

## **Infographic: The Nitty Gritty on Gluten Free**

Buzzback

Online researcher Buzzback conducted a study to decipher the details around consumers' use of gluten-free products. From reasons for eating gluten-free foods, to demographics and favored brands, this infographic paints a holistic picture of an oft-misunderstood market.

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## going against the grain



### Top Reasons Purchase

(Unaided)

1. Healthier lifestyle
2. Easier on the stomach
3. No harm, Beneficial



Only 10% say they purchase gluten-free products because they or someone in their household is gluten-intolerant and/or has Celiac disease.

### ...more women purchase

To treat other health-related conditions  
Because they suffer from stomachaches/ bloating

### ...more Ages 40-64 purchase

To reduce risk of heart disease  
To reduce/eliminate unhealthy carbohydrates



20% always purchase gluten-free products when shopping.



3 in 10 of those Ages 18-39 have purchased gluten-free beer.



8 in 10 agree eating gluten-free is harder when eating out.

About one-third know a restaurant, bakery, and/or café that offers gluten-free menu items.



6 in 10 say gluten-free products are expensive.

Survey included 100 gluten-free purchasers, ages 18-64.



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