



As confusing as the gluten-free trend may seem to the food industry and the press, consumers are equally mystified as they continue to figure out how to navigate the labyrinth of facts and fiction. The key for food industry stakeholders is to be able to separate trends from fads and bend culture at the moment it is changing in order to be able to develop innovative products that meet the quality criteria (e.g., taste, appearance, perceived benefits) that consumers seek within the constantly changing world of health and wellness.

It's estimated that about 1 in 100 people — or 1 percent — have celiac disease, an inherited autoimmune disease that causes damage to the small intestine when gluten is ingested. (*celiac.org 2014*) Gluten is a protein found principally in wheat, rye, spelt, triticale and barley. But celiacs are far from the only consumers exploring gluten avoidance and gluten-free lifestyles.

AMERICANS SEEKING GLUTEN FREE

16%

OF CONSUMERS ARE BUYING MORE GLUTEN-FREE PRODUCTS THAN ONE YEAR AGO

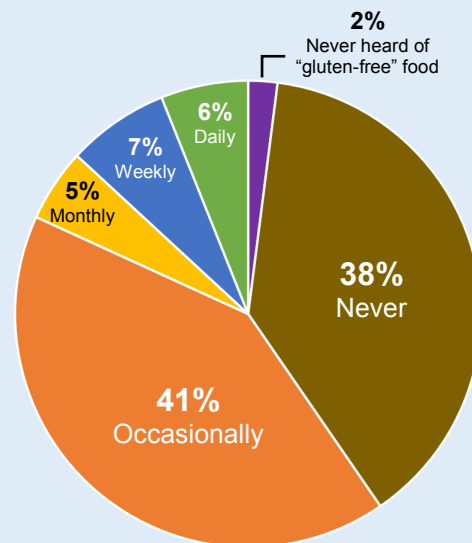
20%

IN 2015, ONE IN FIVE CONSUMERS ARE AVOIDING/REDUCING GLUTEN IN THEIR DAILY DIET (a 4 pt. increase from 2013)

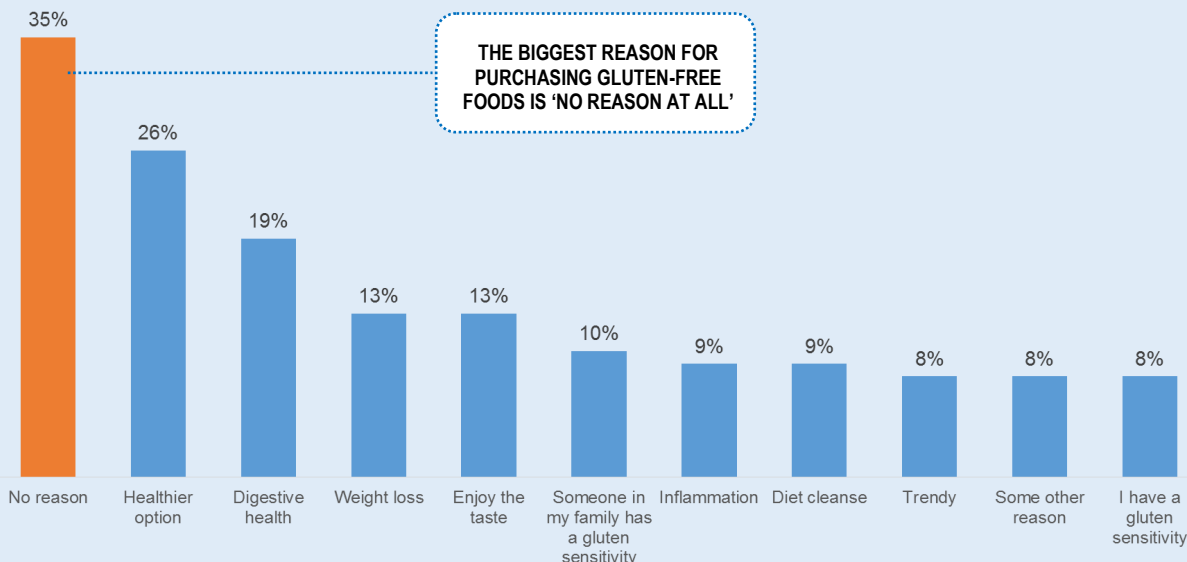
29%

OF CONSUMERS SAY "GLUTEN FREE" IS AN IMPORTANT LABEL WHEN SELECTING FOODS AND BEVERAGES FOR PURCHASE

HOW OFTEN AMERICANS CONSUME FOODS LABELED 'GLUTEN FREE'



REASONS FOR PURCHASING 'GLUTEN-FREE' FOODS



THE BIGGEST REASON FOR PURCHASING GLUTEN-FREE FOODS IS 'NO REASON AT ALL'