

GLUTEN FREE

Gluten free reflects the cultural belief that digestion is the root of all wellness



Have you purchased gluten-free products in the past week?



CRITERIA FOR CHOOSING GLUTEN-FREE PRODUCTS

You may be aware that “gluten free” sometimes means different things to different people. How free of gluten does a product have to be to meet your needs? (Among past 3-month purchasers of gluten-free products)

“I think gluten just clogs you up inside. I've lost weight and I feel better now that I'm careful about gluten.”

—Mid-level consumer

Can contain wheat or gluten as long as this isn't one of the key ingredients

32%

- Millennials 31%
- Gen X 33%
- Boomers 29%
- Silent 40%

Trace amounts are okay as long as the ingredients don't include wheat or gluten

38%

- Millennials 43%
- Gen X 39%
- Boomers 31%
- Silent 34%

Must be absolutely free of any trace amounts of gluten

32%

- Millennials 27%
- Gen X 28%
- Boomers 40%
- Silent 25%