

# PATENT INSIGHTS: EMERGING TRENDS IN "GLUTEN-FREE"

With the increase in popularity of a gluten-free diet, recent innovation focuses on upgrading gluten-free products by improving nutritional and sensory profiles.



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# Report Content



- At a glance
- Mintel's perspective

## WHAT CONSUMERS WANT AND WHY

- A significant proportion of consumers seek gluten-free options as a healthier choice
- Many UK consumers are eating a range of free-from foods, with gluten/wheat-free products well represented
  - Graph 1: types of free-from food and drink consumers have eaten/drunk or bought in the last six months, 2019

## PRODUCT INNOVATION TRENDS

- Gluten-free baking ingredients and mixes dominate among various sub-categories that typically contain gluten
  - Graph 2: % of launches that feature a gluten-free claim, select categories/sub-categories that typically contain gluten, 2016-21
- Recent product launches prepared from a variety of gluten-free flour alternatives

## THE PATENT LANDSCAPE

- Patent activity relating to gluten-free food and drink
  - Graph 3: patents related to gluten-free products and processes in the food industry, published each year, 2012-21
- China leads patents related to gluten-free food and drink

### Explore new sources of gluten-free flour

- Recent launches show the inclusion of variety of gluten-free alternatives
- Look for wheat-free alternatives to avoid gluten
- Upcycle the by-products of the juice industry for use as a sustainable gluten-free alternative

### Enhance the nutritional profile

- Recent gluten-free launches have additional health benefits
- Prioritise the quality of life by improving the nutritional profile of gluten-free food and drinks
- Incorporate ingredients that enhance the nutritional value of gluten-free products

### Ensure sensory characteristics

- The importance of improving taste in gluten-free foods is paramount
- Recent gluten-free launches with improved taste and flavour
- Upgrade gluten-free products by improving sensory attributes
- Innovative approaches to improving the organoleptic properties for gluten-free products

## THE IMPLICATION

- Recent innovations to improve nutritional and sensory attributes may help the gluten-free category surge further into the mainstream market

## APPENDIX

- Research methodology
- Key gluten-free food and drink patent examples
- Shape your future with Mintel bespoke patent analysis

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