



# Healthy INSIGHTS

A look at what's new in gluten-free foods

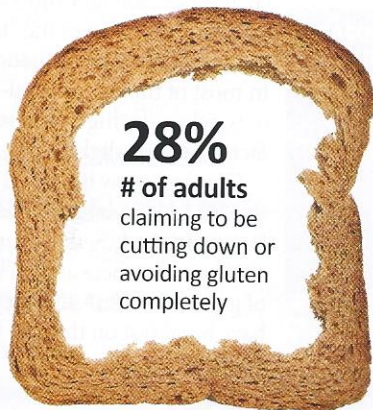
## Dieters and Health-Minded Consumers Driving Gluten-free Trend

New research from Mintel confirms: it's not just celiacs and the gluten intolerant that are propelling the popularity of gluten-free foods, it's health-minded consumers. According

**27%**  
of consumers surveyed said they eat gluten-free foods to help them lose weight.

to a recent survey, 65% of consumers who eat gluten-free foods do so because they perceive them to be healthier than their conventional counterparts. Perhaps more surprising is that 27% of consumers

surveyed said they eat gluten-free foods to help them lose weight. Interesting, says Mintel, as there has "been no research affirming these beliefs." Nevertheless, the research firm says the healthy halo surrounding these products is a major driver in the market. When it comes to other motivations for going gluten-free: 36% claimed to eat them for reasons other than sensitivity, while 7% use them to reduce inflammation, and 4% to combat depression.



(The NPD Group/Dieting Monitor, U.S., July 2013)

## Check it Out!

### Extraordinary Oats

Like so many of this company's foods, Bakery On Main Instant Oatmeal is jam-packed with good stuff and is made with pure uncontaminated oats, chia, flax, amaranth and quinoa. This healthy comfort food is also high in fibre and is free from dairy, casein, wheat, trans fat, and cholesterol while also being non-GMO, low in sodium and Kosher OU Parve. Available in four bakeshop flavours: Apple Pie, Strawberry Shortcake, Maple Multigrain Muffin and Traditional.

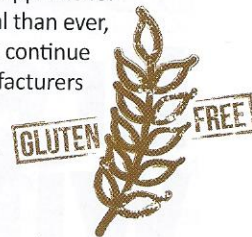


### Guilt-free, Gluten-free Granola

Unable to find nutritious snacks and cereals that her family could eat, Lotus Ellis decided to take matters in her own hands and create her own. The result: a line of delicious organic, gluten-free granolas made with "the healthiest ingredients we could find." Lotus Fine Foods' Quinoa Granola is also free of many of those things health-minded consumers are looking to avoid: gluten, dairy, artificial flavours and colours, preservatives, trans fats and refined sugar. Available in four varieties, these versatile granolas serve as both a cereal and a snack.

## What's Next for Gluten free?

As the gluten-free trend continues to gain momentum—boosted by celebrity endorsements and by more ordinary folks who have a growing appetite for these foods—what's next for gluten free? With a broader appeal than ever, industry watchers agree that the gluten-free food category will continue to grow. According to Mintel, we can expect to see more manufacturers develop better-tasting, more nutritious gluten-free foods.



## The Gluten-free Market

**\$458.9 million** - The size of the gluten-free market in Canada (up from \$178.9 million in 2008). By 2017 this figure is expected to double.

(Packaged Facts)

In the United States, the **\$10.5 billion** gluten-free food and beverage industry climbed **44%** between 2011 and 2013.

(Mintel)

In the **global gluten-free** product market, bakery & confectionery products have the largest volume share (**46%**) followed by gluten-free snacks (**20%**).

(MarketsandMarkets, Oct. 2013)

**59%**

North America's share in the global gluten-free product market.