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Global gluten-free beverages market expected to grow

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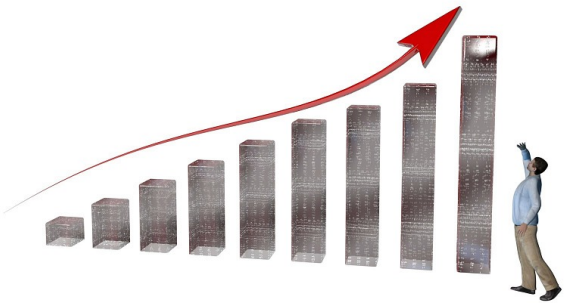

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According to the report, one driver in the market is increasing number of people with gluten intolerances and allergies. The number of consumers who are intolerant to gluten and have celiac disease and food allergies is on the rise. In line with this, the demand for gluten-free food and beverage products is increasing rapidly. This will help in the growth of the global gluten-free beverages market during the forecast period.

One trend in the market is increasing availability of gluten-free food and beverages. One of the trends which can positively influence the growth of the global gluten-free beverages market is the increasing availability of gluten-free food and beverage products through various distribution channels. Players offering gluten-free beverages are forming alliances with various supermarkets and departmental stores to increase the shelf space for their products and garner the attention of consumers.

Further, the report states that one challenge in the market is high price of gluten-free beverages. One of the major challenges for the growth of the global gluten-free beverages market is the high price of gluten-free beverages compared to regular beverages. The high price of gluten-free beverages can be attributed to the high production cost and the cost of high-quality raw materials used.