

VALUE-CHAIN ANALYSIS OF GLUTEN-FREE FOODS

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ABSTRACT

Globally gluten free products were estimated to have a market potential of 4639.13 Million USD in 2015 and 7594.43 Million USD in 2020. Regular use of gluten-free products was reported to have multiple health benefits like increased energy levels, reduced gas and bloating. Major improvements were observed in patients of gluten sensitivity and autistic children. The gluten-free diet has become popular among celebrities and has gained much media attention due to the claim of weight loss and boost in energy levels. Gluten-free products, initially an important niche product segment, have now become part of the mainstream market. This has resulted in an increase in sales with the help of certain channels such as educational institutions and hospitality sectors. Gluten-free products are segmented on the basis of sales channel management. Natural sales management is one of the key sales channels including standalone health food stores and natural food chain. Conventional retailers including grocery, drug store, mass merchandiser, club store etc. formulate another important sales channel. Successful value chain modelling of gluten-free foods would lead to increased benefits to manufacturers and channel agents due to its constant demand in developed markets and increasing demand in developing nations.

KEYWORDS: *Gluten-Free, Value-Chain, Celiac Disease*

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