

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

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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,

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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, TWO BAYS, General Mills and Kelloggs. 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

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