

GLUTEN FREE CONSUMERS

Here are some great statistics about the gluten free community and the future of the market.

Gluten Free Market Stats

U.S. Gluten Free Market Sales ¹

**\$5.4
BILLION**
for 2012

**\$8.8
BILLION**
for 2014

**\$14.2
BILLION**
projected 2017

5-10% of U.S. wheat-based categories are going to be gluten free in 3-5 years ³



OVER 60% of gluten & allergen free consumers rank **TASTE** as their #1 priority ²

Americans on special Diets

18+ MILLION
are on a gluten free diet ⁴

3+ MILLION
have Celiac Disease ⁵

2+ MILLION
have Autism ⁶

100+ MILLION
have dietary restrictions ⁷

1. Spins; Information Resources, Inc./Mintel

2. GlutenFreePassport-Global Perspectives of Consumers, Hospitality and Food Service Market Research 2008 http://glutenfreepassport.com/wp-content/uploads/2011/02/Executive_Summary1.pdf

3. Boulder Brands: 5-10% of US wheat-based categories are going to be gluten-free in 3-5 years. 2013. <http://www.foodnavigator-usa.com/Markets/Boulder-Brands-5-10-of-US-wheat-based-categories-are-going-to-be-gluten-free-in-3-5-years>

4. Non-Celiac Gluten Sensitivity. 2011. <http://www.celiaccentral.org/non-celiac-gluten-sensitivity/>

5. NFCA, What is Celiac Disease? 2011. <http://www.celiaccentral.org/Celiac-Disease/21/>

6. What is Autism? 2013. <http://www.autismspeaks.org/what-autism>

7. Special Diet Market. <http://glutenfreepassport.com/food-service-how-to-serve-guests/ceeliac-allergies-prevalence/>