

Gluten-Free Bakery Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> ****Industry:**** Bakery, Flavors & Food Ingredients (Food & Beverage)
> ****Source:**** <https://www.mordorintelligence.com/industry-reports/gluten-free-bakery-market>
> ****Scraped Date:**** 2026-09-17

Executive Market Summary

Market Metric	Details
:---	:---
Base Market Size	USD 8.48 billion
Projected Forecast (2031)	USD 8.48 billion
Growth Rate (CAGR)	8.89 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

![Major players in Gluten-Free Bakery industry](images/chart_2.png)

![Gluten-Free Bakery Market Size](images/chart_3.png)

![Gluten-Free Bakery Market Share by Product Type, 2025](images/chart_4.png)

![Gluten-Free Bakery Market Share by Distribution Channel, 2025](images/chart_5.png)

![Gluten-Free Bakery Market Growth Rate by Region](images/chart_6.png)

![Gluten-Free Bakery Market Concentration](images/chart_7.png)

![Icon](images/chart_8.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

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![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)

Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period
|
2021 - 2031
|

Market Size (2026)
|
USD 8.48 Billion
|

Market Size (2031)
|
USD 12.99 Billion
|

Growth Rate (2026 - 2031)
|
8.89 %
|

Fastest Growing Market
|
Asia-Pacific
|

Largest Market
|

North America
|

Market Concentration
|

Medium
|

Major Players

*Disclaimer: Major Players sorted in no particular order

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Market Overview

Gluten-Free Bakery Market Analysis by Mordor Intelligence

The gluten-free bakery market size is expected to grow from USD 7.83 billion in 2025 to USD 8.48 billion in 2026 and reach USD 12.99 billion by 2031, with a CAGR of 8.89% from 2026 to 2031. Several factors are driving this growth, including increased detection of celiac disease, stricter regulations on cross-contact thresholds, stable specialty-flour costs due to record rice and corn harvests, and a shift by major food manufacturers toward premium clean-label recipes. Supermarkets are expanding their allergen-friendly product ranges, while e-commerce platforms are helping niche brands grow without needing physical stores. Climate-related challenges in rice and corn production have led to long-term sourcing contracts, reducing cost fluctuations. Manufacturers are combining functional benefits with indulgent textures, which is helping them raise average selling prices and attract flexitarian consumers. These consumers may not have gluten intolerance but are interested in the perceived digestive and wellness benefits of gluten-free products.

Key Report Takeaways

- * By product type, bread led with 35.16% of the gluten-free bakery market share in 2025, while cookies and biscuits are projected to post the fastest 10.09% CAGR through 2031.
- * By flour type, rice flour accounted for 41.16% of 2025 sales, and other flour type is forecast to grow at a 10.02% CAGR over 2026-2031.
- * By distribution channel, supermarkets and hypermarkets accounted for 44.63% of 2025 revenue, whereas online retail is set to expand at a 11.89% CAGR through 2031.
- * By geography, North America commanded 38.46% of the gluten-free bakery market share in 2025, whereas Asia-Pacific is expected to advance at a 10.53% CAGR between 2026 and 2031.

Key Market Trends

Market Trends and Insights

Drivers Impact Analysis of Gluten-Free Bakery Market*

DRIVERS |
(~) % IMPACT ON CAGR FORECAST |
GEOGRAPHIC RELEVANCE |
IMPACT TIMELINE |

Increasing celiac disease diagnoses

|

+1.8%
|

Global, with concentration in North America and Europe
|

Medium term (2-4 years)

Product innovation in textures

|

+1.5%

Global, led by North America and Europe research and development hubs

Short term (≤ 2 years)

Clean-label and natural ingredients

|

+1.2%
|

Global, strongest in North America and Western Europe
|

Medium term (2-4 years)
|

Expansion of e-commerce channels

|

+2.0%
|

Global, accelerating in Asia-Pacific and North America
|

Short term (≤ 2 years)
|

Allergen-friendly labeling standards

|

+0.8%
|

North America and Europe, with spillover to Asia-Pacific
|

Long term (≥ 4 years)

Rise of functional bakery items

|

+1.3%

Global, early adoption in North America

Medium term (2-4 years)

Source: Mordor Intelligence

Competitive Landscape

Competitive Landscape

Established manufacturers and new entrants vie for dominance in the gluten-free bakery market, which is witnessing moderate consolidation. Key players like Dr. Schar AG/SpA and Grupo Bimbo SAB de CV are broadening their reach through e-commerce and specialty stores. Meanwhile, local bakeries cater to regional tastes with fresh, premium offerings. As awareness of gluten intolerance grows and health-centric products gain traction, the market continues its upward trajectory.

In response to the health-conscious trend, companies are unveiling premium lines of gluten-free bakery items, emphasizing clean-label, organic, and functional attributes. Through retail partnerships, independent certifications, and a commitment to ongoing product innovation, these firms are solidifying their market foothold. Such strategies not only cater to the rising demand for healthier options but also set them apart in a crowded marketplace.

Data analytics has become essential for optimizing distribution and inventory management. It empowers companies to forecast demand, minimize waste, and guarantee product availability, all of which boost operational efficiency. As major food corporations broaden their gluten-free portfolios, the market leans towards consolidation. However, specialized producers with direct-to-consumer models maintain their autonomy, bolstered by premium positioning and strong customer loyalty. These niche players harness their expertise and personalized engagement to carve out a competitive advantage.

Gluten-Free Bakery Industry Leaders

*

Dr. Schär AG/SPA

*

Grupo Bimbo, S.A.B. de C.V.

*

Flowers Foods, Inc.

*

Warburtons Holdings Limited

*

Conagra Brands, Inc.

*

*Disclaimer: Major Players sorted in no particular order

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Component Component 3 Scope Of The Report Bottom

Global Gluten-Free Bakery Market Report Scope

Segmentation Overview

By Product Type

Bread
|

Cookies and Biscuits
|

Cakes and Muffins (includes Cupcakes)
|

Other Gluten-Free Bakery Products
|

Segmentation Accordion Item

By Geography

North America
|

United States
|

|

Canada
|

|

Mexico
|

|

Rest of North America
|

Europe
|

Germany
|

|

United Kingdom
|

|

Italy
|

|

France
|

|

Spain
|

|

Netherlands

|

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Poland

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|

Belgium

|

|

Sweden

|

|

Rest of Europe

|

Asia-Pacific

|

China

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|

India

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Japan

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|

Australia
|

|

Indonesia
|

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South Korea
|

|

Thailand
|

|

Singapore
|

|

Rest of Asia-Pacific

|

South America

|

Brazil

|

|

Argentina

|

|

Colombia

|

|

Chile
|

|

Peru
|

|

Rest of South America
|

Middle East and Africa
|

South Africa
|

|

Saudi Arabia
|

|

United Arab Emirates

|

|

Nigeria

|

|

Egypt

|

|

Morocco

|

|

Turkey

|

|

Rest of Middle East and Africa

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Frequently Asked Questions

What is the gluten-free bakery market size in 2026?

The gluten-free bakery market stands at USD 8.48 billion in 2026.

How fast will gluten-free bakery market grow through 2031?

The category is projected to register an 8.89% CAGR from 2026 to 2031, reaching USD 12.99 billion by the end of the period.

Which product type generates the highest revenue?

Bread remains the leading product, contributing 35.16% of 2025 sales.

Which region will grow quickest?

Asia-Pacific is forecast to post the fastest regional CAGR of 10.53% through 2031.