

The free-from food movement is in full force



NEW PRODUCT LAUNCHES

have accelerated the growth of the free-from food movement



29% of 2017's new food product launches featured claims related to being "natural" or "free from artificial ingredients."

Source: Global Data Ingredients Report, Aug. 2018

49%

of consumers buy products with gluten-free claims



57% of these consumers perceive them to be a healthier option

50%

of consumers buy products with lactose-free claims



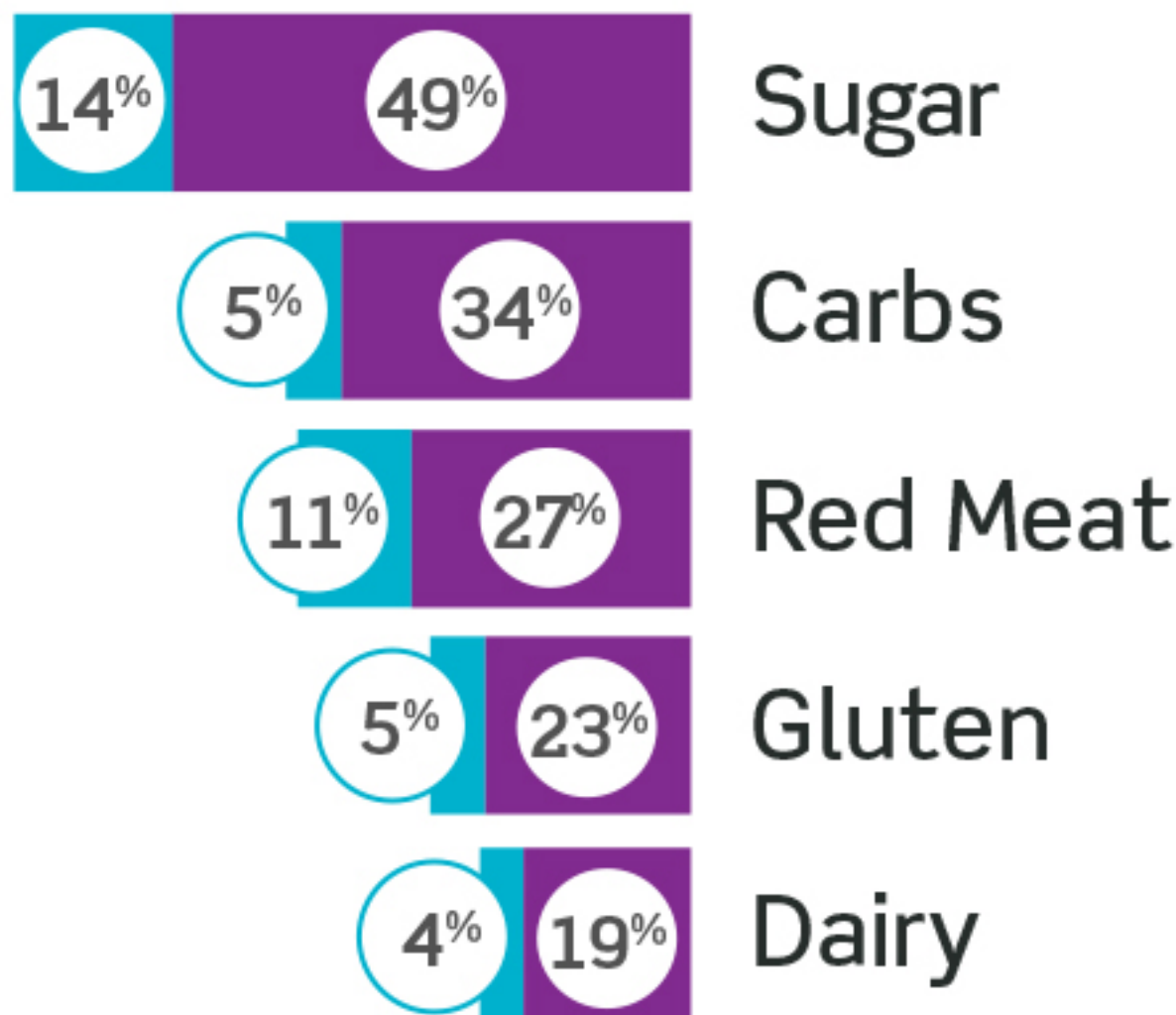
51% of these consumers perceive them to be a healthier option

Source: Euromonitor – Global H&W Outlook Report, Aug. 2018

The free-from food movement's GROWING CONSUMER BASE

↘ "I am trying to limit my intake."

⊘ "I avoid this entirely."



Source: GlobalData