

## Free-from Foods - UK - December 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Concerns around the environment and animal ethics are giving dairy-free food and drink a boost, with the multidimensional appeal of these products boding well for the longevity of the dairy-free segment. Meanwhile, more clarity is needed to help shoppers easily identify which allergens products are free from.”

– **Alyson Parkes, Research Analyst**

This report looks at the following areas:

This should help to build trust, which will be timely given recent news coverage of the presence of unlabelled allergens in freshly prepared foods.

- Allergen labelling likely to see a change in regulations
- Veganism trend gives dairy-free multi-dimensional appeal
- Nutritional credentials has potential to attract new users to the market

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Steady rise in free-from claims across the UK food market

Lidl launches permanent gluten-free range of products

'Year of plant power' NPD from Alpro

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 Nutritional labelling is important to more avoiders than allergen labelling  
 A UK-wide allergen labelling system appeals to three in 10  
 Trust in own-label free-from products is just as strong as in specialist brands  
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