health and Wellbeing Company

#### 6.3.2 Freedom Nutritional Products Limited

#### 6.3.3 General Mills Inc.

#### 6.3.4 Kellogg Company

#### 6.3.5 QuestNutrition

#### 6.3.6 Bob's Red Mill Natural Foods

#### 6.3.7 Genius Foods Ltd

#### 6.3.8 Unilever

#### 6.3.9 Genius Foods Ltd

## 7 MARKET OPPORTUNITIES AND FUTURE TRENDS

## 8 IMPACT OF COVID-19 ON THE MARKET

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

Market Report | 2023-01-23 | 82 pages | Mordor Intelligence

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	2025-05-08
		Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com



**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)  
[www.scotts-international.com](http://www.scotts-international.com)