

India Gluten-Free Food and Beverage - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

Market Report | 2024-02-17 | 85 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 India Gluten-Free Food and Beverage Market size is estimated at USD 19.53 million in 2024, and is expected to reach USD 37.48 million by 2029, growing at a CAGR of 13.93% during the forecast period (2024-2029).

Key Highlights

- The key factors include the impact on each value chain, including workforce at the industrial level, raw material supply, trade and logistics, and uncertain consumer demand at food service outlets, production, and distribution. However, consumers with celiac diseases or gluten intolerance buy more survival-based products instead of gluten-inclined products. Thus, gluten-free products are set to witness steady growth during the forecast period.
- Manufacturing companies are concentrating on increasing the production of more gluten-free packaged goods. India is the second fastest-growing market for gluten-free foods & beverages in Asia-Pacific, following China. Gluten-free cookies, snacks, and Bakery products, such as bread, cakes, etc., hold the highest market share and are expected to project a healthy growth rate in the forecast period.
- Government agencies are also promoting gluten-free products in the country by providing products at affordable prices. For instance, in April 2022, several millet products were launched by the Agricultural & Processed Food Products Export Development Authority (APEDA) at the AAHAR food fair at affordable prices ranging from INR 5 to INR 15 (USD 0.060 to USD 0.18) for people of all ages. All the millet products launched by APEDA are gluten-free, 100% natural, and patented. The launched products are cream biscuits, salt biscuits, milk biscuits, ragi peanut butter, jowar peanut butter, jowar upma, pongal, khichadi, and millet malts (jowar, ragi, bajra).
- Additionally, the increasing number of celiac disease cases encourages consumers to opt for gluten-free products. Celiac disease is more prevalent in Northern India, where wheat is the primary staple cereal. The unawareness of the health issues of gluten products is a restraining factor.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

India Gluten Free Products Market Trends

Increasing Celiac Disease and Gluten-Intolerance In India

- As preventive healthcare has become more prominent in the country, healthy foods and nutritional supplements such as nutraceuticals are becoming more popular. There is a move toward replacing staples such as rice and wheat with gluten-free Nutri-cereals such as millet. The aim of fortifying food is to enhance its nutritional value.
- The dietary trends and consumption patterns of Indian customers have evolved over time. In recent years, the percentage of grains in daily calorie consumption has decreased. Consumers have increased their intake of vegetables, fruits, and superfoods like green tea and olive oil.
- The prevalence of food allergies and intolerances in the general population is rising. This results in an increased demand for consumer products tailored to meet the specific dietary needs of people with these allergies and intolerances. Furthermore, growing disposable income and consumer awareness about various allergies such as gluten allergies, celiac disease, and others also contribute to the demand for healthy gluten-free foods in the country.

Bakery Segment Holds the Largest Share

- The bakery sector has remained at the forefront of gluten-free food in India. In the past few years, the national marketplace has witnessed an increasing demand for gluten-free crackers, bread, and biscuits. Additionally, the country's consumers in the current scenario are adopting gluten-free bakery products as a source of healthy food and growing awareness of allergies and intolerance.
- Increasing awareness of the health benefits of gluten-free products is one of the key factors driving the growth of the global gluten-free bakery products market. Hence, it is due to evolving consumer needs that the country's bakery industry is readily adapting to new concepts and trends in the food processing industry. The locals are fond of bakeries; therefore, a significant portion of sales from processed food comes from the bakery segment.
- There is a growing demand for gluten-free bakery products among Indians, resulting in the expansion of gluten-free bakeries throughout the country. For instance, in October 2021, Ellipsis Bakery opened its third location in Oshiwara, Andheri West, Mumbai. Along with classic baked goods, the bakery offers gluten-free and wheat-free options.

India Gluten Free Products Industry Overview

The gluten-free market in India is highly fragmented, consisting of many small and medium-sized players. Key players in the market include Amy's Kitchen Inc, General Mills Inc, Dr. Schar, Genius Foods, and Kraft Heinz Company. Most market players are local and offer a wide range of healthy foods. Their manufacturing facilities are based in India. Online sales are the primary medium for goods distribution, followed by supermarkets/hypermarkets.

Currently, the level of competition among the players is low. However, it is predicted to increase in the future, owing to growing consumer demand. Innovation, marketing, and distribution are some of the key strategies adopted by the players. 24 mantra, Whole foods, Varya's, Savorlife, and Gullon, are some of the brands offering gluten-free cookies and snacks in the Indian market.

Additional Benefits:

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 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 Industry Attractiveness - Porter's Five Forces Analysis
 - 4.3.1 Bargaining Power of Suppliers
 - 4.3.2 Bargaining Power of Consumers
 - 4.3.3 Threat of New Entrants
 - 4.3.4 Threat of Substitute Products
 - 4.3.5 Degree of Competition

5 MARKET SEGMENTATION

- 5.1 Product Type
 - 5.1.1 Beverages
 - 5.1.2 Bakery Products
 - 5.1.3 Savory and Snacks
 - 5.1.4 Condiments, Seasonings and Spreads
 - 5.1.5 Dairy and Dairy Substitute Products
 - 5.1.6 Meat and Meat Substitute Products
 - 5.1.7 Others
- 5.2 Distribution Channel
 - 5.2.1 Supermarkets/Hypermarkets
 - 5.2.2 Convenience Stores
 - 5.2.3 Speciality Stores
 - 5.2.4 Online Retail Stores
 - 5.2.5 Other Distribution Channels

6 COMPETITIVE LANDSCAPE

- 6.1 Key Strategies adopted
- 6.2 Market Share Analysis
- 6.3 Company Profiles
 - 6.3.1 Amy's Kitchen Inc.
 - 6.3.2 Dr. Schar
 - 6.3.3 Kraft Heinz Company
 - 6.3.4 General Mills Inc.

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 6.3.5 Genius Foods
- 6.3.6 Swmabhan Commerce Pvt. Ltd.
- 6.3.7 Wild Drum Beverages Private Limited
- 6.3.8 Bob's Red Mill
- 6.3.9 Boulder Brands Inc.
- 6.3.10 KRBL Limited
- 6.3.11 Mondelez International Inc
- 6.3.12 Frontier Soups

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

India Gluten-Free Food and Beverage - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

Market Report | 2024-02-17 | 85 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*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-02-27
		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
www.scotts-international.com